



ASBU Official Partnership Program

About the Arab States Broadcasting Union (ASBU)

The Arab States Broadcasting Union is a long established and trusted pan-Arab non-profit organization that has been serving the broadcasting sector in the Arab region for more than 40 years. It is one of the oldest joint Arab organizations.

ASBU holds an outstanding place among international and regional unions, with which it has strong professional relations.

Its headquarters are located in Tunis, Republic of Tunisia.

Grouping all the Arab governmental radio and television corporations, ASBU has kept abreast of all the evolutions that took place in the audiovisual field in the Arab world. Since 1996, membership has been extended to privately owned radio and television channels.

ASBU has also been joined by non Arab, foreign radio and television broadcasters, as Affiliate Members.

Its main activities and services include the exchange of news, programs and sports; coverage of main political, economic, artistic and cultural events within and outside the Arab region; negotiating and acquiring major sport events rights on behalf of its members and assuring a common coverage; offering professional training for its members' personnel; etc.

About the Arab Broadcasting Scene as in 2010

The Arab World refers to a large region stretching across more than 14 million square kilometers (8.6 million square miles) from the Atlantic Ocean in the west to the Arabian



Sea in the east, and from the Mediterranean Sea in the north to the Horn of Africa and the Indian Ocean in the southeast. It consists of 22 countries and territories with a combined population of 358 million people straddling North Africa and Western Asia.

Its total area is the size of the entire Spanish-speaking Western Hemisphere (14 million km²), larger than Europe (10.4 million km²), Canada (10 million km²), China (9.6 million km²), the United States (9.6 million km²), Brazil (8.7 million km²). Only Russia-at 17 million km², the largest country in the world-and Anglophone North America (eighteen million square kilometers) are larger geocultural units.

The Arab satellite broadcasting sector has been going through major changes since the mid-nineties. By the end of 2009, there were 398 Arab broadcasting networks, 26 of them are state-owned.

These networks broadcast together 696 TV channels, using 17 satellites, mostly Arabsat, Nilesat and Noorsat. Among those channels, 97 are state-owned (49 general content, 48 specialized), while private companies own 599 channels (161 general content, 438 specialized).

Objectives of the Official Partnership Program

ASBU Official Partner Program establishes a formal affiliation between ASBU and companies/organizations dealing with or operating in the broadcasting field as major suppliers of equipments, technical solutions, audiovisual programs, sport and other major events rights, services or supplies.

Conscious of the important role assumed by these organizations and corporations in the development of the broadcasting industry, ASBU looks through this new and unique Program to tighten links between these entities and its broadcasters members and to offer a professional forum for new ideas, projects and developments that help shaping up an always better broadcasting scene's future.

Small companies to worldwide corporations may join ASBU "family" through this Partnership Program which is intended for Partners that are sharing with ASBU the same dreams, objectives and values, that developed over the years a rich expertise in their respective domains and that keep contributing to the success of the broadcasting industry in these domains.

Through this unique of its kind Program, ASBU Official Partners are considered a valuable asset and are intended to become an active part of the ASBU team.



Outstanding Opportunities ASBU Offers

ASBU annual program of activities include the organization of numerous meetings where gather highest ranking officers from all ASBU members and from other Arab broadcasters as well. Many of these meetings are attended also by broadcasters and/or companies/ organizations operating in the broadcasting industry or in sectors connected or close to this industry.

Main meetings organized yearly include:

1. *The General Assembly*: held in December or January of each year. This meeting represents a big regional and professional event in which participate high ranking delegations from ASBU members (Presidents, CEOs, Vice-Presidents, COOs, Directors of Financial & Administrative Affairs, Technical Directors, Directors of Programs, Heads of Sports...). This big event is also attended by many high ranking officers from non-ASBU members broadcasters, international institutions (WBU, EBU, COPEAM, AIBD, ABU, ITU...) and major companies operating either in the broadcasting field or in sectors close or connected to the broadcasting industry.

This Assembly debates mainly about ASBU's program's of activities for the coming year as well as major ASBU's forthcoming projects.

2. *The Executive Council*: held twice a year, in June and December/January. Participate to this meeting high ranking officers (mostly Presidents, CEOs, Vice-Presidents, COOs) from elected ASBU members.
3. *The Permanent Committees*: count among the most important consultative bodies which define strategies, policies, programs and projects not only for ASBU but more importantly for all the broadcasting industry across the entire Arab region.

Generally, attend the Permanent Committees' meetings highest ranking officers in their specialties from all ASBU members. Usually, participate also to these meetings experts specially invited to deal with some specific issues.





Currently, ASBU counts six Permanent Committees:

- The Permanent Committee for Engineering Affairs
- The Television Programs Permanent Committee
- The Television News Permanent Committee
- The Radio Permanent Committee
- The Sport permanent Committee
- The Permanent Committee for Administrative, Financial and Legal Affairs

Emanates from the Permanent Committees a number of sub-committees and working groups that handle specific missions and where participate actively highest ranking officers in their specialties from all the ASBU members.

4. *Conferences, symposia, congresses, seminars, workshops, festivals, etc:* ASBU organizes every year multiple highly professional meetings where gather decision-makers in the broadcasting industry from the entire Arab region and also from other countries as well. Participate also to these meetings worldwide renown experts as well as guests from involved international organizations and specialized companies.

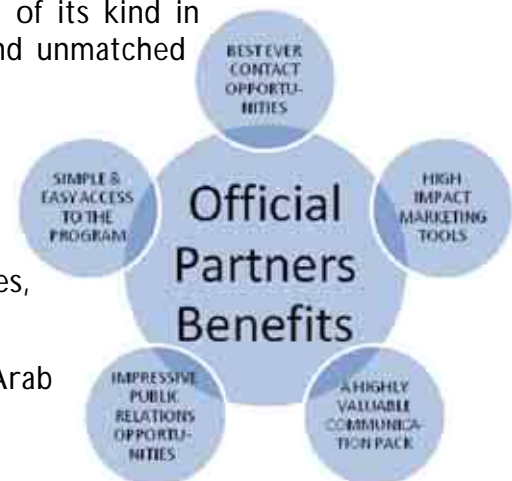
All these events are widely covered by all kinds of Arab media and large highlights are distributed freely to all Arab broadcasters through the ArabVision network and are also included freely within the news packages proposed to Asian and European broadcasters unions.

Benefits to Official Partners

Through this worldwide exclusive Program of its kind in the industry, ASBU offers highly valuable and unmatched services to its Official Partners:

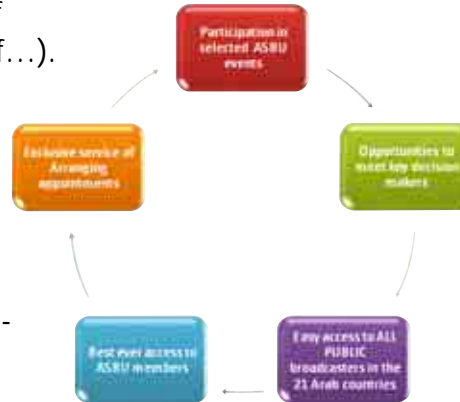
1. BEST EVER CONTACT OPPORTUNITIES

- Participation in selected events organized by ASBU (meetings, conferences, symposia, congresses, seminars, workshops, committees, sub-committees and work groups).
- Multiple annual opportunities to meet key Arab Broadcasters' decision-makers (Presidents, CEOs, COOs, Vice-Presidents, Directors of



Financial & Administrative Affairs, Technical/Engineering Directors, Directors of Programs, Heads of Sports, High ranking staff...).

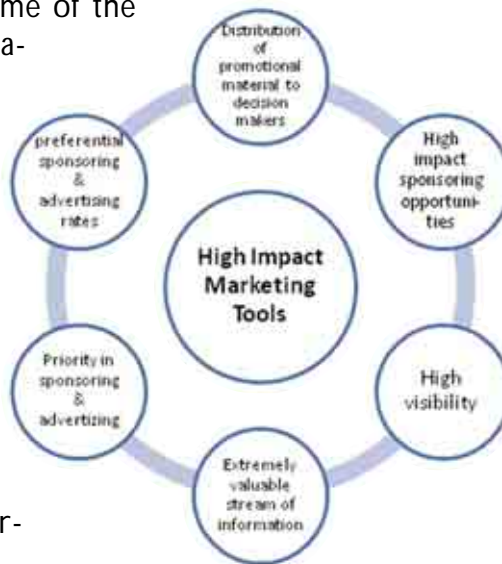
- Easy access to ALL PUBLIC broadcasters in 21 Arab countries!
- Best ever access to ASBU members (all Arab public broadcasters –by far the most important in the region– as well as to major private Arab broadcasters) representing together more than 150 TV channels!
- Special and Exclusive service of Arranging appointments during ASBU meetings!!



2. HIGH IMPACT MARKETING TOOLS

ASBU Official Partners will be entitled to unmatched marketing tools intended to allow them expand their customer base and reach efficiently their hard core target. Such services include:

- Distribution of commercial, promotional, and/or technical material (to some reasonable extent) in the briefcases distributed freely to all participants to some of the above mentioned meetings that are of paramount interest to Official Partners.
- Sponsoring of some events ASBU usually organizes on the margin of these meetings: lunches, cocktails, dinners, etc.
- Sponsoring of some stationary/gift items distributed to participants.
- Eventually, participation in a showroom that will be organized on the margin of some meetings and which will be held just on the outskirts of the meeting place to guarantee highest chances that participants actually visit different stands ;

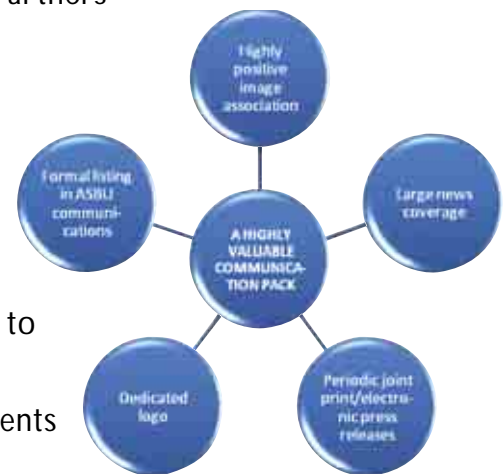


- Eventually, space allocation for exposing different kinds of visuals outside the meeting room.
- Extremely valuable and continuously updated stream of information about developments in ASBU, its members, and the overall broadcasting sector. Upon request, ASBU may provide Official Partners with precise and highly useful contact details about decision makers within any ASBU member. Speedy information about any changes occurring in ASBU and/or members staff or coordinates.
- Priority in sponsoring some ASBU organized events and in advertising in ASBU quarterly magazine and website. Special rates apply for advertizing in ASBU quarterly magazine and website.
- Priority and preferential rates for participating in the technologic/business exhibitions that will be organized by ASBU in a parallel path to some of the multiple events organized annually (festivals, workshops, technical /programs/ sport committees, etc.)
- Preferential rates for the use of ASBU's exchange capacities available on ArabSat and Eutelsat.

3. A HIGHLY VALUABLE COMMUNICATION PACK

The Official Partnership Program has been thought to offer also great marketing opportunities intended particularly to enhance Partners' exposure and visibility. Through joining this Program, Partners will enjoy:

- Highly positive image association with one major international broadcasting union (ASBU).
- News coverage of Official Partners activity within ASBU like:
 - the official signing ceremony to adhere to the Partnership Program.
 - Official Partner's participation in events organized by ASBU.
- Issuing joint print/electronic press releases whenever deemed suitable.

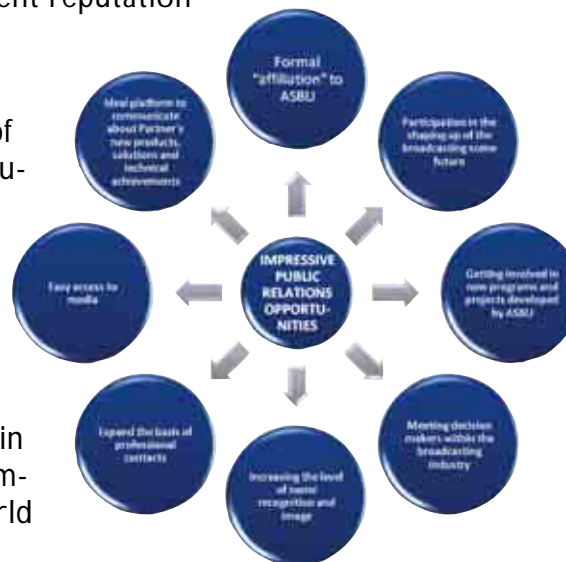


- Authorization to use ASBU Official Partner's dedicated logo in publicity material and on Official Partners' websites.
- Formal listing of ASBU Partners within ASBU website with hyperlinks to Partner's website when applicable.
- Listing as an Official Partner in ASBU's Quarterly magazine "Edha'at" (Broadcasters) distributed to high ranking officers within Arab Broadcasters and to media and academic professionals as well.
- Listing as an Official Partner in ASBU's e-magazines, e-newsletters and e-mailings.
- When deemed appropriate, hard core targeted communications for combined services that ASBU and its Official Partner can offer to the advantage of ASBU members or prospective members.

4. IMPRESSIVE PUBLIC RELATIONS OPPORTUNITIES

ASBU Official Partnership Program provides highly valuable opportunities to enhance knowledge about Partners, their products and solutions, and enhance their image across the entire region and beyond through:

- Establishing a formal "affiliation" to ASBU an international organization enjoying an excellent reputation worldwide.
- Promoting Partners' participation in the definition and the shaping up of the broadcasting scene future particularly in the Arab region.
- Beating the competition in getting involved in new programs and projects developed by ASBU and its members.
- Meeting high ranking officers within the broadcasting industry and the communication sector in the Arab World and worldwide.
- Increasing Partner's name recognition level and image



across the entire Arab region.

- Expand the basis of regional professional contacts and tightening existing ones.
- Offering the opportunity, several times yearly, to meet with the different media covering ASBU activities.
- Ideal platform to communicate about Partner's new products, solutions and technical achievements.

5. SIMPLE & EASY ACCESS TO THIS PROGRAM

- Joining ASBU's Official Partnership Program is fast and straight forward.
- Low annual fees to encourage valuable potential partners join the Program.
- Just like adhering, eventual withdrawal from this Program has been intentionally made easy and straightforward. Any Official Partner wishing to cancel its participation to the Official Partner Program may do so through a simple notification to ASBU's General Directorate at any time. Any Partner wishing to withdraw from this Program will not support any special financial consequences.

These numerous advantages will save money, time and effort to Official Partners looking to get in touch with broadcasters from the entire Arab region.



Who may join this Program

May be eligible to join ASBU Official Partnership Program any organization or company operating in the broadcasting sector or in sectors closely related to the broadcasting industry, in particular:

- satellite owners and operators
- broadcasting equipments manufacturers
- broadcasting system integrators
- broadcasting software and system developer
- broadcasting exhibitors

- broadcasting production and distribution companies
- regional and international organizations
- audiovisual production and distribution companies
- telecommunication companies
- telecommunication equipments manufacturers and solution providers
- fiber optics companies
- teleports
- IT companies
- media and sport rights marketing companies
- news agencies
- media cities
- advertizing and sponsoring companies
- marketing and consulting agencies
- professional training centers

as well as companies providing equipments, technical solutions, services and supplies to the broadcasting industry

How to become an ASBU Official Partner

Joining ASBU's Official Partner Program is easy and straightforward.

Partnership status will be confirmed in writing to Partners that:

- i. meet the requirements of this program,
- ii. have signed an Official Partnership Agreement and provided any requested documents justifying compliance with eligibility conditions as well as applications forms requested for joining this Program,
- iii. and paid the due annual partnership fee.

Partners will pay a modest annual fee due on their acceptance in the partnership program and annually thereafter.



For more information about this Program

If you are interested in learning more about the Official ASBU Partnership Program, please contact us:

Arab States Broadcasting Union (ASBU)
General Directorate
Official Partnership Program

Centre Urbain Nord – PO Box 250 – 1080 Tunis Cedex – Tunisia
Tel.: (+216) 71 849 000 - Fax: (+216) 71 843 054/303/505
E-mail : partnership@asbu.net - Website : <http://www.asbu.net>

So, take the lead, be among ASBU very first Official Partners!

