



الاتحاد الإفريقي للإذاعات
AFRICAN UNION
OF BROADCASTING
UNION AFRICAINE
DE RADIODIFFUSION
UNIÃO AFRICANA
DE RADIODIFUSÃO



AUB-UAR
MEDIA AWARDS
2026

CONCEPT NOTE

17th General Assembly of the African Union of Broadcasting & 20th Anniversary of the AUB

Theme: "AUB, 20 Years Serving African Media: Heritage, Innovation, and Transformation"

Dates: April 14–17, 2026 — Location: Banjul, The Gambia

1. General Context

The 17th General Assembly of the African Union of Broadcasting (AUB), coinciding with its 20th anniversary, comes at a crucial time for the African media ecosystem.

For two decades, the AUB has established itself as a central organization in audiovisual cooperation, resource pooling, and advocacy for the strategic interests of public and private broadcasters. Each year, it develops a diverse training programme to empower African media professionals.

Since 2024, the AUB has launched the AUB Foundation Against Cancer (AFAC) to promote the prevention of cancer through Media. This initiative is a voluntary and structured response aimed at reducing the cancer mortality rate, specifically in Africa. In 2024, this rate represented approximately 5% of all deaths recorded in Africa.

Furthermore, the global media landscape is undergoing profound changes related to digital transformation, Artificial Intelligence, the platform economy, and the commercialization and distribution of sports rights. In this context, the AUB plays a vital role in the collective management of broadcasting rights for major competitions, including the FIFA World Cup, the Africa Cup of Nations (AFCON), Futsal, Beach Soccer, as well as other CAF competitions (CHAN, CAF Champions League), the Paralympic Games, the African Footballer of the Year award, the FIBA Africa Cup of Nations, and the Islamic Solidarity Games, among others.

Through its pooling policy, the AUB guarantees equitable access to sports images for African populations, reduces broadcasting costs and strengthens the continent's audiovisual sovereignty.

2. Tripartite Vision: Heritage – Innovation – Transformation

A. Heritage: Identity consolidation and narrative sovereignty

African audiovisual heritage forms the fundamental basis of the continent's cultural sovereignty. It encompasses the reclaiming of the African narrative by Africans themselves, the digitization and preservation of audiovisual archives threatened with extinction, the promotion of African languages,

and the protection of sports rights to ensure that major competitions remain accessible to the widest possible audience.

In this context, the African Union of Broadcasting (AUB) acts as a guarantor of equitable access to international sporting events, preventing them from becoming products exclusively marketed by global private platforms whose priority remains the pursuit of profitability at the expense of the public interest.

B. Innovation: Emerging Technologies and New Models of Cooperation

Innovation is a major strategic lever for development for African media. In this capacity, several key projects are being led by the AUB:

- The African Content Exchange Network, based in Algiers, designed to facilitate the sharing, co-production, sale, and distribution of audiovisual programs among African broadcasters.
- The African Observatory of Artificial Intelligence (currently being established), tasked with anticipating the risks associated with deepfakes and information manipulation, supporting African broadcasters in the responsible integration of AI, and developing tools adapted to African realities.
- The creation of the AUB Training Centre for Broadcast and Digital Professions in Dakar, dedicated to journalists, technicians, and specialists in new technologies (Artificial Intelligence, cybersecurity, digital production, data journalism).

C. Transformation: towards a sovereign and sustainable media model

The transformation of the African media landscape rests on several fundamental axes: the modernization of the governance of public and private media, the adoption of hybrid and resilient economic models, the digitization of editorial processes, the enhanced professionalization of teams, as well as the systematic integration of technological innovation into national audiovisual communication policies.

3. Strategic Framework

This concept note is fully aligned with continental and international strategic orientations, including the African Union's Agenda 2063, the Sustainable Development Goals (SDGs), the challenges of digital sovereignty, and the African Union of Broadcasting (AUB's) ambition to reaffirm its role, assumed for the past 20 years, as a continental hub of broadcast expertise in the areas of sports rights, innovation, and training.

4. Challenges and Opportunities

In a context of profound changes in the global media landscape, African media outlets face structural,

technological, and economic challenges that affect their ability to fully fulfil their public service missions, promote cultural value, and enhance their international reach.

1) Challenges:

- < Persistent digital divide.
- < Increased competition from global platforms.
- < Risks related to the loss of audiovisual heritage.
- < Limited technical training capacity.
- < Rising costs of sports rights.
- < Limited capacity for financial mobilization.

2) Opportunities:

- < Strategic position of the UAR in collective bargaining.
- < Potential for monetizing content via AUBVision.
- < Gradual decrease in technology costs.
- < Growing global interest in African content.
- < Leveraging artificial intelligence to restore, index, and enhance the value of audiovisual archives.

5. Objectives of the General Assembly

The General Assembly provides a key strategic framework for defining the common directions of the African Union of Broadcasting in the face of changes in the media sector. It aims to strengthen cooperation among African media outlets, consolidate innovation mechanisms, and accelerate the digital transformation of the continental broadcast landscape.

In this regard, the General Assembly's objectives are to:

- < Strengthen the centralized management of sports rights.
- < Consolidate the role of the African Content Exchange Network.
- < Finalize the establishment of the African Artificial Intelligence Observatory.

- ⟨ Structure the AUB Centre for Broadcast and Digital Training.
- ⟨ Adopt resolutions in support of the modernization and digital transformation of public and private media.

6. Expected Results

The expected results of the General Assembly reflect concrete and measurable progress in governance, cooperation, and innovation within the African media landscape.

These include, in particular:

- ⟨ Member States' commitment to the regularization of sports rights.
- ⟨ The creation of a framework for the regulation of sports rights between Member States and with rights holders.
- ⟨ The adoption of the Banjul 2026 Declaration on Sports Rights.
- ⟨ The strengthening of the African Content Exchange Network based in Algiers.
- ⟨ The operationalization of the African AI Observatory.
- ⟨ The effective launch of the activities of the AUB Training Centre in Dakar.

7. Participants

African broadcasters, ministries of communication, television broadcasters, regulatory authorities, international organizations, technical partners, sports confederations (CAF, FIBA, FIFA, ISSA, CAB, African Olympic Committee), Artificial Intelligence experts, and innovators.

Conclusion

On the occasion of its 20th anniversary, the African Union of Broadcasting reaffirms its continental leadership. The General Assembly in Banjul marks the beginning of a new era: that of a sovereign African media landscape, better trained, united around the strategic management of its sports rights, and fully engaged in global innovation.