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## **HACA participates in the work of the 10th anniversary of the African Union of Broadcasting (AUB) Senegalese president Macky Sall commended the Moroccan delegation during a formal reception in Presidential Palace of Dakar**

26 Feb 2017







Following the invitation of the African Union of Broadcasting (AUB), the High Authority for Audiovisual Communication (HACA), the National Society of Radio-diffusion and Television (SNRT) and 2M TV channel took part in the work of the 10<sup>th</sup> General Assembly of the AUB, that coincide with the 10<sup>th</sup> anniversary of the founding of this body.

Morocco's participation to this work falls within the framework of the kingdom's AUB membership. In fact, applications of the SNRT and 2M have been approved unanimously by 28 participating delegations, in the presence of the Ambassador of His Majesty to Dakar Mr. Taleb Barrada.

The Moroccan delegation was represented by Mrs. Mohamed Ayad, SNRT managing director, Salim Sheikh, CEO of 2M, Jamal Eddine Naji, HACA's Director-General, Talal Salahdine, International Cooperation Manager, and Abderrahim Aderdour, senior executive of the Program Monitoring Department (PMD) at the High Authority.

This work, of which around a hundred participants have taken part, provided an opportunity to examine the current situation and the future of the audiovisual sector in the African continent, as well as the strategic guidelines of this instance in the face of challenges it is endeavoring, particularly issues on content, which ties in with identities and local cultures.

Participants have also debated issues on audiovisual archives digitalization, intellectual property rights protection, and the financing in its relation to fostering the creation.

Forum's works were marked by several contributions on relevant and targeted topics, presented by participants and a selection of experts, including Director General of the HACA Mr. Jamal Eddine Naji. These Interventions focused on the impacts of digital development on human, ethical and professional values spread and broadcasted in audiovisual contents of both digital and traditional means. The presentation of Mr. Naji aroused much interest and debate amongst the assistance.

Furthermore, the Moroccan delegation took part in the work of steering and exchange commissions, which thereafter considered the audiovisual digital communication contents in Africa and the challenges encountered by the AUB. Morocco chaired three out of the five commissions. In effect, Mr. Salim Cheikh chaired the work of programming and content acquisition, while Mrs. Jamal Eddine Naji and Talal Salahdine respectively headed the work of the training and new professions

Commission, and the AUB Strategy and general policy Commission.

Finally, it should be noted that after the closure of AUB general assembly work, some directors of institutions, including Mrs. Ayad, Naji and Cheikh have been received in presidential Palace of Dakar by Senegalese president, HE Macky Sall, who congratulated, in an address to the meeting, the Moroccan delegation for the adherence of the two public channels to the AUB. M. Sall has always been AUB most ardent defender, on many issues, particularly regarding exorbitant retransmission fees of last soccer African cup of Nations meetings.



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### Links

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