

List of AMB indicators

Sector 1: Freedom of expression including freedom of the media, are effectively protected and promoted

1.1 Freedom of expression including freedom of the media, is guaranteed in the constitution and supported by other pieces of legislation.	
1.2 The right to freedom of expression is practised and citizens, including journalists, are asserting their rights without fear.	
1.3 There are no laws restricting freedom of expression such as excessive official secret or libel acts, or laws that unreasonably interfere with the responsibilities of media.	
1.4 Government makes every effort to honour regional and international instruments on freedom of expression and the media.	
1.5 Print publications are not required to obtain permission to publish from state authorities.	
1.6 Entry into and practice of the journalistic profession is legally unrestricted.	
1.7 Confidential sources of information are protected by law and/or the courts.	
1.8 Public information is easily accessible, guaranteed by law, to all citizens.	
1.9 Websites and blogs are not required to register with, or obtain permission, from state authorities.	
1.10 The State does not seek to block or filter Internet content unless laws provide for restrictions that serve a legitimate interest and are necessary in a democratic society.	
1.11 Civil society in general and media lobby groups actively advance the cause of media freedom.	
1.12 Media legislation evolves from meaningful consultations among state institutions, citizens and interest groups	

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Sector 2: The media landscape, including new media, is characterised by diversity, independence and sustainability

2.1	A wide range of sources of information (print, broadcasting, internet) is accessible and affordable to citizens.	
2.2	Citizens' access to domestic and international media sources is not restricted by state authorities.	
2.3	Efforts are undertaken to increase the scope of circulation of the print media, particularly to rural communities.	
2.4	The editorial independence of print media published by a public authority is protected adequately against undue political interference.	
2.5	Adequate competition legislation / regulation seeks to prevent media concentration and monopolies.	
2.6	Government promotes a diverse media landscape with economically sustainable and independent media outlets.	
2.7	All media fairly reflect the voices of both women and men.	
2.8	All media fairly reflect the voices of society in its ethnic, linguistic, religious, political and social diversity.	
2.9	The country has a coherent ICT policy, which aims to meet the information needs of all citizens, including marginalised communities.	
2.10	Government does not use its power over the placement of advertisements as a means to interfere with editorial content.	
2.11	The advertising market is large enough to support a diversity of media outlets.	

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Sector 3: Broadcasting regulation is transparent and independent; the State broadcaster is transformed into a truly public broadcaster

3.1	Broadcasting legislation has been passed and is implemented that provides for a conducive environment for public, commercial and community broadcasting.	
3.2	Broadcasting is regulated by an independent body adequately protected by law against interference whose board is appointed – in an open way - involving civil society and not dominated by any particular political party.	
3.3	The body regulates broadcasting services and licenses in the public interest and ensures fairness and a diversity of views broadly representing society at large.	
3.4	The state/public broadcaster is accountable to the public through a board representative of society at large and selected in an independent, open and transparent manner.	
3.5	Office bearers with the State and political parties, as well as those with a financial interest in the broadcasting industry, are excluded from possible membership on the board of the state/public broadcaster.	
3.6	The editorial independence of the state/public broadcaster from political influence is guaranteed by law and practised.	
3.7	The state/public broadcaster is adequately funded in a manner that protects it from arbitrary interference through its budget and from commercial pressure.	
3.8	The state/public broadcaster is technically accessible in the entire country.	
3.9	The state/public broadcaster offers diverse programming formats for all interests.	
3.10	The state/public broadcaster offers balanced and fair information in news and current affairs, reflecting the full spectrum of diverse views and opinions.	
3.11	The state/public broadcaster offers as much diverse and creative local content as economically achievable.	
3.12	Community broadcasting enjoys special promotion given its potential to broaden access by communities to the airwaves.	

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Sector 4: The media practise high levels of professional standards

4.1	The media follow voluntary codes of professional standards, which are enforced by self-regulatory bodies that deal with complaints from the public.	
4.2	The standard of reporting follows the basic principles of accuracy and fairness.	
4.3	The media cover the full spectrum of events, issues and cultures, including business / economics, cultural, local and investigative stories.	
4.4	Equal opportunities regardless of race, social group, gender/sex, religion, disabilities and age are promoted in media houses.	
4.5	Journalists and editors do not practise self-censorship.	
4.6	Owners of established mainstream private media do not interfere with editorial independence.	
4.7	Journalists and media houses have integrity and are not corrupt.	
4.8	Salary levels and general working conditions for journalists and other media practitioners are adequate.	
4.9	Media professionals have access to training facilities offering formal qualification programmes as well as opportunities to upgrade skills.	
4.10	Journalists and other media practitioners are organised in trade unions and/or professional associations.	