

Media Charter 2024

1 Competition & Transparency

UBA aims to foster a market where transparency between all stakeholders is central.



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2 Measurement

UBA supports a cross-media framework to plan reach & frequency at campaign level.



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3 DEI in Media

UBA encourages media that reach all consumers, where people from diverse backgrounds can thrive at all levels, whether it's media, agencies or advertisers.



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4 Sustainability

UBA wants to aid the industry in buying and producing media campaigns in a futureproof way by taking into account their environmental impact.



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5 UBA Academy

UBA offers a training curriculum to develop knowledge on the effective use of the Belgian media.



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Taking brands further

www.ubabelgium.be