

Doc.27/2017

**RESOLUTION OF THE 46 GENERAL ASSEMBLY OF THE
INTERNATIONAL ASSOCIATION OF BROADCASTING – IAB**

RESTRICTIONS ON ADVERTISING

WHEREAS:

That in different countries law initiatives are being developed to establish limits and to restrict the advertising of certain products and services, severely affecting the Freedom of Commercial Expression and the right of citizens to be informed.

CONSIDERING:

That IAB doctrine establishes that "Freedom of Commercial Expression is not, nor can it disregard, the freedoms that make up the selective rationality of people to make their own decisions. Advertising as Free Commercial Expression plays an important role in allowing economic self-sufficiency of the media because without financial autonomy there can be no independent media. "

That in the same sense, IAB Declaration "60 years" established that "Prohibitions on the advertising of products and services legally produced and offered, restrict Free Commercial Expression"

The existence of private entities consisting of the various actors that make the advertising chain, such as the media, advertising agencies and advertisers, which put into practice voluntary self-regulation policies, can be an appropriate mechanism to address these issues.

**THE 46TH GENERAL ASSEMBLY OF THE INTERNATIONAL ASSOCIATION OF BROADCASTING - IAB -
MEETING IN BUENOS AIRES, ARGENTINA, RESOLVES:**

To reject any draft legislation that seeks to restrict the Freedom of Commercial Expression and consequently affect the independence of the media and their right to freedom of programming and content release.

Buenos Aires, November 3, 2017.