

IAB – NAB SIGNIFICANT MEETING DURING NABSHOW 2016

An important delegation of IAB Directors and Members participated in a new edition of NABSHOW, where an exclusive meeting with Sen. Gordon Smith, president and CEO of the National Association of Broadcasters - NAB, was held on April 20. During this meeting and within the framework of IAB's 70 anniversary, its President, Eng. José Luis Saca, granted NAB a recognition as IAB Member and Co- founder, highlighting the strong ties of cooperation with American broadcasters.

On the other hand, Sen. Smith thanked the broadcasters of different Latin American countries for attending NABSHOW 2016, who, he pointed out, represent a strong and constantly evolving industry.

Likewise, NAB President noted that while technological and business challenges facing broadcasters are very important, the cornerstone upon which this significant activity is founded is and will continue to be Freedom of Expression, therefore its preservation must be a priority for the sector.

Sen. Smith emphasized NAB's unwavering commitment with IAB in the defense of private, free and independent broadcasting.



Margaret Cassilly, Vice President , International Programs at NAB, Edgar Pereda Gomez, President of CIRT, Sen. Gordon Smith, NAB President, Ing. José Luis Saca, IAB President, Gustavo Piedra Guzman, IAB Vice President and President of CANARA

NABSHOW 2016, held from April 16 to 21 in the city of Las Vegas, Nevada, was attended by over 100,000 people and about 1,700 companies that presented their products and services on technology, content production and the latest trends in broadcasting.

NAB President and CEO , Sen. Gordon Smith, in his opening speech at the event, stressed the importance of the role of private broadcasters in the preservation and exercise of democracy, as well as the invaluable contribution they make to their communities daily, providing reliable information and quality entertainment ([Click here to access Sen. Smith's full speech](#)).



Daruiz Paranhos, Rodrigo Neves, Flávio Lara Resende, Edmundo Rébora, Edgar Pereda Gómez, Gordon Smith, José Luis Saca, Gustavo Piedra Guzmán, Ernesto Reyes

The International Association of Broadcasting - IAB is an organization founded in 1946 that represents over 17.000 private radio and television stations and its goal is the defense of private and free broadcasting as well as the effectiveness of Freedom of Expression and Opinion.