

OUTSTANDING PARTICIPATION OF IAB PRESIDENT AT IGF

IAB President, Eng. José Luis Saca, represented the World Broadcasting Unions –WBU, at the Opening Session of the Internet Governance Forum -IGF, organized by the United Nations - UN and the Government of Mexico in the City of Guadalajara, from December 6 to 9.

The IGF is the most important Forum in which Governments, International Organizations and various actors of the international community discuss the future of Internet Governance.

President Saca pointed out that media have been able to adapt themselves and take advantage of the opportunities offered by new technologies in the digital world.



El Ing. José Luis Saca durante su intervención en el IGF

At the same time, and in relation to the topic chosen by the organization for this 2016 edition, "Enabling Inclusive and Sustainable Growth," Saca emphasized that social inclusion is one of the main virtues of broadcasting, with its unrivaled scope of coverage to communicate directly with the peoples of the world.

"Let's not forget that through free and over-the-air reception of our broadcasts, radio reaches 95% of the world's population and broadcast television, 80%, while the Internet today reaches no more than 50%."

Therefore, Saca stated, it is imperative that radio and television media can further develop their spectrum and that the technologies that rely on the Internet platform are developed on other bands of the spectrum.

Eng. Saca concluded his message by highlighting the role of formal media as the community's key factors for the exercise of Freedom of Expression and the sustaining of Democracies, as well as their role as creators of content.

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.