

## **RESOLUTION OF IAB 43<sup>rd</sup>. GENERAL ASSEMBLY**

### **ARGENTINA**

#### **WHEREAS:**

The continuous advancement of foreign content offering, through signals that are distributed by cable television systems.

#### **CONSIDERING:**

1. That foreign signals do not pay taxes for the advertisement aired locally.
2. That they do not generate genuine local employment either.
3. That the obligations contained in the Audiovisual Communication Services Law, 26.522, do not reach them.
4. That this situation creates unfair competition at expense of national audiovisual production, by not forcing them to broadcast political propaganda; public service announcements for free; local programming, independent and children advertisements produced in the country, as well as accessibility for people with disabilities.
5. That they are allowed to distribute their content across the country without any geographical limitation or investment in infrastructure.
6. That this situation produces the migration of national over-the-air television advertisers favoring foreign signals of pay distribution.

#### **THE 43<sup>RD</sup>.GENERAL ASSEMBLY OF THE INTERNATIONAL ASSOCIATION OF BROADCASTING - IAB - MEETING IN RIO DE JANEIRO, BRAZIL, RESOLVES:**

To request national authorities the treatment and study of the problems described above, in order to protect and develop the national industry of audiovisual content through specific measures.

Rio de Janeiro, October 16, 2013