

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

### **LEGAL PROCESSING OF FOREIGN SIGNALS**

#### **WHEREAS:**

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

#### **CONSIDERING:**

1. That foreign signals are not taxed for the advertising aired locally.
2. That they do not generate genuine local employment.
3. That this situation creates unfair competition to the detriment of national audiovisual production, by not forcing them to broadcast political propaganda; public service announcements for free; independent and children local programming advertisements produced in the country, as well as accessibility for people with disabilities.
4. That they are allowed to distribute their content across the country without any geographical limitation, and without any investment in infrastructure.
5. That this situation produces the migration of over-the-air national 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