

Doc. 44/2013

**RESOLUTION OF IAB 43rd GENERAL ASSEMBLY
FREEDOM OF COMMERCIAL EXPRESSION**

WHEREAS:

There are many proposals with the aim of restricting the advertising content that is disseminated by the media.

CONSIDERING:

That freedom of commercial expression is essential for the editorial independence of the media.

THE 43rd GENERAL ASSEMBLY OF THE INTERNATIONAL ASSOCIATION OF BROADCASTING - IAB - MEETING IN RIO DE JANEIRO, BRAZIL, RESOLVES:

To reject any proposals submitted at the Governmental and Legislative Authorities level, aimed at controlling the content disseminated by the media, especially the free over-the air ones, urging public authorities to adopt measures that guarantee the observance of national and international principles that ensure their independence, including those concerning their sustainability as well as free commercial expression.

Rio de Janeiro, October 16, 2013