

Doc. 14/2014

**RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
INTERNATIONAL ASSOCIATION OF BROADCASTING – IAB**

**FOREIGN SIGNALS**

**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 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.
4. That they are allowed to distribute their content across the country without any geographical limitation or investment in infrastructure.
5. That this situation produces the migration of national over-the-air television advertisers favoring foreign signals of pay distribution.

**THE BOARD OF DIRECTORS OF THE INTERNATIONAL ASSOCIATION OF BROADCASTING  
MEETING IN SANTIAGO DE CALI, COLOMBIA, ON MAY 30, 2014, 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.

Santiago de Cali, May 30, 2014