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RESOLUTION OF THE 50th GENERAL ASSEMBLY OF THE INTERNATIONAL ASSOCIATION OF BROADCASTING – IAB

BRASILIA, BRAZIL

RESILIENCE, RELEVANCE, AND LEGACY: THE ENDURING ROLE OF RADIO AND TELEVISION IN THE SOCIETIES OF THE AMERICAS IN THE FACE OF THE CHALLENGES OF SUSTAINABILITY, DISINFORMATION, AND ARTIFICIAL INTELLIGENCE

WHEREAS:

The fundamental and indispensable role that radio and television have played for decades as pillars of democracy, guarantors of social cohesion, and preservers of the cultural identity of nations throughout the Americas.

The historical resilience demonstrated by broadcasting, surviving and successfully adapting to each technological revolution (cable, satellite, Internet), thereby proving its ability to remain relevant in the face of changes in media consumption.

The growing global threat of digital disinformation and the spread of manipulated or synthetic content, fueled by the irresponsible use of Artificial Intelligence (AI), undermining public trust in the media and the quality of civic debate.

CONSIDERING:

That radio and television, due to their editorial rigor and verification structures, are the most reliable sources of information and have historically been a refuge for citizens in times of crisis, which justifies defending their continuity.

That the economic sustainability of broadcasting has become the greatest challenge to guaranteeing its public service and verified content mission, due to the advertising market's concentration in large technology platforms.

That, in order to ensure the continuity of its legacy, it is a strategic and social necessity to use social media platforms as effective tools for multimedia convergence, attracting

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young and digitally native audiences to quality, verified radio and television content.

That, in this new ecosystem, traditional media must lead the implementation of AI within an ethical and trasnparent framework, using technology to increase efficiency, but never to compromise the rigor or original authorship of content.

THE 50th GENERAL ASSEMBLY OF THE INTERNATIONAL ASSOCIATION OF BROADCASTING – IAB, MEETING IN THE CITY OF BRASILIA, BRAZIL, RESOLVES:

1. **TO REAFFIRM** the incalculable value of radio and television as media of general interest and verification par excellence and urge all members to capitalise on this historical credibility as their main asset against disinformation in their digital strategies.
2. **TO URGE** governments, regulatory bodies, and competition authorities in the Americas to take effective measures that promote economic sustainability and fair competition, ensuring that broadcasters can continue to fulfill their vital role in society.
3. **TO MANDATE** members to prioritize digital adaptation and the capture of new audiences through a convergence strategy, using social media and multimedia platforms as essential bridges to maintain and increase the consumption of radio and television content.
4. **TO CALL ON** lawmakers to create a regulatory framework that requires the clear and mandatory identification and labelling of all content (audio, video or text) generated or significantly modified by artificial intelligence, in order to protect the public from its misuse for manipulative purposes.

Brasilia, November 4, 2025