

## Press Release Number 25/2014

Mexico City, May 30<sup>th</sup>, 2014

### **THE IFT PLENARY IDENTIFIES THE RELEVANT AUDIOVISUAL CONTENTS, OF WHICH, THE PREPONDERANT ECONOMIC AGENTS IN THE BROADCASTING AND TELECOMMUNICATIONS SECTORS WILL NOT BE ABLE TO OBTAIN EXCLUSIVE TRANSMISSION RIGHTS**

- The resolution is based on the analysis of a universe of 220, 724 audiovisual contents issued between April 1<sup>st</sup>, 2010 and April 30<sup>th</sup>, 2014
- Contents determination was based on their reproducibility and the high regional or national audience level expected

According to the Resolutions through which the Preponderant Economic Agents of the telecommunications and broadcasting sectors were determined, The Federal Telecommunications Institute (*Instituto Federal de Telecomunicaciones*, IFT) stated that these Agents shall not be able to acquire exclusive transmission rights for any location within the national territory of Relevant Audiovisual Contents, nor carry out similar actions.

The definition of these contents is extremely important, since by being exclusively engaged by the Preponderant Economic Agents, they help them strengthen their position before the audiences and limits other participants of the market to compete effectively.

Therefore, in order to have enough technical elements, the Radio and TV Systems Unit of the Institute (USRTV) made an analysis of a universe of 220,724 audiovisual contents of broadcasted TV transmitted through restricted or broadcasted TV

## Press Release Number 25/2014

during the historical period between April 1<sup>st</sup>, 2010 and April 30<sup>th</sup>, 2014, according to its non-reproducibility nature and its high national or regional audience expected level, based on the data provided by Nielsen IBOPE Mexico.

Such analysis is based on the rating or audience level, since it allows identifying which are the contents that attract more interest in a segment of the population during a certain period of time, and therefore, have more audience.

Therefore, in compliance with the provisions of the Third transitory article of Appendix 1 of the Resolution through which the Preponderant Economic Agent was determined in the broadcasting sector, as well as in the Second transitory article of Appendix 4 of the Resolution through which the Main Economic Agent was determined in the telecommunications sector, the IFT Plenary, during an extraordinary session held yesterday, identified such Relevant Audiovisual Contents for their non-reproducibility nature and their high national or regional rating expected based on the historical records of similar events, as follows:

- a) Mexico National Soccer Team games (top male category)
- b) The opening and closing ceremonies of the Summer Olympic Games organized by the International Olympic Committee
- c) The opening and closing ceremonies, as well as the inaugural, quarterfinals, semifinals and final games of the Federation of International Football Associations (FIFA) World Cup, celebrated every four years and commonly known as the “World Cup”


## Press Release Number 25/2014

d) The finals of the first division league tournament, organized by the Mexican Football Federation, known as the MX League.

This is how the provisions for the Preponderant Economic Agents of the telecommunications and broadcasting sectors are fulfilled as requested.

-----\*\*\*\*\*-----  
The IFT is the independent body in charge of regulating, promoting and supervising the effective development of the telecomm and broadcasting sectors in Mexico, besides implementing unique economic competition capabilities in such sectors, according to the Decree through which several telecomm provisions of the Mexican Constitution (articles 6, 7, 27, 28, 94 and 105) are reformed and added, as published by the Federal Official Gazette on 11<sup>th</sup>, June 2013.

Media Relations Department  
Communication Insurgentes Sur 1143  
1er. Piso, Col. Nochebuena,  
Benito Juárez. C.P. 03720  
50 15 40 21 and 50 15 42 00  
[www.ift.org.mx](http://www.ift.org.mx)



Insurgentes sur 1143,  
Col. Nochebuena, C.P. 03720  
Delegación Benito Juárez,  
México, D.F.  
Tels. (55) 5015 4000