

SELFREGULATION CODE

According with Article 2 of the Law No. 182 of 1995 and the following norms that modify and complement it, the goal of the television service is to form, educate, inform objectively, and recreate reality in a healthy manner. With the fulfillment of this affirmation, the objective is to satisfy the social means of the State, promote the consolidation of democracy and peace, to promote the dissemination of human values and expressions at the national, regional and local level.

In order to fulfil this, and the Article 48 of the Agreement 002 of 2011, from the National Commission of Television (Comisión Nacional de Televisión) “by whom the broadcasting of public services of national television is ruled”, the National Association of Media (ASOMEDIOS), in representation of its associates, presents as follows the Code of Selfregulation, applicable to the television operators, members, or not of ASOMEDIOS that adhere to the following:

RESPECT OF THE TV PROGRAMMING GRIDS

According to the principle of freedom of programming, the operators of television services, signatories of this code, with the purpose of identifying and gaining knowledge of the grid by the viewer, will establish the programming schedule according to the rating of the audience fringe and the rating of the program, and will publish the programming grid at least once a day.

In order to complete the information supply, the different operators will use different mechanisms such as: live shows, self-promotions, channel informative shows, crawls, advertisement, and the web page.

The operators that adhere to this Code will keep the audience informed on the programming. In the case in which the operator needs to change or modify the programming, the viewer must be informed at least the day before the change happens, and during the transmission of the show if it is to be modified. In case the show is not transmitted daily, the change must be informed the day before the modification. This rule will not be applied on the days in which a program is being premiered.

Also, the operators commit that any delay or advancement must not exceed 15 minutes per show.

This chapter will not be applied in case of any unexpected success, such as: news specials of great length regarding a current event or development, live shows, special shows, or any breaking news.

RESPECT FOR THE VIEWER

The different operators associated to ASOMEDIOS will program their contents depending on the rating of the fringe and the program according to this regulation.

In order for the viewer to express their opinion on the contents and the programming in general, the different operators will count on mechanisms in which the viewer can express any suggestion, complaint, request, opinion or commentary, such as: web page or e-mail from the Ombudsmen of the Viewer, this will be studied by the operators in order to maintain good quality and audience satisfaction standards. In this manner, they will be obliged to publish the mechanisms adopted with the mean of the viewer to recognize them and, by the same way, make use of them.

CONTENT CLASIFICATION

The program content and the treatment of the themes should be adjusted to the classification of the fringe of audience and the classification of the program. The operators that adhere to this Code will inform the audience on the fringe and programming that is presented, and if it's adequate to be seen by underage children without restriction, or if it must be seen with the orientation of an adult.

Considering that an underage is, legally, an individual who lacks the capacity to act, the content of the child fringe will be carefully transmitted to prevent the scenes that contain the elements prohibited by the Agreement 002 of 2011.

The operators will transmit the infantile contents considering the following concepts:

- The social behaviors to be shown in the shows during this fringe will contain a positive description of children's behaviors.
- Any show that contains sexual or violent content will not be transmitted.
- The conflict theme will be limited to the typical conflicts of the childhood.

SEPARATION BETWEEN OPINION AND INFORMATION

The separation between opinions and information will be made according to the Articles 15 and 20 of the Political Constitution of Colombia.

TREATMENT OF THE INFORMATION

The operators of the television services that adhere to this Code will generate information that is truthful, objective, impartial and opportune. According to the criteria of the Constitutional Court of Colombia, those conditions will be achieved in the following cases:

- The information is true when it's based on reality.
- The information is objective when the way it's transmitted is not biased, tendentious or arbitrary.
- The information is opportune when there's immediacy between the facts and its presentation. This is, if there's no a lapse time superior to the need to technically produce the information; or if the time between the fact and the presentation is superior enough to stop being a news and became a story.

Deepening into the principles of veracity, objectivity, impartiality, and opportunity of the information, the adherents to this Code should take into account the following directives:

1. It's needed that all the factors that integrate the informative material to be shown, from the headlines to the content contribute the viewer to achieve clear and precise information.
2. Abstain to publish any image or information that's tricky or morbid, especially if it attempts against the moral or viewer sensitivity.
3. When an information is given by a third, there's the obligation to check the veracity and impartiality of the information before it being shown. A journalist is not forced to check in

an incontrovertible way the truth of the news, still, he's forced to anticipate, with prudence any conductive ascertainment.

4. Any information related to a person that's not yet found guilty legally should adopt linguistic forms that denote the presumption of innocence.
5. According to the Article 30 of the Law 182 of 1995, every person has the right to rectify when its considered to be publicly affected by programs or shows that contain uncertain information, injurious or fake, injurious to honor, good name or other rights. The right to rectification should function as follows:
 - a. Anyone that consider have been affected by anything said by an informative show, could request a rectification note. In case of a public institution, the media will not charge anything for this concept.
 - b. In the ten (10) business days that follow the show where the message that's a matter of rectification is transmitted, the affected will request by note the rectification to the director or responsible of the show; this last one will have a term of seven (7) business days from the day the requests have been made to make a rectification needed.
 - c. If applicable, the affected will choose a date to the rectification in the same space and hour in which the message due to rectification was made. In this case, the Director or responsible of the show can't add any declarations or commentaries to the rectification content.
 - d. In case of a negative answer to the rectification request, or if the responsible of the show doesn't solve anything in the stablished term, the media will have the obligation to justify its decision in the following three (3) business days that follows the end of the term, via a note directed to the affected one, this should include proves that show that what've been said its true.
 - e. Notwithstanding the said, professional secrecy and the reservation of information sources are guaranteed.
 - f. If with the reception of the rectification request, there's no official announcement by the Director or responsible, the request is understood as accepted.

TREATMENT OF THE OPINION

- ✓ When an operator adherent to this Code transmits an opinion, it will be warned to the audience.
- ✓ The freedom of opinion can't demand veracity and impartiality.
- ✓ The opinion is not guided to describe facts. Through the opinion appreciation over facts its exteriorized. On the other hand, the opinion is filled with a subjective tone.

According to the Constitutional Court of Colombia, through different sentences, the adherents to this Code compromise to give the following treatment to the opinion:

1. The opinion should be separated clearly from the facts in which the opinion is based.
2. The opinions should be shown in a clear and precise way, without leaving any space to mistaken interpretations in the context or the way they're shown.
3. There should be a clear difference between the facts that are being informed and the opinion the journalist is giving to the news.



4. The materialization of the right of freedom of opinion includes the manifestation of the positive markings such as the negative opinions over the person or its actions.

SEPARATION BETWEEN INFORMATION AND ADVERTISEMENT

The operators that adhere to the present Code, in order to guarantee the constitutional right to receive truthful and impartial information, will advocate for the content of the news shows to not being compromised with the interests of thirds who might receive any benefit in money or in kind, without this being warned to the audience strongly. The news and journalistic programs will not include any advertised reports or infomercials.

When any of the partners of the television operator adherent to this Code have company or familiar interest in news, the media should warn the viewers about the existence of the said interest.

STRENGTHENMENT OF THE VIEWER DEFENDER

The operators' adherent to this code will have a viewer defense dedicated to know the opinions and needs of the viewers, turning into the main conduct in which the audience can express itself, this meaning it can be molded to the needs of the media. With the mean to strengthen this figure, the adherents to this Code compromise themselves to give the most possible advertisement to the Defender of the Viewer (Defensor del Televidente), and in this way, accomplish more conscience about the existence of this figure. At least once a week, the operators will transmit in the time between 19:00 and 22:00 a message in which the viewer is informed about the existence of the figure and the ways to contact him.

INFORMATION SUPPLY ON THE CONTENT OF PROGRAMMING

The operators that adhere to the present Code will provide, before the start of any transmission, whether the show contents sex or violence related subjects, and the rating of the fringe (infantile, teen, familiar or adult); if it can be seen by underage, if it's required to be seen in company of an adult; if it contents any system that might help the population with hearing impairment to access to the content.

CONSEQUENCES ON THE VIOLATION OF THIS CODE

When the operator violates this code in more than 3 opportunities in the same month, should present to the Defender of the Viewer to publicly explain the reasons that motivated the violation. This violation will be classified as a grade one violation.

When the operator said before have one or more grade one violations during two consecutive months, will be excluded of the Selfregulation Code, giving the obligation to complete the obligation of the Article 48 of the Agreement 002 of 2011.

Also, when the operator that has adhere to the present Code have more than four grade one violations over the lapse of a year, will be excluded of the Selfregulation Code, giving the obligation to complete the obligation of the Article 48 of the Agreement 002 of 2011.

Signed on February the 1st of 2012.