

**Decision on Media Development Indicators adopted by the
IPDC Intergovernmental Council at its 26th session**

UNESCO Headquarters, Paris, 26 March 2008

The Intergovernmental Council,

Having considered and discussed item 8 on the agenda of the 26th session of the Council “Follow-up to the World Summit on the Information Society: Action Line 9: Media”, particularly the report on Media Development Indicators elaborated by the Expert Group,

Recalling Article 19 of the Universal Declaration of Human Rights, which states “that everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers”,

Recalling resolution 4.6 on the “Promotion of independent and pluralist media” adopted by the General Conference of UNESCO at its 28th session in 1995, as well as resolutions 34 and 35 adopted by the General Conference of UNESCO at its 29th session in 1997 which “stressed the outstanding importance of and endorsed the declarations” of regional seminars to promote press freedom, and independent and pluralistic media (Windhoek, Almaty, Santiago, Sana’a and Sofia) and invited the members of the Intergovernmental Council of the International Programme for the Development of Communication to take the Declarations into account when selecting the projects that will be financed by this programme,

Recalling also the Geneva Plan of Action and the Tunis Commitment and Agenda for the Information Society, as well as the unanimous decision taken by the participants of the first joint meeting on WSIS Action Line C9: Media convened at UNESCO on 19 October 2006 to designate UNESCO as official Facilitator of this Action Line and to establish two sub-groups: one – “to promote the freedom of expression, press freedom and legislation that guarantees the independence and plurality of the media” and, the second – “to contribute to media development and capacity building”,

Stressing the continued relevance of the New Communication Strategy, unanimously adopted by the General Conference of UNESCO at its twenty-fifth session in 1989, which requested the Organization “to encourage the free flow of information, at international as well as national levels, to promote its wider and better balanced dissemination, without any obstacle to the freedom of expression, and to strengthen communication capacities in the developing countries in order to increase their participation in the communication process”,

Stressing that the objective of the International Programme for the Development of Communication (IPDC), as stated in Resolution 75, adopted at the 32nd General Conference in October 2003, is to contribute to sustainable development, democracy and good governance by fostering universal access to and distribution of information and knowledge through strengthening the capacities of the developing countries and countries in transition in the field of electronic media and print press, and in particular to provide support in the following areas:

- Promotion of freedom of expression and media pluralism,
- Development of community media,
- Human resource development,
- Promotion of international partnership;

Noting with satisfaction that the UN General Assembly in its resolution A/62/205 “Information in the service of humanity” adopted on 17 December 2007 reiterated its request “to provide full support for the International Programme for the Development of Communication of the United Nations Educational, Scientific and Cultural Organization, which should support both public and private media”,

Endorses in this connection the Media Development Indicators elaborated by the Expert Group and submitted to this Council as an important diagnostic tool for all stakeholders to assess the level of media development in a given country and to thereby determine the areas in which assistance is most needed,

Invites the Bureau of the Intergovernmental Council and other stakeholders working in the area of media development to take these indicators into account when determining support for communication development strategies within the overall context of national development,

Invites the Director-General to share the Media Development Indicators with other UN agencies as an important contribution to define the United Nations' unified approach towards Common Country Assessments (CCA) and the United Nations Development Assistance Framework (UNDAF) in the fields of media development and good governance,

Calls upon all Member States and professional organizations to inform the International Programme for the Development of Communication on their action in the field of media development and in the implementation of the Geneva Plan of Action and the Tunis Commitment and Agenda for the Information Society (Action Line 9: Media).