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Members of the IFT council issue a resolution to grant new broadcasts licenses.

# IFT announces winning bidders

THE NEWS

Grupo Radio Centro and Cadena Tres won the bidding for two open broadcasting licenses with separate national coverage, the National Telecommunications Institute (IFT) said Wednesday.

Grupo Radio Centro presented a bid for a national open television network for 3 billion pesos (\$193.8 million), while Cadena Tres' bid was for 1.8 billion pesos. Both companies proposed national coverage for over 106 million people.

Grupo Radio Centro and Cadena Tres won extendable concessions to operate digital broadcast television for 20 years. They will have 30 calendar days to cover the payment. If one of the companies doesn't fulfill the sum, their rights as winners will be void.

"This procedure is unprecedented

because it aims to achieve greater competitiveness and plurality in the broadcasting sector," IFT President Gabriel Contreras said after announcing the winners. "This is really good news for Mexico."

Both bids surpassed the minimum reference level set by IFT of 830 million pesos and provided coverage for 106 million people.

IFT Commissioner Fernando Borjón said the companies have the obligation of covering 30 percent of the 153 cities required by law in the first three years and achieve full coverage in five years. The companies are expected to begin operating their respective networks in the second half of 2015.

Grupo Radio Centro controlled 15 radio stations in Mexico and the United States, reporting 85 million pesos in revenue in 2014.

