

**COLOMBIA**

**Strengths, weaknesses, opportunities and threats Analysis**

<p><b>STRENGTHS</b></p>	<p>Colombia is above the global average with partial restriction on issues related to freedom of expression. Though a tense climate, there are slight degrees of influence from the Legislative, Judicial and Executive environments in situations unfavorable to freedom of expression. There is no closure of media by decisions of the government, access to Internet is free, there is a very structured system of protection for journalists that continues to be an example for other countries of Latin America. The country is part of the Organization for Economic Cooperation and Development (OECD), and has rules that protect copyright; In addition, there are express regulations to allow access to public information. Finally, there are several independent organizations that work permanently in the defense of communicators and ensure respect for the exercise of freedom of expression and the press.</p>
<p><b>WEAKNESSES</b></p>	<p>The main weakness is the economic crisis facing the sector; this was aggravated by the COVID 19 pandemic and the national strike, circumstances that have several media companies at risk of closure. Regulatory asymmetry on the media issue remains, with rules that favor network providers and ignore traditional media. Judicial convictions of an economic nature against communicators and companies, tutela actions, as well as the consideration of calumny and slander as crimes towards communicators, continue to affect the profession and force to undertake numerous legal battles. The permanent attack by illegal groups continues.</p>
<p><b>OPPORTUNITIES</b></p>	<p>The opportunities are reflected in the possibility to access, in a globalized world, technological tools and knowledge more easily; in this sense, the negotiation Google has advanced with the media for the use of its contents stands out. On the other hand, it is very positive that the Colombian Government and the Congress of the Republic are discussing possible laws and public calls to provide media with resources; it is also important the access that exists to economic resources of international cooperation in plans and programs that support freedom of expression and the press.</p>
<p><b>THREATS</b></p>	<p>The main threats are the presence of social media giants (Google, Facebook, Instagram), which has impacted the quality of information and the communications industry; uncertainty over next year's presidential elections; political and social conflicts in neighboring countries with consequent migration; as well as the actions of illegal armed groups.</p>

