

One Dollar of Big Cable Revenues

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**BIG  
CABLE**

*L. M. Callaghy*

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In Greed We Trust

Retransmission  
Consent Cost: **2¢**



## Who is responsible for higher cable prices? The cable company.

With cable profits rising five times as much as their programming expenses, it's not hard to figure out who is behind the rising costs to consumers.

But Big Cable wants you to think cable bills increase because they compensate broadcasters for their top-rated programming through a process known as "retransmission consent."

The fact is, **retransmission consent costs account for only two cents of every dollar of cable revenue.**



Don't believe their story. The current retransmission consent process is working as Congress intended, and benefits viewers with greater choice and access to vital local news and information.