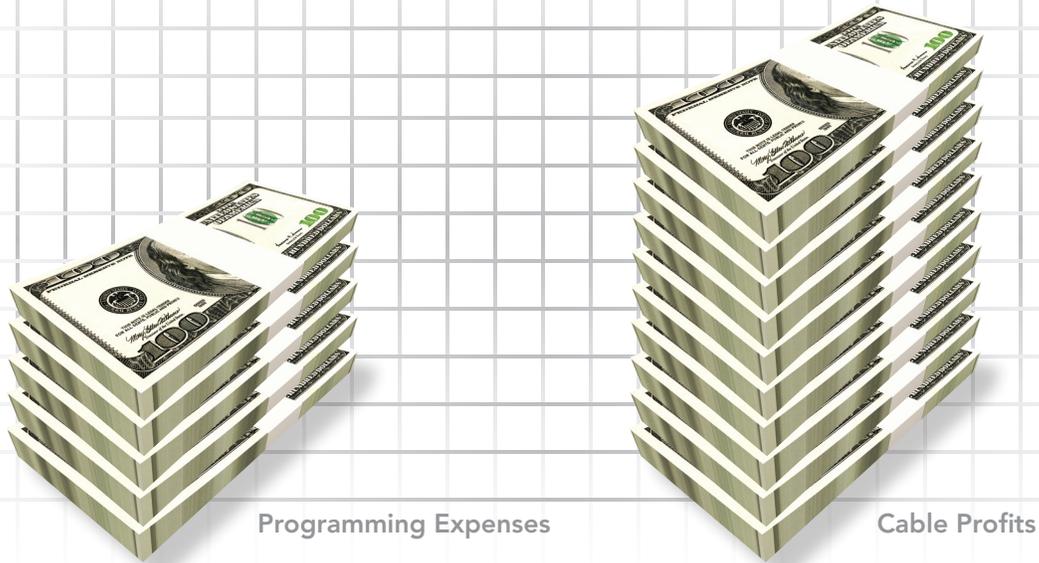


## Who's responsible for higher cable prices? The cable company.



Cable prices have been steadily increasing for years.

And 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.

But believe it or not, some cable companies want you to think local broadcasters are the reason the price keeps climbing.

That's because Big Cable doesn't want to compensate broadcasters for their content, despite the fact that cable has been using broadcast programming to attract subscribers for years.

Fees to retransmit programming account for only two tenths of one percent of cable revenues today, and industry analysts predict they will never rise above one percent.

In fact, Cablevision Systems' Chief Operating Officer told analysts recently that any retransmission consent costs would not likely be shifted to consumers<sup>1</sup>.

The current retransmission consent process benefits viewers – including pay TV subscribers – by ensuring they have access to vital local news and information and increasing their viewing choices.

The retransmission consent process is working as Congress intended.

**Keep it fair.**

<sup>1</sup>Multichannel News, November 3, 2009