

Why is Big Cable Asking Congress for a "Fix"?



For years, Big Cable has attracted subscribers using broadcast programming – the highest-rated, most compelling content and the backbone of every subscription sold.

In 1992, Congress established a system allowing pay TV companies and broadcasters to negotiate for compensation. And it's worked well.

But now Big Cable wants to "fix" the process, and they are asking to change the rules to give them an unfair marketplace advantage.

The truth is, the FCC reported that the process benefits consumers, broadcasters, cable and satellite companies, and takes place on a "level playing field." And since 1992 nearly every agreement has been completed without a disruption in service.

Viewers – especially pay TV subscribers – benefit from this process which enables local broadcasters to reinvest in content and services to their communities, providing more choices and better programming.

The retransmission consent process is working as Congress intended.

Keep it fair.

