

Before the
Federal Communications Commission
Washington, D.C. 20554

In the Matter of:)
)
TV Ratings System and the) MB Docket No. 19-41
Oversight Monitoring Board)
)

JOINT COMMENTS OF
THE MOTION PICTURE ASSOCIATION,
THE NATIONAL ASSOCIATION OF BROADCASTERS, AND
NCTA – THE INTERNET & TELEVISION ASSOCIATION

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I. INTRODUCTION AND SUMMARY

The Motion Picture Association, Inc. (MPA),¹ the National Association of Broadcasters (NAB),² and NCTA – The Internet & Television Association (NCTA)³ (collectively, the Joint Commenters) submit these comments in response to the Media Bureau’s Public Notice regarding the TV Parental Guidelines (the Guidelines or TV ratings) and the TV Parental

¹ The MPA is a not-for-profit trade association founded in 1922. The MPA serves as the voice and advocate of the film and television industry, advancing the business and art of storytelling, protecting the creative and artistic freedoms of storytellers, and supporting the creative ecosystem that brings entertainment and inspiration to audiences worldwide. The MPA’s member companies are Amazon Studios LLC, Netflix Studios, LLC, Paramount Pictures Corporation, Sony Pictures Entertainment Inc., Universal City Studios LLC, Walt Disney Studios Motion Pictures, and Warner Bros. Entertainment Inc.

² NAB is the nonprofit trade association that advocates on behalf of free local radio and television stations and broadcast networks before Congress, the Federal Communications Commission and other federal agencies, and the courts.

³ NCTA represents content creators and network innovators that entertain, inform, and connect consumers. NCTA is the principal trade association for the U.S. cable industry, representing nearly 150 cable program networks as well as cable system operators that serve more than 85% of the nation’s cable television households. The cable industry also is the nation’s largest provider of broadband service, and our cable programming members increasingly stream movie and television content over those broadband services, as well as other internet- and wireless-based services.

Guidelines Monitoring Board (the Monitoring Board).⁴

At the outset, we agree with the Media Bureau that parents must be empowered to make informed choices when it comes to the type of television programs that are appropriate for their children. As discussed below, the Monitoring Board and the voluntary TV Parental Guidelines are doing just that. Indeed, the Guidelines are a widely recognized, well understood, and broadly used tool to help parents and caregivers make informed decisions about the television programs their children watch. The television industry carefully developed this decades-old TV ratings system and continues to seek feedback from stakeholders and refine ratings practices.

Since 2019, the Monitoring Board has implemented several new practices to improve the transparency of the Board and the accuracy and consistency of TV ratings across television, cable, and streaming platforms. For example:

- **Annual Reports:** The Monitoring Board has issued annual reports since 2019 to keep the public informed about the Board's activities. Each annual report includes a summary of the volume and nature of public correspondence and complaints, as well as related Board and industry responses.
- **Streaming Task Force:** The Monitoring Board established the Streaming Task Force in 2020 to provide guidance and develop best practices regarding the application of TV Parental Guidelines across streaming platforms. The Task Force engages with participating and non-participating streaming services to promote industry-wide consistency as the streaming landscape evolves.
- **Spot Check Review Program:** The Monitoring Board has implemented a systematic approach to evaluate the consistency of TV ratings across platforms and time slots. Since the launch of this audit and review program in 2020, there has been an average of about two rating/descriptor changes per year, reflecting the consistency of the ratings system. Beyond compliance, this process has fostered a constructive

⁴ See *FCC's Media Bureau Seeks Comment on Further Empowering Parents to Protect Their Children and Make Informed Choices About the TV Programs Their Children Watch*, MB Docket No. 19-41, DA 26-392 (rel. Apr. 22, 2026) (Notice).

dialog among participants, helping TV service providers refine their rating practices and align more closely across the industry.

Ultimately, the Monitoring Board remains committed to improvement and is always open to consumer feedback to strengthen its oversight activities. The Board stands ready to work with industry and community stakeholders to further enhance the accuracy and consistency of ratings across networks and platforms, and to help ensure the TV ratings system's continued utility in the evolving media landscape.

II. THE TV RATING SYSTEM IS A VOLUNTARY INITIATIVE THAT HAS BENEFITED FAMILIES

A. Legislative Background and Development Process

In the Telecommunications Act of 1996, Congress called upon the television industry to voluntarily establish a system for rating television programming.⁵ In response, the industry—in consultation with scores of parental, medical, child advocacy, and educational groups—developed a set of guidelines that give parents information about the content and age-appropriateness of TV programs. In addition, the industry conducted quantitative and qualitative research, including focus groups with parents across the country. The resulting Guidelines, modeled after movie industry ratings, include six categories:

- TV-Y (All Children)
- TV-Y7 (Directed to Children Aged 7 and Older)
- TV-G (General Audience)
- TV-PG (Parental Guidance Suggested)
- TV-14 (Parents Strongly Cautioned—may be unsuitable for children under 14)

⁵ See Telecommunications Act of 1996, Pub. L. No. 104-104, 110 Stat. 56, §§ 551(b), (e) (1996). The Conference Committee report on Section 551 specified that “the guidelines and recommended procedures for a rating system are not rules and do not include requirements. They are intended to provide industry with a carefully considered and practical system for rating programs *if industry does not develop such a system itself*. However, nothing in subsection (b)(1) authorizes, and the conferees do not intend that, the Commission require the adoption of the recommended rating system nor that any particular program be rated.” S. Conf. Rep. No. 104-230, at 195 (emphasis added).

- TV-MA (Mature Audience Only—may be unsuitable for children under 17).

After receiving initial input from advocacy groups and policymakers, the industry supplemented the age-based ratings with content “descriptors” to help parents better understand the basis for the age-based rating, so they can make their own judgements about age appropriateness and the types of content their children see. The descriptors are:

- “FV” for fantasy violence in children's programming
- “V” for violence
- “S” for sexual content
- “D” for suggestive dialogue
- “L” for strong language.

Under this revised system, television programs are assigned one of the six ratings categories and the descriptors are added to ratings where appropriate. Programs with similar subject matter may get different ratings depending on how the content in the programming is depicted. The ratings information is prominently displayed at the beginning of, and often after commercial breaks during, all rated programming, and is also embedded in the programming stream so that it can be used with the V-Chip. Ratings information is also available in many print and online TV listings, electronic program guides, and apps.

In conjunction with the Guidelines, the television industry established the Monitoring Board, to help ensure accuracy and consistency in application of the Guidelines. As discussed further in Section III below, the Monitoring Board receives and responds to comments and complaints from the public, and facilitates discussions with and among industry executives responsible for applying ratings.⁶ Based on this input as well as other

⁶ The Monitoring Board accepts complaints via phone and email. See Monitoring Board, *Contact Us*, available at: <https://www.tvguidelines.org/contactUs.html>.

research, the Monitoring Board works with companies to help ensure that the Guidelines are applied accurately and consistently to TV programs.

The television industry submitted the Guidelines to the Commission in 1997 so the Commission could, within the timeframe specified by the 1996 Telecommunications Act, make a determination that the industry had voluntarily adopted guidelines.⁷ On March 13, 1998, the Commission issued its finding that the Guidelines satisfied Section 551(e) of the 1996 Act.⁸ The Commission simultaneously adopted technical requirements for the V-Chip.⁹ The voluntary TV ratings system that the television industry created for video programming remains in effect today. As the Joint Commenters have observed in earlier proceedings, Congress did not establish a continuing regulatory role for the Commission and any effort to assert governmental involvement in rating television programming would raise significant First Amendment concerns.¹⁰

⁷ See Telecommunications Act of 1996, Pub. L. No. 104-104, 110 Stat. 56, § 551(e) (1996) (1996 Act); see also S. Conf. Rep. No. 104-230, at 195 (1996). “Applicability of rating provision. – The amendment made by subsection (b) of this section shall take effect 1 year after the date of enactment of this Act, *but only if* the Commission determines...that distributors of video programming have *not*, by such date – (A) established voluntary rules for rating video programming that contains sexual, violent, or other indecent material about which parents should be informed before it is displayed to children, and such rules are acceptable to the Commission and (B) agreed voluntarily to broadcast signals that contain ratings of such programming.” 1996 Act at § 551(e)(1) (emphasis added). The Commission’s authority to prescribe regulations to establish a TV rating system under Section 551(b) of the 1996 Act lapsed on March 13, 1998, when the Commission found that the industry’s voluntary Guidelines satisfied Section 551(e) of the 1996 Act.

⁸ See *Implementation of Section 551 of the Telecommunications Act of 1996, Video Programming Ratings*, Report and Order, 13 FCC Rcd 8232, 8241 ¶¶ 18-19 (1998) (Ratings Order).

⁹ See *Technical Requirements to Enable Blocking of Video Programming Based on Program Ratings, Implementation of Section 551(c), (d), and (e) of the Telecommunications Act of 1996*, Report and Order, 13 FCC Rcd 11248 (1998) (V-Chip Order).

¹⁰ See, Joint Comments of NAB, NCTA and MPAA, MB Docket No. 19-41 (Mar. 12, 2019) at 2, *citing MPAA v. Specter*, 315 F. Supp. 824, 825-826 (E.D. Pa. 1970) (First Amendment bars

B. Operation of the Rating System and the V-Chip

Ever since the Guidelines were adopted and implemented, broadcast and cable networks – and more recently, many streaming platforms – have included ratings for thousands of hours of TV programming every day. The Guidelines apply to most television programs, including, as stated above, those directed specifically to young children. Some programming, such as sports and news, as well as advertising, is not rated.¹¹ Most home shopping and religious programming is also not rated.

The television industry’s process for determining the appropriate rating for each of the multitude of programs aired or otherwise distributed every day is careful and considered. Program producers, broadcast and cable networks, broadcast stations, and syndicators expend significant resources reviewing and rating programs before they air, and have, in some cases, teams of employees dedicated to ensuring that programs are accurately rated. When a program is considered for production, company executives responsible for parental ratings (typically in the standards and practices division) discuss with management the target demographic and work closely with production in the various stages (concept, script, rough cut, final cut) to ensure the program conforms with the intended age-group and parental rating. A rating is considered but not assigned until each episode is delivered for

incorporation of private film ratings system into law); *Engdahl v. City of Kenosha*, 317 F. Supp. 1133, 1135 (E.D. Wisc. 1970) (same). See also *Brown v. Entm’t Merchants Ass’n*, 564 U.S. 786, 802 (2011) (overturning state regulation of video games as contrary to the First Amendment and observing that singling out one medium for regulation “raises serious doubts about whether the government is in fact pursuing the interest it invokes, rather than disfavoring a particular speaker or viewpoint”).

¹¹ See Ratings Order ¶ 21 (finding it reasonable to exempt sports and news programming). Made-for-TV movies are rated using the Guidelines, as are theatrical movies that are modified for distribution on broadcast and cable networks. However, uncut theatrical movies, such as those carried on premium subscription networks, carry the original MPA movie rating in addition to supplemental content advisories provided by the network.

air. At that time, the program and ratings are evaluated to assess whether the original rating is still appropriate for the episode. If not, the rating (either age-based category or descriptors) may be changed to reflect the final episode. For episodic television programs, each individual episode is rated. This means that individual episodes within a given series may be rated differently depending on the content of each episode.

Today, the familiar program ratings icon and associated content descriptors appear for 15 seconds in the upper-left corner of the TV screen at the beginning of all rated programming. If the program is more than one hour in length, the icon will reappear at the beginning of the second hour. Some broadcast and cable networks also display the ratings icon after each commercial break to alert viewers of the TV rating throughout the program, and to inform those viewers who may tune in after the program has already begun.

In addition to visually displaying the ratings information on-screen, cable networks and broadcast stations also encode the ratings information in their program streams so it can be “read” by television sets and other retail devices equipped with the V-Chip.¹² Consumers can block programming with certain ratings by following an easy-to-use on-screen menu of options available on their V-Chip-equipped TV sets or parental control systems offered by cable, satellite, and streaming video services.

Using the Guidelines, parents and caregivers can block shows according to the age-based categories (such as TV-14) or content labels (such as V for violence), or a combination of the two (such as TV-14/V but not TV-14/D). The V-Chip and parental rating controls in many streaming services work in a hierarchical manner, so that when a parent or caregiver

¹² The TV Parental Guidelines were designed to work with the V-Chip, which has been included in all TV sets that are 13 inches and larger built after January 1, 2000. See V-Chip Order, *supra* note 9; see also 47 C.F.R. § 15.120(b).

chooses to block programming with a certain age-based rating, all programming with ratings above that level are blocked automatically.¹³ The V-Chip and parental control systems provide similar functionality for content descriptor settings.¹⁴

The Guidelines can assist parent and caregiver decision-making even when they choose not to take advantage of V-Chip or parental control functionality, helping them select what works best for their families. In that regard, the Guidelines are part of a range of tools and strategies parents may employ to manage and oversee their children’s media consumption. These include, for example, setting rules about when and what their children watch, watching video programming in a common area so parents and caregivers can monitor viewing, and watching alongside their children. The Guidelines also complement third-party sources of programming recommendations, which have proliferated since the development of the ratings.

III. THE TV PARENTAL GUIDELINES MONITORING BOARD PLAYS AN ACTIVE AND VALUABLE ROLE

A. The Monitoring Board Is Designed to Engage with Content Producers, Distributors and Consumers

The TV Parental Guidelines Monitoring Board includes representatives from cable and broadcast networks, broadcast stations, and syndicators, as well as third-party groups. The Monitoring Board is comprised of up to 24 members: the chairman (the head of the MPA, NCTA, or NAB on a rotating basis), as many as 18 industry members (from the

¹³ For example, if a parent elects to block programming that is rated TV-PG, the V-Chip will also block all programming that is rated TV-14 and TV-MA.

¹⁴ While TV menus vary by manufacturer and brand, the V-Chip gives parents the option to select among different levels in a particular content category, e.g., moderate (or TV-PG) violence, and so forth in the “V” category. If the parent elects to block programming with moderate (TV-PG) violence, the V-Chip will also block programming with more intense (TV-14 and TV-MA) violence.

broadcast, cable, and creative communities), and five non-industry members from public interest organizations.

The Monitoring Board works closely with interested parties – including content producers, distributors, and consumers – to help ensure accuracy and consistency in the application of the Guidelines to TV programming. It also provides oversight by reviewing complaints and other public input and facilitating discussion among members of the Monitoring Board about the application of ratings, including consistency issues. It meets annually (or more often as necessary) to consider and review correspondence sent to the Monitoring Board, to discuss current research, and to review any other issues relevant to the Guidelines. The Monitoring Board also forwards viewer correspondence regarding the ratings to the network or streaming service at issue for a direct response to the viewer.

In recent years, the Monitoring Board has continued its efforts to help ensure ratings are applied consistently across channels. Industry standards and practices executives have attended regular meetings and participated in periodic calls to review ratings issues. These conversations have resulted in a more common and consistent understanding of how ratings should be applied. When complaints about a particular program's rating are widespread and verifiable, the Monitoring Board reviews whether that rating is appropriate. It investigates these complaints and, where necessary, works with the producer or network to amend the rating.

Additionally, networks may change ratings based on viewer input. Networks also monitor each other's ratings and may raise questions about a particular rating in Monitoring Board discussions. Such actions have resulted in changes to ratings in some cases. In summary, the Monitoring Board and its members take seriously their responsibilities to

provide accurate, consistent ratings and to respond to viewer concerns about the rating assigned to particular programs.

B. The Monitoring Board Continually Works to Enhance Transparency, Accuracy, and Consistency Across Platforms and Is Open to Improvement

In recent years, the Monitoring Board has made several changes to create additional opportunities for the public to learn more about its work and the ratings system, and to ensure that the ratings system remains relevant given ongoing, dynamic changes in how children access video programming. These measures have resulted in additional engagement between the public and the Board as well as among programming services and the Board, and increased accuracy and consistency in application of the ratings.

In 2019, the Monitoring Board took several steps to increase awareness of the ratings, including launching a new, mobile-friendly website, rebranding the ratings logo, and publishing a revised, downloadable fact sheet.¹⁵ The Board also began publishing annual reports, with the inaugural 2019 annual report published in January 2020 and additional reports published every year since to keep the public informed about its activities.¹⁶ The annual reports include a summary of the volume and nature of public correspondence and complaints, as well as related Board and industry responses.

To help meet its goal of ensuring consistency of TV ratings across programming services, platforms and time slots, the Monitoring Board launched a robust Spot Check

¹⁵ See Monitoring Board 2019 Annual Report at 9, available at: https://www.tvguidelines.org/resources/TV_Parental_Guidelines_2019AnnualReport.pdf.

¹⁶ The Monitoring Board's Annual Reports can be found here: <https://www.tvguidelines.org/newsResources.html>.

Review Program in 2020.¹⁷ Through this program, four dedicated groups conduct quarterly spot check audits. Each group includes a public interest organization representative from the Monitoring Board to ensure a range of perspectives.¹⁸ These groups assess programming across multiple time blocks, early morning children’s content, daytime shows, prime-time programming, and late-night adult content, selecting titles at random from multiple viewing platforms. When discrepancies in ratings are found, review groups work directly with participating services to resolve them. Matters that cannot be settled at the group level are referred to the Monitoring Board Chairman, and, if necessary, to the full Monitoring Board for final review.

Since the spot check program’s launch in 2020, there has been an average of two rating or descriptor changes per year. Similarly, spot checks conducted throughout 2025 reflected the consistency of the ratings system, with two instances requiring rating changes. In addition to compliance, this review process fosters productive dialogue on the application of ratings and descriptor usage, helping services refine their practices and align more closely across the industry.

The Monitoring Board also established a Streaming Task Force in 2020 in response to the rising number of children viewing video via streaming services.¹⁹ The Task Force provides guidance on the application of TV Parental Guidelines across streaming platforms

¹⁷ See Notice at 4 (seeking comment on whether the ratings are applied evenly across broadcast, multichannel video programming distributor (MVPD) and streaming platforms and by different programmers).

¹⁸ See Monitoring Board 2025 Annual Report at 5, available at: https://www.tvguidelines.org/resources/TV_Parental_Guidelines_2025AnnualReport.pdf.

¹⁹ See Monitoring Board 2020 Annual Report at 6, available at: https://www.tvguidelines.org/resources/TV_Parental_Guidelines_2020AnnualReport.pdf. Specifically, the 2020 survey of parents conducted on behalf of the Board revealed that 84% of children were watching some content via streaming services. *Id.*

and engages with video streaming services operated by both participants and non-participants in the ratings system. Based on the early work of the Task Force, in September 2021, the Monitoring Board adopted its initial best practices guidance for streaming services to incorporate the TV ratings into their services.²⁰ This guidance has been further refined through the work of the Task Force, and was most recently updated by the Monitoring Board in October 2024.²¹ The Task Force meets periodically and works to align content labels across platforms, reviews streaming-related correspondence, monitors application of the best practices, and looks for opportunities to promote industry-wide consistency for ratings and content labeling.²² The Task Force will continue to develop and refine best practices to promote consistency in ratings implementation as the streaming landscape evolves.

IV. THE MONITORING BOARD ENGAGES WITH PARENTS TO FOSTER AWARENESS, UNDERSTANDING, AND SATISFACTION WITH REGARD TO THE TV PARENTAL GUIDELINES

A. National Surveys Show That Parents Find the Ratings System Helpful

Surveys of the public show high levels of awareness and use of the TV Parental Guidelines, with the most recent survey documenting the highest levels of usage to date.²³

²⁰ See *TV Parental Guidelines Monitoring Board Releases Ratings Guidance for Streaming Services*, Press Release (Sept. 16, 2021), available at: https://www.tvguidelines.org/resources/Release_091621.pdf.

²¹ See *TV Parental Guidelines Ratings Best Practices Guidance for Streaming Services Updated as of October 21, 2024*, available at: https://www.tvguidelines.org/resources/RatingsBestPracticesGuidanceForStreamingServices_2024.pdf.

²² See Monitoring Board 2025 Annual Report at 4, available at: https://www.tvguidelines.org/resources/TV_Parental_Guidelines_2025AnnualReport.pdf.

²³ See Notice at 4 (seeking comment on whether the general public is aware of the ratings system).

In 2024, Hart Research Associates conducted its seventh biennial survey on behalf of the Monitoring Board, which again found that parents value the TV ratings system as a source of information about the content and age-appropriateness of TV programs.²⁴

According to the 2024 Hart Research survey, 91 percent of parents are aware of the TV ratings system.²⁵ Likewise, 91 percent of parents say they understand the parental ratings, and almost half say they understand them very well. Eighty-three percent of parents—the highest level measured—are using the ratings. While parents of children aged 6-10 are most likely to use the ratings (88 percent), nearly as many parents with children aged 11-12 use the ratings (86 percent), and even three quarters of the parents of teens rely on them (76 percent).²⁶

The latest Hart survey finds that parents rely on a variety of tools and strategies to manage their children’s television viewing across a diversity of platforms.²⁷ An increasing number of parents (40 percent, up from 34 percent in 2022 and 26 percent in 2020) are using parental controls from their cable/satellite system or a V-Chip. Virtually all parents (98 percent) who have used parental controls or a V-Chip found them to be useful in blocking

²⁴ Hart Research Associates administered the national online survey among 1,062 parents of children ages two to 17 years old, conducted Sept. 3-11, 2024. The survey assessed awareness, use, and satisfaction with the TV Parental Guidelines. See *TV Content Rating System Reaches Record Satisfaction and Usage Levels, Survey Finds*, Press Release (Dec. 11, 2024), available at: https://tvguidelines.org/resources/Release_121124.pdf. See also *Key Findings From 2024 TV Ratings Research Among Parents*, available at: <http://www.tvguidelines.org/resources/KeyFindings2024Research.pdf> (2024 Key Findings).

²⁵ 2024 Key Findings at 1-2.

²⁶ *Id.* at 1.

²⁷ See Notice at 4 (seeking comment on whether the general public is aware that the V-Chip can be used with the ratings system to block unwanted video programming from reaching children).

shows they do not want their children to watch.²⁸ Parents also are taking advantage of parental controls that were not available at the time the V-Chip was developed, with 59 percent reporting that they used parental controls available through mobile devices, apps, cellular providers, or streaming services.²⁹ This continues the steady increase from 44 percent in 2018, to 52 percent in 2020, to 57 percent in 2022, and it reflects the continued diversification of the platforms children use to watch television content.³⁰ Parents also report relying on other strategies to guide what their children are watching, including having an adult present when their children watch television and establishing “house rules” about what their children can watch.³¹

B. The Ratings Remain Useful Amid Rapid Industry Change

Direct correspondence the Monitoring Board has received from the public is also instructive. The Monitoring Board reviews and responds to every comment and concern submitted by the public. The majority of public comments are not related to TV ratings, but involve general content or casting, commercials and advertisements, scheduling changes, and the like.

The low number of ratings complaints is particularly notable given the large number of programs being produced, the many thousands of hours of programs that are rated each year, and the high levels of public awareness and use of the system. While there will undoubtedly be circumstances where a person may disagree about how a particular television program should be rated, no ratings system can address every parent’s point of

²⁸ 2024 Key Findings at 3.

²⁹ *Id.* at 4.

³⁰ *Id.*

³¹ *Id.*

view regarding programming content.

Significantly, the ratings system is maintaining relevance and a high level of accuracy and consumer satisfaction in an ever-changing marketplace. During the nearly three decades since the ratings system was implemented, video distribution options have expanded and multiple new video providers and digital devices have entered the marketplace, vastly increasing the range of choices available to viewers, including parents and their children. Audiences have shifted from appointment viewing on traditional television sets to accessing video content on computers, smartphones, tablets, and smart TVs. For example, in 2025, 82 percent of U.S. TV households owned smart TVs and 66 percent used them weekly for streaming video, up from 47 percent in 2021.³² Video streaming is nearly universal, with almost three-quarters of Americans choosing streaming as their default source for viewing content.³³ Younger viewers also increasingly view video programming using these newer technologies.³⁴ And like with the V-Chip on traditional TV sets, these newer devices and apps frequently include their own parental controls offering similar protections and choice.³⁵

³² Hub Entertainment Research, *Connected Home 2025* (Mar. 2025). U.S. homes today have an average of two smart TVs. G. Winslow, *Average U.S. Home Now Has Two Smart TVs*, tvtechnology.com (July 1, 2025).

³³ Adtaxi, *Survey: Streaming Officially Becomes the Most Prominent Form of Media Consumption*, Press Release (Feb. 26, 2026), available at: <https://www.adtaxi.com/blog/streaming-officially-becomes-most-prominent-form-of-media>.

³⁴ See, e.g., 2024 Key Findings at 4. Data show that children now most commonly watch TV shows through digital streaming services, with 87 percent of parents reporting that their child(ren) watched via streaming in the past two weeks, compared to only 51 percent reporting that their child(ren) watched a live show on broadcast, cable or satellite TV. *Id.* Nearly as many parents (48 percent) stated that their children streamed shows through a live streaming service.

³⁵ See, e.g., Monitoring Board, *Controls*, <https://www.tvguidelines.org/controls.html> (offering instructions for use of parental controls provided by cable and satellite video systems).

To be sure, with all these developments, ratings are just one tool in modern parents' and caregivers' toolkit. As a result of these developments, many new sources of programming specifically designed for children are increasingly available, including an array of programming accessible on demand, along with new sources to guide parents and caregivers toward recommended educational and family-friendly websites and apps.³⁶

V. CONCLUSION

The TV Parental Guidelines continue to provide an effective tool to help parents and caregivers to make informed viewing choices about age-appropriate programming. The Monitoring Board plays a vital role in fostering consistent TV ratings across broadcast, cable, and streaming platforms. The Board is committed to continuing working diligently to further

³⁶ Given the amount of programming available on demand and the ability to record most programs for later viewing, parents can even choose to preview most, if not all, of the programming their children want to watch.

promote consistency and transparency in ratings and support public understanding of the TV ratings system.

Respectfully submitted,

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