

# Retransmission Consent: The Facts Speak for Themselves

## It benefits viewers.

- Broadcasters provide the highest-rated, most compelling content offered to cable and satellite customers.
- Pay TV subscribers benefit most from the process where a “level playing field” enables local broadcasters to reinvest in content and services to their communities, providing more choices and better programming.

## It’s fair.

- The FCC reported that the retransmission consent negotiation process benefits consumers, broadcasters, cable and satellite companies, and takes place on a “level playing field.”
- The FCC concluded that it is reasonable for a broadcaster to base the fair market value of its signal on the popularity of the station’s programming.
- 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.

## It works.

- Since Congress established the system in 1992, nearly all agreements have been completed without a disruption in service.
- The FCC has never determined that a broadcaster violated any retransmission consent rules or the requirement to negotiate in good faith.
- An American household is about 10 times as likely to experience a complete cable system outage as it is to be deprived of its first-choice television channel because of a retransmission consent dispute.

There’s no need to fix what isn’t broken.

**Keep it fair.**

