

# THE RISING COST OF TV AND WHAT CAUSES IT.

Visit [tvonmyside.com](http://tvonmyside.com)

## WHY DISPUTES HAPPEN

Over the years, we've negotiated hundreds of programming agreements behind the scenes, privately with no disruptions to your service. But to the network and TV station owners, these disputes are not about respecting viewers with no interruptions, it's all about the money. To get higher fees, networks don't hesitate to pull the plug on viewers.

## WE'RE ON YOUR SIDE

We want you to have access to your favorite channels. This is why we fight for you - to minimize the increased cost of programming that we are forced to pass along to our customers.



## POWERFUL PROGRAMMERS

Media giants, who already control over 90% of available networks and TV stations, are scaling up their businesses through acquisitions and mergers. They use their size and power to demand more money, with little regard to how it impacts your wallet.

In recent years, there have been many huge mega-media mergers that have occurred. All these multi-billion-dollar deals are aimed at better competing with the Netflixes of the world and squeezing more money out of video providers, like us.

## BROADCAST RETRANSMISSION FEES

Just like cable networks, broadcast TV stations want their cut of your monthly bill. They do this by charging retransmission fees. These fees are made possible by a 1992 federal law that requires cable operators and other providers to obtain permission to carry their stations. Broadcasters set the rate for these fees and the only control we have is to work hard to negotiate the best deal that we can on your behalf.

## NUMBER OF NETWORKS AS OF 2/2022



**Skyrocketing Retransmission Fees**

A gallon of milk cost approximately \$3.25 in 2010. Today, it costs around \$3.80, an average annual increase of 1.4% from 2010 to 2022. During that same period, local TV station fees increased EVERY year by an average of 24%.\*

If a gallon of milk increased at that same rate, it would cost \$42.38 today.

**\$3.25** → **\$42.38**

2010 → 2022

## WE'RE ON YOUR SIDE

You shouldn't have to cover their losses. As your HDTV provider, we protect our customers. Our goal is to help manage your monthly bill by fighting against excessive fee increases.

## SKYROCKETING SPORTS RIGHTS

TV rights for sports is the highest it's ever been because broadcast and cable networks continue to escalate what they pay for sports TV rights. Both cable and broadcast networks pay billions of dollars a year to bring you live games. This forces them to charge TV providers higher fees, which has a significant impact on your monthly bill.

TV providers have tried for years to minimize out-of-control sports programming costs. Most broadcast stations and cable networks that carry sports require that we offer their channels in our most popular levels of service, forcing almost everyone to pay for sports programming - whether they watch it or not.

## STREAMING SERVICES

The cost of streaming television shows and movies, once seen as a much cheaper alternative to owning a cable box, is rising. Given the diversity of content available for streaming, consumers are subscribing to multiple platforms to keep up with their favorite shows, often paying more than one monthly streaming bill.

## WE'RE ON YOUR SIDE

We want you to have access to the best programming available, including sports. That is why we negotiate hard with these stations and programmers to keep costs down, but these large increases in fees are unsustainable for our customers and business.

## OUR GOAL

Our goal at Madison is to ensure our customers are provided the best products and services at an affordable price. As a demonstration of this commitment, we continually upgrade our network and infrastructure to offer the latest technology at a level which is unsurpassed in the voice, data or video industry today. We further pledge to provide superior customer service both before and after the sale.

## WHAT CAN YOU DO?

Visit [tvonmyside.com](http://tvonmyside.com) to read even more about the rising cost of TV and what you can do. Also, talk to your state representatives about the issue. Lastly, call us! At Madison, our Customer Care Specialists are always happy to discuss your bill, explain a charge, or just go over what you have vs. what other services we offer. Madison is proud to have a 100% USA work force, with many of our employees living in the area. We really are on your side!

## FAQ

**Q: Why do Networks take their signals away from me?**

**A:** *When blackouts happen, it's because we wouldn't agree to the Network's demands. The Networks know they can pass costs onto cable companies like us and ultimately to you. If we can't agree, THEY may choose to take the channel off of your lineup.*

**Q: If you are trying to control costs, why does my bill seem to go up every year?**

**A:** *While we pledge to hold prices as low as possible, annual adjustments are necessary because of the rising cost of Network fees and other factors. In fact, Network fees have increased at 3½ times the rate of inflation over the past 15 years. As your Local TV provider, we absorb a portion of those increases and pass along a portion to our customers.*

**Q: What is "Retransmission Consent"?**

**A:** *It's a law that requires all TV providers to obtain permission to carry local stations for a fee. If an agreement can't be reached, the local stations can pull their signal from you.*

**Q: Can I still watch shows if the Network blacks out their signal?**

**A:** *Every local station is available free over-the-air. Smart TVs can tune directly to these signals when paired with an inexpensive antenna. Most stations also stream their local newscasts on their sites. And if they are affiliated with a major Network such as ABC, CBS, FOX or NBC, most series are available free online, often with little delay. We will provide you with other ways to watch your favorite shows if there's a blackout. And most shows will be available to catch up OnDemand once the Network has been returned to your lineup.*

**Q: Should I just switch to another provider?**

**A:** *We'd like you to stay because most blackouts don't last long. Also, blackouts affect every provider. In 2021, there were more than 100 stations that pulled their signal from customers, so even if you switch you'll likely still face blackouts. (Source: ATVA.com)*