

THE RISING COST OF TV AND WHAT CAUSES IT.

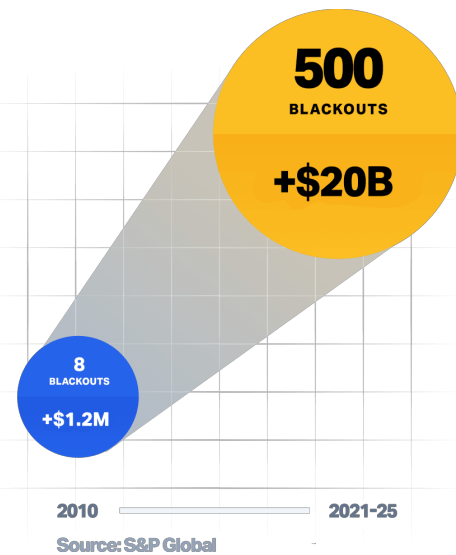
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WHY DISPUTES HAPPEN

Over the years, we've negotiated hundreds of programming agreements behind the scenes with no disruption to your service. But to the networks and TV station owners, these disputes are about money. To get higher fees, some networks pull their signals to pressure providers into paying more. When that happens, it's not about the viewer – it's about increasing revenue.

WE'RE ON YOUR SIDE

We want you to have access to your favorite channels. That's why we negotiate on your behalf – to help limit excessive programming fee increases that we are often forced to pass along to customers.



POWERFUL PROGRAMMERS

Media companies now control the vast majority of television networks and local stations. Through mergers and acquisitions, they have grown larger and more powerful. That size gives them leverage to demand higher fees from providers like us, with little regard for how those increases impact your monthly bill.

In recent years, multi-billion-dollar media mergers have been driven by competition with streaming platforms. Those deals increase programmer power and ultimately lead to higher programming costs.

NUMBER OF NETWORKS AS OF 5/2025



BROADCAST RETRANSMISSION FEES

Just like cable networks, local broadcast stations charge retransmission fees to carry their channels. A 1992 federal law requires providers to obtain permission to carry these stations – and the stations set the price. From 2010 to 2026, broadcast retransmission fees have increased dramatically. If a \$3.25 gallon of milk had increased at the same rate during that time, it would cost nearly \$95 today.

WE'RE ON YOUR SIDE

You shouldn't have to absorb unreasonable increases. As your local TV provider, we work hard to manage programming costs and protect our customers from excessive fee hikes whenever possible.



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 provide the best products and services at an affordable price. We continually invest in our network and infrastructure to deliver reliable voice, data, and video services. We are committed to superior customer service before and after the sale.

WHAT CAN YOU DO?

Visit tvonmyside.com to learn more about the rising cost of TV and what actions you can take. You may also contact your state representatives regarding retransmission regulations. And of course, call us. Our Customer Care Specialists are happy to review your bill and discuss service options that may better fit your needs. Madison is proud to have a 100% USA based workforce, with many employees living right here in our service area. We truly 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, programming fees have increased significantly faster than inflation over the past decade, creating ongoing pressure on monthly TV rates. 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 2025 alone, 77 stations pulled their signals from providers during carriage disputes. Since 2010, there have been more than 2,400 programmer-imposed blackouts nationwide. Blackouts affect providers across the country, so switching companies does not necessarily prevent them.*