

# Stuck in the '90s:

Good for nostalgia. Bad for retrans rules.

Created back in the day when the major networks dominated television, America's retransmission consent rules haven't changed one bit in 22 years. Meanwhile, huge changes have occurred in how Americans get their programming, such as satellite, telecom video and online.

The modern day reality is that nearly 90 percent of the viewing public subscribe to pay TV. Yet, our vintage retrans rules continue to favor broadcasters and allow them to black out programming and charge sky high retransmission consent fees.

It's time to update the rules and play fair with the viewing public. See what you can do at [americantelevisionalliance.org](http://americantelevisionalliance.org)



A VOICE FOR THE TV VIEWER

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