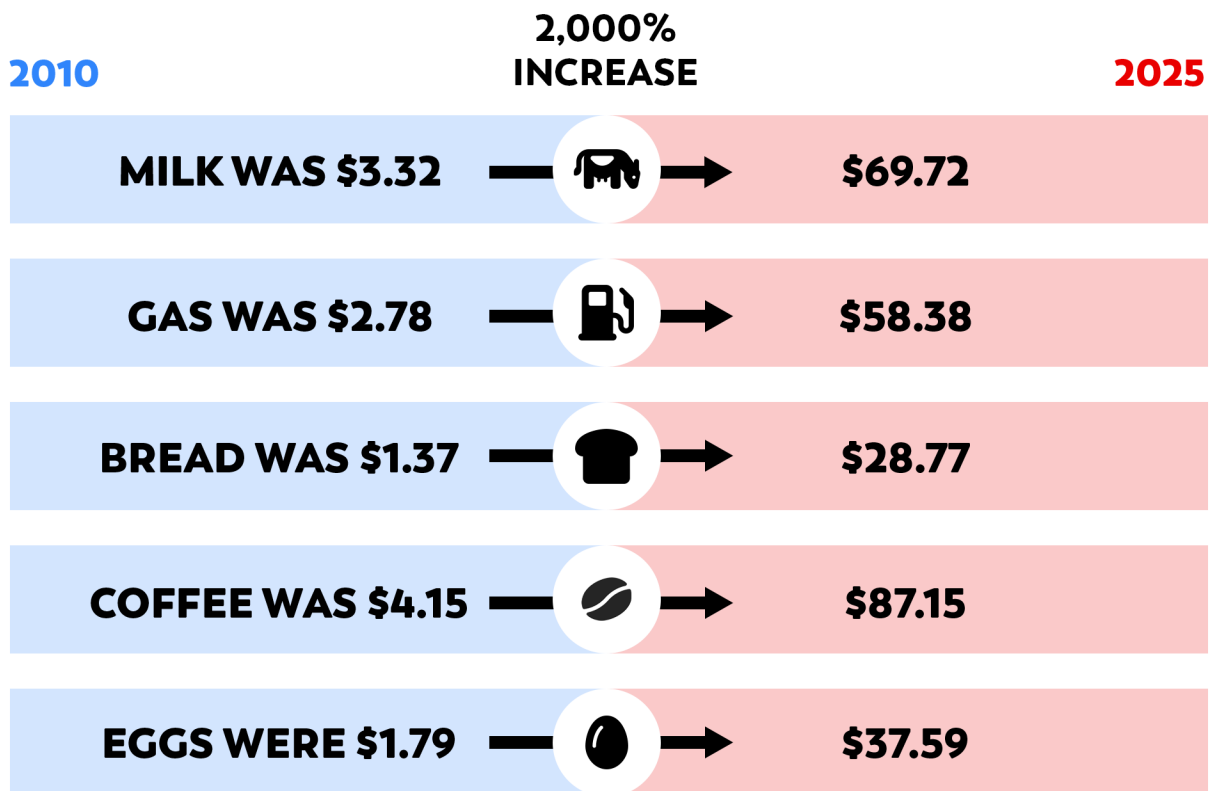


BIG BROADCASTS' PRICE HIKES ON AMERICAN CONSUMERS

Broadcasters are charging customers 2,008% more for “free” TV compared to 2010 — even as Big Four broadcast network TV viewership dropped more than 50%.

In 2010, the average consumer only saw an extra \$1 broadcast imposed “retrans” fee on their TV bill. Today, Big Broadcasters have forced that average up to \$21.71 – a more than 2,000% increase.

WHAT IF PRICES FOR OTHER GOODS INCREASED AT THE SAME RATE?



Source: S&P Global Market Intelligence (SNL Kagan), consumer reports and industry business publications

**More broadcaster consolidation means higher prices for consumers.
Say no to higher bills – protect broadcast ownership rules to keep
TV affordable.**