

Broadcast Blackouts and Good Faith Legislation

Large majorities of consumers find the concerns of rising costs and bad faith use of broadcast blackouts convincing as reasons broadcasters should not be permitted to pull their signal during retransmission negotiations.

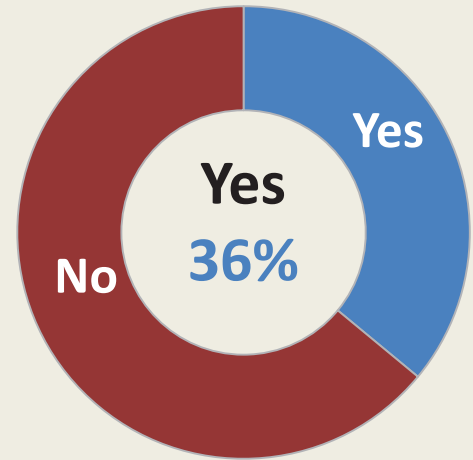
<i>% Convincing</i>	Very Conv.	Total Conv.
Broadcasters' retransmission fees are the fastest rising portion of consumers' pay TV bills. Broadcasters have increased their fees 5,359% since 2006, raising consumer's bills by more than 11 billion dollars a year. Broadcasters should not be allowed to continue abusing these outdated rules to boost their bottom lines.	39%	71%
Broadcasters have weaponized TV blackouts, deliberately targeting live sports and other must-see TV events in order to gain leverage in negotiations for massive increases in retransmission feeds that drive up consumers' bills. Broadcasters are acting in bad faith and the laws need to be updated to address this abuse.	33%	68%

86% of voters say that it is important to them that the government ensures broadcasters and cable and satellite providers negotiate fairly and in "good faith."

Data shown reflect responses from an online survey of N=900 Americans conducted by Public Opinion Strategies and David Binder Research August 27 – September 3, 2019. Online respondents were screened to include registered voters who also were paying customers of cable television, satellite television, or streaming platform subscribers.

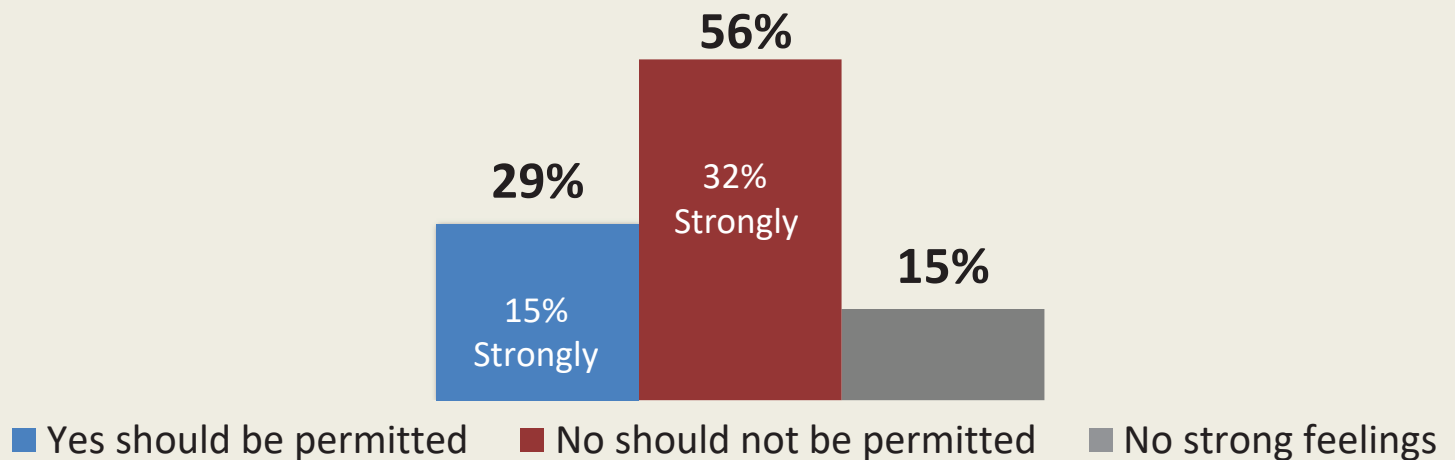
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Thirty six percent (36%) of these consumers have experienced a broadcast channel blackout.



A 56% majority say broadcasters should NOT be permitted to pull their signal while negotiating retransmission fees.

In your opinion, should broadcasters be permitted to pull their signal from a cable or satellite provider that is negotiating the amount of a retransmission fee which would result in a channel blackout for that cable or satellite provider's customers?



Consumers are strongly against the use of channel blackouts in retransmission fee negotiations. Many of these voters (36%) are being impacted by these blackouts. Calling out the consumer costs of retransmission fees and lack of broadcaster “good faith” further moves voters against these practices.