

Why a Cable TV Bill Increases

It's almost exclusively due to rapidly climbing fees from TV networks.

For example, many TV Service Providers have seen over a **1,000% (!) increase in broadcast network fees** for ABC, CBS, NBC and FOX in the last 10 years.

TV Service Providers work on your behalf, but it's not possible to absorb such high fees, so **according to the FCC rates for U.S. consumers have increased over 200% since 1995.**



Cable TV is made up of several entities.

90%

of the costs are controlled by seven media companies.

power, often requiring TV Service Providers to carry many or all of their channels. Because the Networks aren't based where we live, work, and play, it's hard to realize that *they* are the ones driving much of the high cable TV costs.

Recently, some TV Service Providers have seen **demands for Fox News and Fox Sports increasing over 40%** in a single negotiating period. **That's over 20 times the rate of inflation!**



Content Creators National Programmers Local Broadcasters

They create the TV shows and charge TV Service Providers for them. Networks like Disney/ESPN, Discovery, Turner, Viacom, ABC, CBS have immense negotiation



TV Service Providers

They use their physical infrastructure (fiber, coax, or satellite) to deliver TV signal to your home or office.

TV Service Providers receive their signal from the national programmers and then send the signal to you and your neighbors' homes. TV Service Providers must count and pay for each subscriber who can access channels.

Much of the monthly costs are paid back to the national programmers, and local broadcast stations charge for access to their stations, too. What's left over doesn't even cover local operating costs such as labor, equipment, vehicles, etc.

While TV Service Providers work tirelessly to negotiate better options, the national programmers and local broadcast stations continue to force all customers to pay for as many channels as possible.

See what we're doing to keep TV affordable ----->

What We are Doing to Keep YOUR TV Affordable



Negotiating as a group -

we're members of the National Cable TV Cooperative - we partner with many rural TV Service Providers to get better pricing.

Advocacy - we continue to work with regulators to educate them on the harm that these contracts do to rural America.

Education - we also work to educate consumers about these issues - visit www.TVonMySide.com.



Let us help you find cost-effective alternatives.

At CL Tel, we want our customers to have access to the TV programming they want - whether they receive that programming from us or from another source. Stop in and let us help you find the best solution for your needs.

Streaming - try a "streaming" TV service. Netflix, Hulu, SlingTV, DirecTV Now, and others offer great content for a low monthly fee. All you need is a High-Speed in-home Internet connection, a streaming media player like a Roku or Smart TV, and a service subscription. Ask us about our Internet speed upgrade promotion to maximize your streaming experience.

Good old fashioned antenna -

if you're just interested in the locals, this tried and true technology can be a great fit. Plus, it's free other than the initial cost of the antenna.

Check out the Experience Zone -

once it has reopened to the public (currently closed due to COVID-19), stop into the CL Tel office to experience these alternatives first-hand. In the meantime, we stand ready to assist you over the phone. Give us a call - we want to help you find the best option for your needs.



What You Can Do to Help

Be Heard & Stand by Your Provider

Stay informed and stand by your provider. If your cable provider removes a network from your lineup, switching to another provider only strengthens the content creators' power to negotiate. Contact your legislators and tell them you're tired of skyrocketing TV prices.

