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*** * * Press Statement * * ***

ITTA Applauds the Federal Communications Commission's Efforts to Reform the Outdated Retransmission Consent Rules

(WASHINGTON) The following statement was released by ITTA – The Voice of Mid-Size Telecommunications Carriers, and may be attributed to Genny Morelli, President of ITTA:

“ITTA applauds the FCC’s efforts to reform the outdated retransmission consent rules. We have long argued that the FCC has the legal authority to adopt reforms that would restore balance to the retransmission consent marketplace, and we are pleased to see the Commission move forward on these important issues. Strengthening the good faith negotiation standard by prohibiting joint negotiations among separately-owned, top-4 broadcast stations within a market will help level the playing field between broadcasters and video programming distributors (VPDs) and lead to reduced costs for consumers.

ITTA also is pleased that the FCC is proposing to eliminate the syndicated exclusivity and network non-duplication rules. These rules are no longer necessary in today’s marketplace, and suspending them would give VPDs the flexibility to offer consumers alternative broadcast programming options when retransmission negotiations with a local television station stall.

Today’s actions by the Commission represent an important first step toward comprehensive, necessary, and long overdue reform of the video marketplace. We look forward to continuing to work with the Commission and other policymakers to address the rising costs of programming for VPDs and their customers and ensure that consumers receive the benefits of increased competition in the video marketplace.”

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ITTA represents mid-size communications companies that provide a broad range of high quality wireline and wireless voice, broadband, Internet, and video services in 44 states. For more information, please visit www.itta.us.