



**FOR IMMEDIATE RELEASE**  
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Contact: Micah Caldwell  
[mcaldwell@itta.us](mailto:mcaldwell@itta.us)  
202-898-1520

**\* \* \* PRESS STATEMENT \* \* \***

(Washington, DC) The following statement was released today by ITTA - The Voice of Mid-Size Communications Companies and may be attributed to Genny Morelli, President of ITTA:

“As new entrants to the video distribution marketplace, ITTA members have virtually no bargaining power when negotiating for carriage of local broadcast television stations. The outdated retransmission consent rules have allowed broadcasters to adopt a ‘take it or leave it’ attitude, particularly when negotiating with smaller and new entrant video distributors, which has hurt video competition and increased costs for consumers.

For this reason, ITTA commends the Commission for seizing the opportunity presented by STELAR to undertake a robust examination of practices used in retransmission consent negotiations so that it can put in place enforceable rules that ensure both broadcasters and MVPDs are bargaining in ‘good faith.’ Strong and enforceable good faith rules will protect innocent consumers from blackouts as well as other tactics used by broadcasters to extort more money during retransmission consent negotiations. By enacting clear standards for prohibited conduct, the Commission will deter bad faith behavior, ensure negotiations are conducted fairly, and meet its enduring obligations to protect consumers and promote competition.”

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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 to residential and business customers in predominately rural areas across 45 states. For more information, please visit [www.itta.us](http://www.itta.us).*