



**Hearing on
“Satellite Video 101”**

**United States House of Representatives
Committee on Energy and Commerce**

***Subcommittee on Communications
and Technology***

February 13, 2013

**Responses to Questions for the Record
of Jane E. Mago**

**On behalf of the
National Association of Broadcasters**

Question Offered by The Honorable Lee Terry

- 1. Technology keeps giving consumers more and better choices for watching TV when they want, where they want it and on what device they choose. How do we make sure the Satellite Act keeps up with those demands and responds to technology?***

Answer: The Satellite Act was crafted to enable a viable satellite industry that is a true competitor to cable while promoting the free and local nature of broadcast television. As a result, today we have a vibrant satellite industry, as well as a broadcast system that continues to offer local news, emergency alerts, sports, weather and entertainment programming in communities around the country.

These same bedrock principles of competition and localism should guide the Committee's consideration of the Satellite Act reauthorization today. As Congress crafted the section 119 distant signal license, members foresaw that one day, technological advances might make that license unnecessary, so it included a five year sunset provision. That premonition proved correct. Technology evolved so that satellite companies could provide each market with the market's own local stations to the benefit of many Americans.

As Congress begins the dialog to extend the Section 119 license for another five years, the first question should be whether or not your constituents are better served with local programming from Lincoln and Omaha, rather than programming that is imported from a New York or San Francisco station? From what we have witnessed, our viewers are not well served by the importation of a distant broadcast signal in instances where a local signal could be made available, whether in the case of a satellite provider, or any distributor of broadcast content. Today's technology enables satellite carriers to provide local stations in all local markets, and the Satellite Act should incentivize providers to use this technology to provide local-into-local service everywhere.

Additionally, broadcasters recognize that it is in the best interest of industry and the viewers we serve to have our signals accessible through a multitude of platforms, whether it be smart phones, tablets, laptops, or 70 inch 3-D televisions. To that end, local broadcasters have and continue to invest billions of dollars in the digital television transition, mobile TV, multicast channels, and high definition production and signals. To fuel this broadcast innovation and the resulting benefits to viewers, the law must also continue to ensure that broadcasters are compensated for others' use of their signals, whether they are retransmitted and resold by a satellite provider or other platform. This compensation allows broadcasters to continue to innovate in ways that guarantee high quality local programming will be available to viewers whenever and however they want it.