

Senate Legislation can Help Americans Save \$23 Billion

Study Shows That Video Competition can Save Consumers Money

FOR IMMEDIATE RELEASE

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Arlington, VA – June 21, 2006 – Recently, the U.S. House of Representatives voted 321-101 in favor of the COPE Act (HR 5252) – a video franchising bill that opens the cable industry to competition. Thursday, the Senate Commerce Committee will vote on their version of a video franchising bill, the Communications, Consumers' Choice, and Broadband Deployment Act of 2006.

“The Committee vote will move this important initiative one step closer to a reality for consumers across the country. Senate Commerce Committee members need to take the lead from their neighbors and colleagues in the House and vote yes on this bill,” said Steve Ricchetti, co-chair, TV4US.

“The House placed an overwhelming, bi-partisan stamp of approval on video competition with the recent vote. The COPE Act opens the doors to choice in video services, which will save Americans money on their cable bills. The Senate Commerce Committee can take a step in the right direction by also passing similar video competition legislation with the same bi-partisan support,” continued Ricchetti.

A study conducted earlier this year by the American Consumer Institute shows that by delaying the expansion of video franchising by just four years, consumers stand to lose \$23 billion. In a separate study conducted by the Phoenix Center for Advanced Legal and Economic Public Policy, consumers across the country could potentially lose anywhere between \$45.3 million and \$3.1 billion – depending on the state – over four years.

TV4US Co-Chair Charlie Black states that with more expansion there can be many benefits to consumers and the economy.

“Consumers and businesses will benefit from a streamlined franchising process. And the one being voted on by the Senate Commerce Committee, could potentially save a consumers billions on their cable bills over the next four years,” said Black. “In addition to saving money, the introduction of cable competition will create jobs and increase local commerce in communities across the country.”

“The entire Senate Commerce Committee has the ability to make these savings and job creations a reality and they should do so by voting yes on this important piece of legislation,” added Black.

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TV4US members include AT&T; the National Association of Manufacturers, the nation's largest industrial trade association; more than a dozen telecom services, manufacturing companies and

nearly a dozen prominent nonprofit organizations, including The Latino Coalition, Asian Business Association, Asian Women In Business. For more information click on www.WeWantChoice.com

Editors note: The American Consumer Institute, "Does Cable Competition Really Work? A Survey of Cable TV Subscribers in Texas," 3/2/06.

Phoenix Center for Advanced Legal and Economic Public Policy – Phoenix Center Policy Bulletin No. 13 – George S. Ford and Thomas M. Koutsky: "In Delay There is No Plenty:" The Consumer Welfare Cost of Franchise Reform Delay.

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