**2017 Data Points for Retransmission Consent Negotiations**

**Retransmission Consent Fees**

* Retransmission fees rose about 30 times over the last decade while network primetime audiences fell by more than half, per [Nielsen and SNL Kagan](http://www.philly.com/philly/business/Free-TV-now-socks-consumers-with-billions-of-.html).
* According to [SNL Kagan](http://marketintelligence.spglobal.com/our-thinking/newsroom/snl-kagan-releases-updated-retransmission-projections), broadcast retransmission fees will cost U.S. consumers and satellite and cable operators $11.6 billion by 2022, up from $7.7 billion in 2016. That’s a 51% increase.
* Comcast, which owns NBC, expects retransmission consent fees of $1.4 billion in 2017, a 65% rise from $850 million in 2016, according to [S&P Global Market Intelligence](http://marketrealist.com/2017/06/why-comcast-expects-retransmission-consent-fees-to-rise-in-2017/).
* [CBS expects](http://marketrealist.com/2017/06/why-comcast-expects-retransmission-consent-fees-to-rise-in-2017/) a 25% year-over-year rise in its retransmission consent fees and reverse compensation fees in 2017.
* To make up for lost profits, [CBS is looking to claim](http://www.philly.com/philly/business/Free-TV-now-socks-consumers-with-billions-of-.html) $2 billion in retransmission fees by 2020.

**TV Station Ownership and Viewership**

* Broadcast TV viewership for the four major networks has dropped by 52 percent since 2006 [per Nielsen](http://www.philly.com/philly/business/Free-TV-now-socks-consumers-with-billions-of-.html).
* As of 2016, five companies owned an estimated 37% of all full-power local TV stations in the country, as identified in a [Pew Research Center analysis of BIA Kelsey data](http://www.pewresearch.org/fact-tank/2017/05/11/buying-spree-brings-more-local-tv-stations-to-fewer-big-companies/). That figure is only expected to grow with Sinclair’s acquisition of Tribune.

**Blackouts**

* In 2017, there have been 145 blackouts so far, affecting TV viewers in nearly 100 markets, with the longest blackout lasting 64 days based on [ATVA data as of April 25, 2017](http://www.americantelevisionalliance.org/wp-content/uploads/2017/05/Copy-of-Retrans-Blackouts-04.25.171.xlsx).
* So far in 2017, the biggest events pulled from the air during retransmission negotiations have included the NCAA Men’s Basketball Tournament, the Super Bowl, NFL and college football bowl games, the Grammys, and network TV premiers [according to ATVA](https://www.americantelevisionalliance.org/news/).
* Viewers in smaller markets are feeling the brunt of blackouts. Cities like Madison, Wisconsin, Baton Rouge, Louisiana, and Cincinnati, Ohio have experienced blackouts of 10 days or more already this year [based on data from ATVA](http://www.americantelevisionalliance.org/wp-content/uploads/2017/05/Copy-of-Retrans-Blackouts-04.25.171.xlsx).