

## **Consumer Video Choice Coalition Applauds Efforts to Expose High Set Top Box Prices to Consumers**

*New Report by Senators Markey and Blumenthal Convey Importance of FCC Action*

“The Consumer Video Choice Coalition applauds Senators Markey’s and Blumenthal’s efforts to expose the high prices consumers pay to rent their set top boxes, costing consumers \$231.81 each year. This study is just the latest reason why the FCC should act now to provide consumers real choice. TV consumers today are like telco consumers 40 years ago, who rented basic black phones for years and paid the cost of the phones several times over, all to the telcos’ benefit. Similarly, set top box rentals today continue to significantly limit the opportunity for innovative and lower-cost device options gaining a foothold in the marketplace.

When entrepreneurs large and small were allowed to innovate at the edges of the phone networks, consumers benefited with cheaper phones and new third-party devices, such as the modem, which first brought the Internet to the public at large. Enabling peripheral innovation at the edges of today's networks holds the same promise. The next great wave of innovation will only happen when consumers get to choose the devices they want.

To be most useful to consumers, video navigation devices must be able to access to all subscription video content in a way that provides a real alternative to leased set top boxes. The Markey/Blumenthal study should compel the FCC to support consumers’ efforts to have real choice among and innovation in video navigation devices.”

*The Consumer Video Choice Coalition\*\* is comprised of a diverse group of organizations and companies that believe consumers would benefit from a competitive ecosystem of third-party devices and services that can be used across multichannel video programming distributors’ networks.*

*\*\*COMPTEL is a member of the Consumer Video Choice Coalition.*