

**STATEMENT OF
COMMISSIONER JONATHAN S. ADELSTEIN**

RE: Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming, *Notice of Inquiry*, MB Docket No. 07-269, FCC 09-32

I am pleased to support this *Supplemental Notice of Inquiry*, which will allow the Commission to obtain a comprehensive picture of the status of the video programming and distribution marketplace, and to evaluate the regulatory environment.

The cable industry is evolving rapidly, expanding its services, and facing increased competition from other types of MVPDs. Accordingly, it is crucial for us to have up-to-date, relevant, and comprehensive data in order to set sound rules and policies. Through this *Supplemental Notice of Inquiry*, the Commission is reintroducing some much needed integrity into our regulatory process concerning video providers. The Commission should no longer narrowly focus on one aspect of the industry or one video pricing model, to the exclusion of everything else, as the driving force behind the Commission's examination and judgment of the industry's practices. Today, we are broadening our view, in an objective, even-handed manner, to account for the plethora of challenges facing this industry, and options for its consumers.

This *Supplemental Notice of Inquiry* will allow us to evaluate developments in the delivery, pricing and use of video across all platforms, including cable, satellite, broadcast, and wireline and wireless broadband. We endeavor to better understand how distributors and programmers are innovating to meet the needs of consumers through system upgrades and new services, and how they are innovating in response to competitive pressures.

I applaud the effort to seek information on the broad and diverse interests and concerns of MVPDs and consumers, so that we can acquire a comprehensive body of information. We will need it for setting policy, and advising Congress on appropriate measures in future lawmaking.