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**For Immediate Release**

**FCC PROPOSES TO UPDATE ITS MVPD SUBSCRIBER  
NOTIFICATION RULES AND BROADCASTER CARRIAGE  
ELECTION PROCEDURES**

*Action is Part of the FCC's Modernization of Media Regulation Initiative*

WASHINGTON, December 14, 2017—The Federal Communications Commission today issued a Notice of Proposed Rulemaking that explores ways to enable multichannel video programming distributors, such as cable and satellite providers, to communicate with their subscribers in more efficient and less costly ways.

Specifically, the Notice proposes to allow cable operators to send general written notices to subscribers by email, as long as they use a verified email address and comply with other consumer safeguards. The NPRM also proposes to allow cable operators, satellite carriers, and open video systems to deliver certain subscriber privacy notifications by email, subject to certain consumer safeguards, and to permit cable operators to respond to consumer requests or complaints by email in certain situations.

Additionally, today's Notice asks about other ways to update the cable notice rules, including whether to allow cable operators to provide certain subscriber notices on the cable operator's website. It further asks how the Commission should update the requirement that television broadcast stations send carriage election notices to cable or satellite operators by certified mail.

This is the fourth rulemaking of the FCC's *Modernization of Media Regulation Initiative* launched in May 2017. The initiative's goal is to reduce unnecessary regulation that can impede competition and innovation in media markets.

Action by the Commission December 14, 2017 by Notice of Proposed Rulemaking (FCC 17-168). Chairman Pai, Commissioners Clyburn, O'Rielly, Carr and Rosenworcel approving. Chairman Pai, Commissioners Clyburn, O'Rielly and Carr issuing separate statements.

MB Docket No. 17-317; MB Docket No. 17-105

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*This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).*