

**Media Contact:**

Janice Wise, (202) 418-8165  
janice.wise@fcc.gov

**For Immediate Release**

**FCC PROPOSES TO UPDATE CHILDREN’S TV PROGRAMMING RULES, PROVIDE BROADCASTERS INCREASED FLEXIBILITY**

WASHINGTON, July 12, 2018—The Federal Communications Commission today launched a proceeding to seek comment on proposed revisions to the children’s television programming rules. The Notice of Proposed Rulemaking recommends modifying outdated rules adopted in 1996 pursuant to the Children’s Television Act.

There have been dramatic changes in the video programming marketplace since the FCC first adopted its children’s programming rules over 20 years ago. For example, live TV viewing has declined as more consumers watch video programming using DVRs and video on demand. There is also now a vast array of children’s programming available from non-broadcast outlets such as cable networks, over-the-top providers, and Internet sites, as well as a proliferation of educational children’s content from non-commercial broadcast stations.

The NPRM seeks input on proposed changes to the criteria that children’s programming must meet to be considered Core Programming, which among other things currently require that programming be at least 30 minutes in length and regularly scheduled. Additionally, it asks whether to update the three-hour per week processing guideline used in determining compliance with the children’s programming rules and seeks comment on ways to streamline reporting requirements.

It also proposes creating a framework under which broadcasters could satisfy their children’s programming obligations by relying in part on special sponsorship efforts and/or special non-broadcast efforts. Finally, the rulemaking proposes allowing multicasting stations to choose on which of their free over-the-air streams to air their required Core Programming hours.

Today’s proceeding is the twelfth in the Commission’s ongoing effort to modernize its rules by eliminating or modifying regulations that are outdated, unnecessary, or unduly burdensome.

Action by the Commission July 12, 2018 by Notice of Proposed Rulemaking (FCC 18-93). Chairman Pai, Commissioners O’Rielly, and Carr approving. Commissioner Rosenworcel dissenting. Chairman Pai, Commissioners O’Rielly, Carr, and Rosenworcel issuing separate statements.

MB Docket Nos. 18-202, 17-105

###

**Office of Media Relations: (202) 418-0500**  
**ASL Videophone: (844) 432-2275**  
**TTY: (888) 835-5322**  
**Twitter: @FCC**  
**[www.fcc.gov/media-relations](http://www.fcc.gov/media-relations)**

*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).*