For Immediate Release

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


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the twelfth in the Commission’s ongoing effort to modernize its rules by eliminating or modifying regulations that are outdated, unnecessary, or unduly burdensome.


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