



May 5, 2025

The Honorable Jason Smith
Chairman, Committee on Ways & Means
U.S. House of Representatives

The Honorable Brett Guthrie
Chairman, Committee on Energy & Commerce
U.S. House of Representatives

RE: H.R. 2230, the Independent Programmers Tax Incentive Act¹

Dear Chairmen Smith & Guthrie,

Television forever transformed America's relationship with news and culture, an effect that continues today notwithstanding significant subsequent advances in communications and audio-visual technology. Amongst a growing abundance of media platforms, TV retains an iconic place in American culture. It is a place where families come together to relax, to bond, to be informed and entertained. It is often where young minds are exposed to new ideas for the first time.

When the American people enjoy access to a wide variety of new content and providers it creates space for communities of faith, geography, and values to thrive. Historically, Pay TV provided a great opportunity for creators of values-based media content. Today, however, consolidation amongst media producers has effectively closed the door to new entrants in programming.

A vibrant, competitive pay TV industry is a policy priority for the United States per congressional intent in the most recent legislation, the Telecommunications Act of 1996. The wide-reaching influence of television content on American viewers makes it a policy priority, too. H.R. 2230, a bill "for carriage of independent programmers" is a chance for Congress to affirm the importance of values-based content on American television.

Once enacted, H.R. 2230 will encourage Pay TV distributors—both cable/satellite operators and streaming platforms—to open their channel line ups and platforms to competition, new ideas, and independent entrepreneurs. Using a straightforward and inexpensive tax incentive, the bill will enable carriers to offset costs when they elect to carry independent voices. Like offsets afforded to American innovators who invest in research and development, the independent programming offset is an investment in American values, culture, and creativity.

More than 70 million American homes have a traditional pay TV package. In that Pay TV space, four big programming groups control 85% to 95% of the channels on the basic packages of the most popular Pay TV distributors in the United States. The newer the platform, the higher the number of

¹ Independent Programmers Tax Credit Act, submitted 3/18/2025, 18 co-sponsors as of 4-15-25. [H.R. 2230](#)



channels they control. These large media elites have homogenized TV content to the detriment of its quality. Fostering independent media ownership can help correct that problem.

For all of these reasons, the undersigned groups urge the Congress to pass H.R. 2230 and restore independent, values-based programming to American television.

Respectfully,

The Center for American Principles
Anthony J Zagotta
President

Americans for a Balanced Budget
Dee Stewart
President

The Center for Innovation and Free Enterprise
Ginevra Joyce-Myers
Executive Director

Conservatives for Property Rights
James Edwards
President