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UPDATE
January 14, 2022

CORRECTION: MVPDs Must File Annual KidVid Certifications by January 31, 2022

MVPDs must meet their annual KidVid public inspection file obligation by January 31, 2022. We apologize for miscalculating the date in our earlier update this week.

Under the FCC's 2019 Order that streamlined the children's programming reporting and recordkeeping requirements, MVPDs (serving systems with 1,000 or more subscribers) are required to post certifications of compliance annually to their online public inspection files.

Background. The Children's Television Act of 1990 and FCC rules prohibit MVPDs from airing more than 10.5 minutes of commercial matter per hour during children's programming on weekends, or more than 12 minutes on weekdays, and require MVPDs to maintain records sufficient to verify their compliance with these advertising restrictions.

Though the FCC permits MVPDs to meet this recordkeeping requirements in various ways, almost all MVPDs rely on certifications from programmers that the channel meets FCC rules on children's advertising.

Note: MVPDs are not required to maintain records covering programs aired on a broadcast television channel which the MVPD passively carries, or to access channels over which the MVPD may not exercise editorial control.

If you have questions about the children's programming rules, cable public inspection file rules or the requirement to post them online, please contact Scott Friedman at (314) 462-9000 or sfriedman@cinnamonmueller.com.

Please visit our website at www.cinnamonmueller.com to learn more about our lawyers and practice. You can reach Cinnamon Mueller at (314) 462-9000. *This update is provided by the law firm of Cinnamon Mueller. The document is intended for informational purposes only as a service to clients of Cinnamon Mueller. It is not intended to provide specific legal advice or to substitute obtaining appropriate legal counsel. We encourage you to consult with counsel to address special compliance issues and for assistance in negotiating or handling any such matter referred to in the update.*