

UPDATE
January 10, 2023

MVPDs Must File Annual KidVid Certifications by January 30, 2023

MVPDs must meet their annual KidVid public inspection file obligation by January 30, 2023. 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.

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