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The very rationale for the birth of television was to provide an outlet for voices and stories previously unheard by the big three broadcast networks. Programming like The Sopranos, Breaking Bad, Mad Men and countless more were all passed over by traditional broadcasters but eventually found their voice on cable. It is impossible to imagine a television landscape without these shows or indeed cable channels like ESPN, HBO, Discovery, CNN, The Food Network and all the rest that are now part of our daily lives. Now, with the consolidation within the cable industry; broadcast outlets are becoming increasingly scarce and in danger of disappearing for independent channels. But it is becoming increasingly difficult to secure distribution for independent cable channels like. Now as DirecTV and AT&T U-Verse merge; small independent channels will have an even harder time fighting for distribution so lets make sure it they can be heard too.