

Advanced parental control technology should be made available for filtering offensive content in TV programming and movies; whether viewed on TV, over the Internet, cable, satellite, DVD Players, Blu-Ray Players, gaming consoles, or other video devices...

Millions of homes have already benefited from automatic foul language filtering technology through TV Guardian, which uses the existing hidden closed-captioning signal to detect and mute offensive language. Unfortunately, FOUL LANGUAGE FILTERING TECHNOLOGY WILL NO LONGER BE AVAILABLE AFTER THE SWITCH TO DIGITAL TELEVISION THIS SUMMER.

The software for this technology must be built into the cable/satellite boxes and TVs to work with HD televisions. It is being offered to cable and satellite companies for free -- those that want to use it can pay a small fee for it -- and these companies have the ability to download the software into most existing cable/satellite boxes... still, the industry refuses to give families this individual control.

Cable and satellite companies should give parents the option of using these parenting tools just because it's good business. This technology will even increase profits for them since filtering out language makes more TV shows and movies OK for family viewing. Yet, a handful of powerful media companies are fighting to keep this technology from the public. Let the free market work. Let us have a choice.