

The answer is simple. As is common with other copyright issues, get the parties together to work out a standard, national formula for retransmission fees. The formula could be based on market size, station market share, number of average viewers, or any other metric. Stations that fail to meet a minimum threshold market share would get nothing but must-carry protection. Stations above that percentage would receive the negotiated fair value for what they're worth.

Instead of scattered, sporadic retransmission disputes, any disagreements would be worked out in one periodic, national contract negotiation. Cable and satellite providers would get a level of cost certainty, stations would get fair fees, and viewers could expect to keep their local stations.