

# streaming / innovation / alliance

May 27, 2024

The Honorable Michael L. Parson  
Office of the Governor  
State Capitol  
201 W Capitol Ave  
Jefferson City, MO 65101

Dear Governor Parson,

The Streaming Innovation Alliance (SIA) respectfully asks you to protect Missouri families and consumers by signing SB 872 and HB 2057 into law, reaffirming that the state's franchise laws do not apply to video streaming services.

SIA is the united voice of the streaming community, working to tell streaming's positive story to state and federal policymakers. We seek to drive forward a new era of creativity, opportunity, value, and choice in home and mobile entertainment by advocating for smart policies that will support innovative streaming services and the viewers who love and depend on them. Our members are AfroLandTV, America Nu Network, BET+, discovery+, For Us By Us Network, Max, MPA, MotorTrend+, Netflix, Paramount+, Peacock, PlutoTV, Telemundo, Televisa Univision, VAULT, Vix, and The Walt Disney Company.

The legal clarification and certainty offered by SB 872 and HB 2057 is vital to avoid any incorrect application or interpretation of Missouri's franchise law that could expose consumers to an unlawful 5% franchise tax on streaming services in the state. Polls [show](#) that 7 out of 10 registered voters view streaming favorably, but half still express concern over cost. And because streaming is [especially popular with younger and lower-income consumers](#) less likely to take large bundles, imposing franchise fees on streaming would be especially regressive and harmful to people and communities least able to afford these new costs.

For working families, seniors on fixed incomes, and other lower income consumers, SB 872 and HB 2057 offers assurance and protection from a drastic rise in costs that would cut them off from diverse, quality video choices, including small and independent services meeting the unique needs of underrepresented audiences and communities.

To protect Missouri consumers and support the continued growth and innovation of streaming options in the state, SIA asks you to sign SB 872 and HB 2057.

Sincerely,

Streaming Innovation Alliance