



May 22, 2020

Supervisor  
Concord Township  
PO Box 236  
Concord, MI 49237-0236

Attn: Supervisor,

At WOW!, we work hard to ensure that our customers receive reliable, easy and pleasantly surprising Internet, cable and phone services at a fair and competitive price.

Every year, broadcasters' demands get more extreme. In fact, the rates to carry cable and broadcast TV channels are expected to rise approximately 35% in the next five years. Increases like this can negatively affect our customer's service and put additional upward pressure on the rates that providers charge for cable services.

To meet broadcast and cable network's extreme price hikes, the rates for cable service will be adjusted with the July 1, 2020 billing cycle.

Residential Customers

- The majority of our residential customers with cable services, bundles and a la carte, will receive a monthly increase listed below based on the level of service they subscribe to:
 

Medium/Basic Cable:	\$10.00
Digital Basic Cable:	\$10.00
Large/Digital Signature Cable:	\$10.00

Business Customers

- Customers with cable services will receive a monthly increase listed below based on the level of service they subscribe to:
 

Basic Cable:	\$10.00
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In addition, the rates for the Broadcast TV Fee and the Sports Surcharge will be adjusted with the July 1, 2020 billing cycle.

- The Broadcast TV Fee, which is not a government tax or fee, will increase \$2.69 per month. This fee recovers costs associated with retransmitting television broadcast signals and is in addition to other charges associated with WOW! Cable services.
- The Sports Surcharge, which is not a government tax or fee, will increase \$2.00 per month (Small Cable and Limited Cable are excluded from this surcharge). The Sports Surcharge offsets some of the costs WOW! must pay to sports programming networks even during this unprecedented time when live sporting events have been impacted.

All customers will receive a notice based on their current level of service. Samples of the letters are enclosed. Thank you for your continued support and cooperation. If you have any questions, please contact me at 517-319-3150.

Sincerely,

Bryant Murray  
Manager, Operations of WOW! Mid-Michigan  
WOW! Internet, Cable and Phone

# Important Information

## About Your WOW! Bill



At WOW!, we work hard to ensure our customers receive reliable, easy and pleasantly surprising Internet, cable and phone services at a fair and competitive price. Each year, cable TV programming is our single largest expense as licensing fees charged by broadcast and cable networks continue to dramatically increase in price year after year.

Every year, broadcasters' demands get more extreme. In fact, the rates to carry cable and broadcast TV channels are expected to rise approximately 35% in the next five years. Increases like this can negatively affect our customer's service and put additional upward pressure on the rates that providers charge for cable services.

To meet broadcast and cable network's extreme price hikes, the price for your WOW! service will increase **\$10.00** per month, which will be reflected in next month's bill.

In addition, the rates for the Broadcast TV Fee and the Sports Surcharge will increase.

- The Broadcast TV Fee, which is not a government tax or fee, will increase \$2.69 per month. This fee recovers costs associated with retransmitting television broadcast signals and is in addition to other charges associated with WOW! Cable services.
- The Sports Surcharge, which is not a government tax or fee, will increase \$2.00 per month. The Sports Surcharge offsets some of the costs WOW! must pay to sports programming networks even during this unprecedented time when live sporting events have been impacted.

We will continue to negotiate with broadcast and cable networks on behalf of our customers for reasonable network rates, and we will do everything in our power to minimize our price adjustments despite these cost increases. As a smaller cable provider, we fight to keep our services competitive and fair in order to provide our customers with reliable, easy and pleasantly surprising service. If you would like to better understand the cost of cable programming, visit [wowway.com/aboutprogramming](http://wowway.com/aboutprogramming).

Although we do our best to keep prices low, cable services can be expensive and may not make financial sense for everyone. If you are looking at ways to lower your monthly Cable TV expense you may want to consider one of our video streaming partners. Please call us at 1-866-496-9669 to discuss these options.

We are grateful to be your Internet, cable and phone provider and we'll keep working to earn the privilege of serving you.

Thank you for choosing WOW!.