

## **76.1703 Commercial Records on Children's Programs**

Under the FCC's Modernization of Media Regulation Initiative, Rule 76.1703 pertaining to commercial records on children's programs has been updated to reflect the changes in the media landscape since the rule first went into effect in 1991. Steps have been taken to modernize the children's television programming rules and give broadcasters greater flexibility in serving the educational and informational needs of children.

In the FCC's report and order [FCC 19-67](#) concerning Children's Television Programming Rules, the Commission approved revising the rules to permit broadcast stations, cable operators, and DBS operators to file their certifications of compliance with the commercial limits in children's programming annually rather than quarterly and to permit the filing of these certifications within 30 days after the end of the calendar year. The adopted rules became effective September 16, 2019, except for amendatory instructions 3 (§ 73.671(c)(5) and (7) and (e)(1) and (2)), 4 (§ 73.673), and 5 (§ 73.3526(e)(1)(ii) and (iii)), which are delayed.