



State of Wisconsin  
2007 - 2008 LEGISLATURE

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**SENATE AMENDMENT 2,  
TO SENATE SUBSTITUTE AMENDMENT 1,  
TO 2007 SENATE BILL 107**

April 20, 2007 – Offered by COMMITTEE ON COMMERCE, UTILITIES AND RAIL.

1 At the locations indicated, amend the substitute amendment as follows:

2 **1.** Page 5, line 14: before the comma insert “, or received from advertisers”.

3 **2.** Page 5, line 23: after that line insert:

4 “f. Revenues received from the provision of home shopping or similar  
5 programming.

6 g. All revenue, except for refunds, rebates, and discounts, derived by the video  
7 service provider for advertising over its video service network to subscribers within  
8 a municipality. If such revenue is derived under a regional or national compensation  
9 contract or arrangement between the video service provider and one or more  
10 advertisers or advertising representatives, the amount of revenue derived for a  
11 municipality shall be determined by multiplying the total revenue derived under the  
12 contract or arrangement by the percentage resulting from dividing the number of

1 subscribers in the municipality by the total number of regional or national  
2 subscribers that potentially receive the advertising under the contract or  
3 arrangement.”.

4 **3.** Page 6, line 7: delete that line.

5 **4.** Page 6, line 17: delete “and billed to video service subscribers”.

6 **5.** Page 21, line 20: delete “3” and substitute “4”.

7 **(END)**