

The Virgin Islands Consortium

Viya Loses CBS, ABC, CW And OCTV In Dispute With Lilly Broadcasting

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Viya, which owns the territory's only cable TV service, has lost some popular channels after negotiations between it and Lilly Broadcasting, which owns many popular networks in the U.S., failed. Because of the dispute, Viya customers will not be able to watch ABC, CBS, CW and OCTV, Viya said in a release.

Viya Vice President of Public Relation and Governmental Affairs, Jennifer Matarangas-King, said negotiations were ongoing, however there was no timeline as to when a deal would be struck that would see the affected channels returning to the Viya packages.

According to a source with knowledge of the negotiations, Lilly Broadcasting more than doubled its fees for the channels in its latest round of negotiations with Viya to renew contracts, terms that Viya has refused to accept.

If Viya were to go ahead and accept the terms, it would be forced to pass the cost to customers, many of whom are already moving away from cable for à la carte options found online, which allow customers to customize their packages.

The current impasse with Viya is not Lilly Broadcasting's first contention with Caribbean cable TV companies. In 2017 following Hurricanes Irma and Maria, [Dish had a two-month blackout of Lilly Broadcasting-owned channels](#).

Feature Image: Cast of Good Morning America, an ABC News Network daily show.