In 2005 Texas passed Senate Bill No. 5: An Act Relating to Furthering Competition in the Communications Industry (SB5), and became the first state in the country to move cable franchising from a local to a state process and as a result spur telephone entry into the multichannel video business. Historically cable franchises have been negotiated on a local basis, with providers negotiating contract specifics with each community. SB5 dramatically changed that process and now there is no negotiation, only a filing of paperwork to launch cable service in the state of Texas. This research sought to understand the impact of SB5 on Texans using quantitative analysis of pricing and qualitative analysis of service levels. Preliminary data finds that SB5 has created competitive markets in more affluent, wealthier areas of Texas. These residents benefit from having choice between cable providers and the hope that a competitive environment will bring about better customer service and pricing benefits. However, simple mathematical analysis demonstrates bills did not decrease. At the same time this competitive cable scenario exists for a handful of communities in Texas, the establishment of telephone company (telco) delivered video services has resulted in every Texan subsidizing competition for the few through telecom taxes and regulatory fees. Another consequence of this new law is that public, education, and government (PEG) program funding has been reduced. Any savings as a result of lower cable subscription costs should be considered against any new fiscal obligations created as a means to support provisions once covered as part of the local cable franchise agreement, including PEG programming.