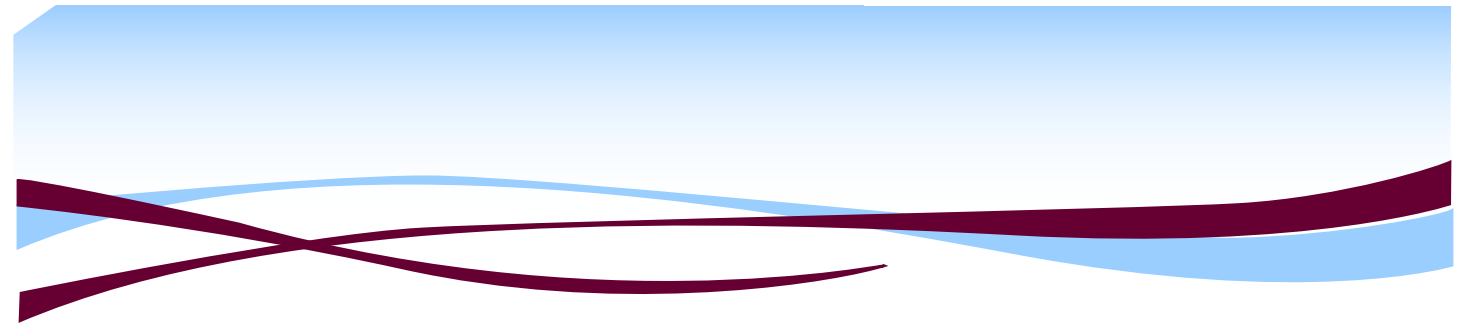




Canadian Radio-television and
Telecommunications Commission

Conseil de la radiodiffusion et des
télécommunications canadiennes



Results of the fact-finding exercise on the over-the-top programming services

October 2011



www.crtc.gc.ca

Canada 

Background

On 25 May 2011, the Commission issued Fact-finding exercise on over-the-top programming services in the Canadian broadcasting system Broadcasting and Telecom Notice of Consultation CRTC 2011-344. In the notice, the Commission stated that since the publication of Broadcasting Regulatory Policy 2009-329 (the Regulatory Policy),¹ it has been monitoring the development of broadcasting in new media, adding that “over-the-top”² (OTT) programming accessed over the Internet is increasingly available to consumers at attractive price points.

In the Notice, the Commission outlined several trends³ that appear to be emerging on a preliminary basis since the publication of the Regulatory Policy and sought comments on the nature and implications of these trends. To better understand the trends and their implications and to gain an accurate understanding of the evolving role played by OTT services, the Commission sought submissions from stakeholders, together with any data supporting their findings and/or assertions, with specific consideration for the English-language and French-language markets where applicable, on the following topics:

- the capabilities of measurement and analytical tools to enable a better understanding of OTT programming trends over time;
- trends in consumer behaviour, including the current and projected consumption of programming in the next five years, including Canadian and non-Canadian programming;
- technological trends in consumer devices and network capabilities that will influence the development of OTT programming;
- the possibility that, in the near term, OTT services may cause replacement or reductions in broadcasting distribution undertakings (BDU) subscriptions;
- the opportunities and challenges for the Canadian creative industries associated with OTT services;
- the impact that OTT services might have on the acquisition and exhibition of programming available to Canadians;
- the impact of the growth of OTT services on consumers;

¹ Broadcasting Regulatory Policy 2009-329 amended, clarified and affirmed the continued appropriateness of the New Media Exemption Order applied to new media broadcasting undertakings.

² The Commission considers that Internet access to programming independent of a facility or network dedicated to its delivery (via, for example, cable or satellite) is the defining feature of what have been termed “over-the-top” services.

³ The trends are described in the original notice appended to this document.

- additional issues or evidence relevant to the contribution of OTT programming services to the achievement of the policy objectives of the *Broadcasting Act*.

The Commission notes that there have been calls by a range of stakeholders and the Standing Committee on Canadian Heritage urging the Commission to undertake a consideration of the issues raised by the operations of new media broadcasting undertakings providing OTT programming services.

Comments were received from individual Canadians, public interest groups, representatives of the cultural sector, broadcasters and distributors, network operators, vertically integrated communications undertakings and Canadian and non-Canadian providers of OTT services. The complete record of this proceeding is available on the Commission’s website at www.crtc.gc.ca under “Public Proceedings.”

Changes in the Canadian communications landscape

The Commission considers that the record of the fact-finding exercise demonstrates that significant change is underway in the communications sphere. New technologies, service providers and consumer behaviour underpin a transformation that is characterized by greater choice, a global marketplace and new opportunities for Canadian creators. However, such change is also creating uncertainty concerning established business models and associated support for the creation and presentation of Canadian content, as well as uncertainty for investment and innovation in advanced communications infrastructure.

Parties submitted a range of supporting material to the fact-finding exercise, including market intelligence, analyst reports and public opinion research. Taken together, the evidence provided by parties with respect to the current environment demonstrates that:

- Tools to measure OTT content are not yet adequate to provide a full understanding of content consumption trends. Standards to report OTT programming consumption across the industry have not yet emerged. Parties submitted data that was measured with a variety of tools available in the digital media environment, but none of those tools provided a comprehensive view. The Canadian Broadcasting Corporation (CBC) and Netflix Inc. (Netflix) both noted the shortcomings of consumer surveys.
 - The CBC submitted that online video viewership has only recently become large enough to be included in the standard measurement systems and that the development of a measurement system for online viewing is only beginning to emerge.

- Parties submitted a wide variety of evidence relying on various methodologies to demonstrate that consumption of audio and audio-visual programming of the type traditionally provided by broadcasting licensees and now offered by both foreign and domestic OTT services is now a meaningful feature of the broadcasting system and is expected continue to grow.
 - Although, as noted above, there are no standards to report OTT programming consumption, all methodologies used (e.g. surveys, measurement of encoded programming and measurement of bandwidth consumption) show a growth in consumption of OTT content.
 - Many parties, including the vertically integrated BDUs, Cogeco Cable Canada Inc. (Cogeco), Saskatchewan Telecommunications (Sasktel), MTS Allstream Inc. (MTS Allstream), Teksavvy Solutions Inc. (Teksavvy), the creative groups and some broadcasters noted that Netflix had reached 800,000 Canadian subscribers in less than a year and was projected to reach 1,000,000 subscribers by the third quarter of 2011.⁴
 - Astral Media Inc. (Astral), Bell Aliant Regional Communications, LP and Bell Canada (Bell), Quebecor Media Inc. (Quebecor), Rogers Cable Communications (Rogers), Sasktel and Shaw Cablesystem Ltd. (Shaw) cited network traffic studies produced by Sandvine which indicate that online video content comprises the major proportion of Internet traffic.
 - Astral quoted a ComScore Report showing that between September 2010 and March 2011, Canadians watched 388 million hours of online video (or 17.2 hours per viewer) each month. Furthermore, a group of parties from the cultural sector stated that according to the TV Trends and Quality Survey, in 2010 close to 31% of the Anglophone population watched Internet TV for an average of 4.5 hours per user per week. Finally, many parties stated that Canadians are the biggest online video consumers in the world. The CBC acknowledged that recent developments in OTT consumption have created a stir and that extension of the Internet to the TV set could happen rapidly. However, the CBC added that OTT consumption is currently modest in terms of total TV viewing based on MTM data.
 - With respect to audio programming, RNC Media Inc. (RNC Media) cited Statistics Canada data that in 2009 32% of Canadians listened

⁴ On 4 August 2011, Netflix announced that it had surpassed one million members in Canada.

to web radio. It also stated that based on the results of an IPSOS Survey, as presented by substance strategies, the number of hours spent listening to music through conventional radio (AM/FM) in Quebec is surpassed by those spent listening via digital devices (computer, MP3 player, etc.) by almost 50%.

- The BDUs, broadcasters, creative groups and Teksavvy noted that the majority of Canadian households have a high-speed broadband connection, which is required to use OTT services.⁵
- The BDUs, broadcasters, creative groups and Teksavvy also noted that most Canadians now have the opportunity to consume content when, where and how they want. Canadians are using devices such as PCs, tablets, games consoles, Internet-connected set-top boxes and/or smartphones to access audio-visual and audio programming in a way increasingly akin to a traditional television or radio experience.
- Telecommunications networks may be challenged to support increasing consumption of audio-visual content provided via OTT services.
 - Astral, Bell, Quebecor, Rogers, Sasktel and Shaw noted that Canadian consumers are consuming growing amounts of broadband-intensive online video content, referencing reports published by Sandvine.
 - The National Film Board (NFB) and the CBC both submitted that bandwidth limitations could limit OTT adoption.
 - MTS Allstream noted that it has had to make significant ongoing investment in capacity to keep up with the continually increasing demand for bandwidth, although it could not directly attribute the growth in demand to adoption of OTT services.
- Some Canadians may be reducing or eliminating their BDU subscriptions but the extent of this and reasons for it are not fully understood.
 - Bell pointed to a report by Parks Associates that provided quantitative indications of reductions or cancellations but did not indicate that this had been its experience.
 - Shaw and Rogers cited reports that provide forecasts of “cord-cutting” in 2011-2012.

⁵ According to Akamai as cited by Bell, in 2010 88% of the unique IP addresses in Canada had average download speeds of greater than 2Mbps.

- Quebecor, Pelmorex Communications Inc. (Pelmorex), Bell and Allarco Entertainment 2008 Inc. presented a variety of perspectives with respect to BDU subscriptions that they considered were indicative of a decline in the growth in the number of subscriptions.
- Sasktel noted that it had experienced “cord-shaving” without providing quantitative evidence.
- However, MTS Allstream and Corus Entertainment Inc. noted that they had not experienced “cord cutting” or reductions in subscriptions.

- Some Canadian creators are availing themselves of new media opportunities to reach audiences in Canada and globally.
 - Google Inc. (Google), Netflix, Apple Canada Inc & Apple Inc. (Apple), the CBC, the NFB, Teksavvy, Pelmorex and the Canadian Internet Policy and Public Interest Clinic (CIPPIC) submitted that OTT services provide a means of wider distribution for Canadian content. The NFB stated that OTT platforms allow for more innovative content. Teksavvy added that OTT services make niche content available. However, Pelmorex and the creative groups cautioned that Canadian content could get lost in the abundance of content.
 - The creative groups submitted that the smaller producers have not had significant success in getting distributed on subscription or transactional OTT services.

- Some OTT providers appear to have established viable business models and revenue streams and are competing in the Canadian marketplace for Canadian rights and viewers.
 - On screen Manitoba specifically pointed to Netflix as an example of a viable business model.
 - The private broadcasters and vertically integrated BDUs expressed concern that OTT services with deep pockets and lower cost structures could outbid Canadian players. However, Cogeco noted that it expected the large Canadian vertically integrated BDUs would continue to have an advantage over OTT services in acquiring Canadian programming rights on all platforms.

Some parties stated that there may be a reduction of revenues in the regulated system as a result of “cord-shaving”, “cord-cutting” or reduction of advertising revenues attributable to the operation of OTT services in Canada. Shaw and RNC media presented evidence that showed revenues for private conventional TV declined slightly from 2006 to 2009 but rebounded in 2010. However, they did not demonstrate that the consumption of OTT content was the cause of this

decline. Shaw and the NFB presented evidence that showed that pay and specialty revenues have continued to grow over this period

In contrast, other parties, including Netflix, Teksavvy, Apple and the CIPPIC, stated that OTT programming was complementary to that of licensed undertakings and that the vast majority of viewing is through services provided by BDUs. They further stated that there was no evidence of viewers abandoning traditional broadcasting to any significant degree in favour of OTT services.⁶

Possible implications of those changes

A majority of parties, including the vertically integrated BDUs, the creative groups and private broadcasters, considered that the operation in Canada of OTT services, and particularly of foreign OTT services, will over time result in a reduction of resources flowing to subsidy funds that support Canadian content. In particular, parties asserted that the trend in content consumption from unregulated sources will cause subscription revenues associated with pay, specialty and video-on-demand undertakings and potentially those of BDUs to decline. Further, they indicated that advertising revenues in a fragmented programming environment may also be reduced, putting downward pressure on the revenues which form the financial basis for Canadian expenditure and exhibition requirements for programmers. Parties also suggested that well-funded foreign entities will increasingly acquire program rights traditionally purchased by Canadian entities.

Other parties, including Netflix, Teksavvy, Apple, and the CIPPIC, asserted that OTT services were complementary to the Canadian broadcasting system and that in fact licensed undertakings were responding by launching OTT services of their own. A number of parties, including foreign OTT entities, consumers and the NFB, asserted that the environment provided new opportunities for the regulated Canadian broadcasting system and that there were no systemic challenges to preserving levels of Canadian content while fostering consumer choice and innovation. The CBC characterized OTT as another platform with the potential to enable Canadians to access a diverse range of Canadian programming.

Some parties added that developments and trends in the marketplace did not have any implications of a regulatory nature. Other parties argued that in the absence of more robust measurement tools, it was too early to determine the impact of OTT services.

⁶ Netflix cited a recent U.S. study by ESPN, relying on Nielsen data, that found that between Q4 2010 and Q1 2011 only 0.18% of U.S. households dropped their subscription to a BDU service – and even that percentage was entirely cancelled out by the 0.18% of U.S. households that became BDU subscribers during that same period after having previously relied on OTA broadcasting.

Some parties stated that greater innovation and investment in network infrastructure will be required to keep up with traffic generated by OTT services.

Groups advocating for persons with disabilities pointed out that most programming made available through the Internet does not have closed captioning or video description. They stated that this created barriers for their members. The Canadian Association of the Deaf indicated that the new media platforms offered an opportunity for Canadian broadcasters to provide fully accessible programming online and reach global audiences of people with disabilities.

Policy approaches proposed by stakeholders

Many stakeholders proposed policy options to deal with the challenges associated with growing OTT content consumption; these generally fell into three large categories based on either regulatory or market solutions: a) lowered obligations for regulated entities, b) creating regulatory obligations for OTT providers and c) maintaining the *status quo*.

A first group, comprised principally of vertically integrated Canadian entities, considered that the competitive landscape was asymmetric in favour of exempt non-Canadian undertakings and that licensed entities are at a competitive disadvantage relative to exempt OTT providers. OTT entities, according to this view, operate without meaningful regulatory restriction, have increasingly better access to capital from global sources to fund their activities and benefit from business models built entirely in response to consumer demands without regulatory restraints on packaging, pricing or selection. This group generally focussed on regulatory solutions, calling for the Commission to act to reduce existing regulatory requirements on licensed entities in order to correct asymmetries in the marketplace. Rogers and Shaw specifically called for a reduction in regulatory requirements on BDU-provided video-on-demand undertakings as OTT services compete most directly with these services.

A second group, comprised primarily of the cultural sector and creative groups, submitted that the primary challenge in this environment would be to maintain support for Canadian programming as audiences fragment to sources that have no requirement to contribute to the creation and presentation of Canadian content. This group proposed a regulatory solution calling for the Commission to act to correct this asymmetry by imposing obligations (e.g. content subsidy contributions, exhibition and expenditure requirements) on exempt undertakings.

One party, Bell, suggested that regulation should be applicable to the “primary” business of a communications entity. That is, in the case of a regulated BDU or broadcaster, regulation should apply to those activities while affiliated OTT providers would continue to be exempt. However, entities that are primarily

engaged in OTT programming delivery would have obligations in support of Canadian programming creation and presentation imposed on them.

Parties in a third group considered that no regulatory action is required at this time in support of the achievement of the legislated policy objectives. This group, mainly represented by OTT providers and individual Canadians, as well as the CBC, TekSavvy and the CIPPIC, recommended that the Commission maintain a hands-off approach to encourage innovation and experimentation and competitive responses by licensed undertakings. The NFB stated that there was room to create an alternative Canadian OTT service that would not compete with the existing commercial sector but provide unique opportunities for the Canadian private production industry and Canadians. Some parties noted that the exemption applies equally to Canadian and non-Canadian entities and that Canadian OTT providers have the opportunity to compete on a level-playing field. Other parties called for a *status quo* approach – for now – because of a lack of a full understanding of the OTT context.

Conclusion

The Commission considers that the record of the fact-finding exercise demonstrates that significant change is under way in the communications sphere, with potential for further change. New technologies, service providers and consumer behaviour underpin a transformation that is characterized by greater choice, a global marketplace and new opportunities for Canadian creators. Such change is also creating uncertainty with respect to established business models and associated support for the creation and presentation of Canadian content, as well as for investment and innovation in advanced communications infrastructure.

However, the evidence does not demonstrate that the presence of OTT providers in Canada and greater consumption of OTT content is having a negative impact on the ability of the system to achieve the policy objectives of the *Broadcasting Act* or that there are structural impediments to a competitive response by licensed undertakings to the activities of OTT providers.

The Canadian broadcasting system has been successful at supporting a diversity of programming from a wide variety of independent producers and broadcasters that reflects the Canadian experience. Canadians have access not only to a variety of high-quality Canadian programming, but also to content from around the world. The proposed reduction of rules that restrict how regulated entities package services and make contributions to the system may lead to reduced levels of Canadian content and loss of diversity in the broadcasting system, key policy goals of the *Broadcasting Act*.

Stakeholders calling for the imposition of regulatory obligations on OTT providers demonstrated that consumer adoption of OTT services is real and growing. However, they did not submit evidence of harm to the traditional broadcast system. This is consistent with the Commission's ongoing research into new media trends.

The Commission considers that extending regulatory obligations normally achieved through licensing to exempt undertakings could lead to unintended consequences in a global, digital environment. For example, Google, the NFB and Shaw expressed concerns that regulation could be a disincentive to innovation. Shaw added that regulation could impair the ability of Canadian media companies to compete globally. The CIPPIC noted that regulations enforcing the exclusivity of access were not applicable to the Internet as the Internet was designed to ensure access for all users to all types of content regardless of their location in the world.

In light of the above, the Commission will not at this time consider a general review of the New Media Exemption Order, nor a review of potential policy changes to increase the regulated players' flexibility to respond to the activities of OTT providers. Nevertheless, the Commission considers that the record of the fact-finding exercise has demonstrated that in a short time the activities of OTT providers have reshaped the broadcasting landscape by introducing viable alternatives, foreign and domestic, to traditional services. The financial impact of those services may be expected to grow as OTT services become a more important feature of the Canadian broadcasting environment.

Next steps

The Commission considers that currently it is best to allow the OTT market to continue evolving, better measurement tools to emerge and entities that contribute to the policy objectives of the Act to take advantage of the many opportunities in this new environment.

Given the fast pace of change in this environment, the Commission intends to maintain a watching brief on OTT, and conduct financial data collection and another fact-finding exercise in May 2012 to determine if the scenarios put forth by parties with respect to potential regulatory impacts and opportunities have materialized. It expects that at that time stakeholders will be able to provide rigorously collected data, including public opinion research, internal customer surveys, historical revenues and expenses associated with OTT services, market intelligence, qualitative and quantitative evidence with respect to the state of closed captioning and described video for OTT programming and other such quantitative evidence, that will assist the Commission in better evaluating the impacts and opportunities offered by this environment. In addition, as part of its watching brief, the Commission will focus its annual consultation with the

broadcasting industry primarily on the subject of OTT.

APPENDIX

Broadcasting and Telecom Notice of Consultation CRTC 2011-344

Ottawa, 25 May 2011

Fact-finding exercise on the over-the-top programming services in the Canadian broadcasting system

In Broadcasting Regulatory Policy 2009-329, the Commission set out the results of its review of broadcasting in new media. This was followed by Broadcasting Order 2009-660, which amended, clarified and affirmed the continued appropriateness of the New Media Exemption Order applied to new media broadcasting undertakings. Since then, there has been an acceleration of technological, market and consumer behaviour trends that may influence the Canadian broadcasting system's ability to achieve the policy objectives of the Broadcasting Act. Increasingly, programming is being provided by entities on multiple platforms and separate from the physical infrastructure over which it is delivered. These "over-the-top" entities are both foreign and domestic.

The Commission considers that developments in the broadcasting system and related developments in telecommunications, combined with accelerating changes, warrant investigation of the nature of those changes and their impact on the Canadian broadcasting system.

*In this notice, the Commission begins a fact-finding mission to provide parties an opportunity to provide data and to comment with respect to the implications of growing over-the-top programming in the Canadian broadcasting system. The deadline for the receipt of comments is **27 June 2011**.*

Background

1. At the time of the issuance of Broadcasting Regulatory Policy 2009-329 (the Regulatory Policy), the Commission determined that:

[B]roadcasting in new media creates opportunities for the broadcasting system to better serve Canadians and commends parties for their willingness to embrace the new media environment. Based on the record of the Proceeding, the Commission does not consider that broadcasting in new media currently poses a threat to traditional broadcasting licensees' ability to meet their obligations. In fact, new media is being used in a complementary manner by many broadcasters for activities such as providing audiences with the ability to catch up on missed programs, promoting broadcast offerings and building brand loyalty. As such, the Commission is satisfied that broadcasters have the tools to adapt to the challenges posed by technological change and the

motivation to incorporate new platforms and formats into their business models.

For the reasons above, the Commission concludes that traditional broadcasting frameworks should not be imposed in the new media environment without evidence that intervention is warranted.

2. Since the Commission issued the Regulatory Policy, there has been increasing evidence that broadcasting in new media may have an impact on the Canadian broadcasting system in the near future.
3. Increasingly, programming is delivered via the Internet and can be accessed without a subscription to a broadcasting distribution undertaking (BDU)⁷. The Commission considers that Internet access to programming independent of a facility or network dedicated to its delivery (via, for example, cable or satellite) is the defining feature of what have been termed “over-the-top” (OTT) services.
4. OTT programming is increasingly available at attractive price points using technological means that are available to consumers (using, for example, personal computers, game consoles, tablets, smartphones and televisions) over commonly available Internet access connections.
5. As barriers to serving Canadians with OTT programming fall, both domestic and foreign providers are taking advantage of the opportunity to do so, experimenting with online delivery of programming to a variety of platforms, and using a variety of subscription, advertising, and other revenue models. These activities are considered within the scope of the New Media Exemption Order set out in Broadcasting Order 2009-660.
6. Since the issuance of the Regulatory Policy, the Commission has monitored the development of broadcasting in new media. It considers on a preliminary basis that the following trends appear to be emerging:
 - greater consumption by Canadians of programming, particularly audiovisual programming but also audio programming, delivered by both foreign and domestic undertakings using the Internet;
 - increasing substitutability of broadcasting in new media for traditional services including conventional, pay and specialty, pay-per-view and video-

⁷ “Programming” in this Notice refers to broadcasting programming and does not include material created by individual Canadians in a personal capacity. “Internet access” refers to Internet access obtained by either fixed or wireless technologies

on-demand television, as well as terrestrial, pay audio, and satellite radio broadcasting;

- an increase in the number of entities and volume of audiovisual programming delivered to Canadians by foreign entities that have obtained Canadian broadcast rights for programming that would potentially have been purchased by domestic traditional broadcasters;
- increasing consumption of programming accessed using cellular networks;
- a potential increase in programming costs as a result of a more competitive marketplace; and
- increasing network capacity requirements as a result of growing OTT programming consumption.

7. The Commission notes that the Standing Committee of the 40th Parliament, 3rd session on Canadian Heritage, issued a report in March 2011 on *Impacts of Private Television Ownership Changes and the Move Towards New Viewing Platforms*. This report recommended “that the Canadian Radio-television and Telecommunications Commission examine the growing emergence of non-Canadian broadcast players in the new digital realm and initiate a public consultation process to determine whether and how such non-Canadian companies should support Canadian cultural programming.”

8. Further, the Commission received a letter dated 1 April 2011 from the “Over-the-Top Services Working Group.” The working group describes itself as “35 private sector executives from the distribution, telecommunications, broadcasting, production and creative sectors in Canada.” The group has noted a growing role for foreign OTT services in Canada. It has suggested that the Commission should initiate a public consultation as recommended by the Standing Committee on Canadian Heritage as described above. A copy of this letter has been placed on the record of this proceeding.

Call for comments

9. In light of the trends described above, and to gain an accurate understanding of the evolving role played by OTT services, the Commission seeks input with respect to the nature and implications of growing over-the-top broadcasting activity for the achievement of the policy objectives of the *Broadcasting Act* and the policies adopted under that Act.

10. The Commission is therefore seeking submissions from parties on the impact of OTT services on the Canadian broadcasting system, and related developments in telecommunications. As such, the Commission requests that parties provide

submissions on the following topics, **together with any applicable data supporting their findings and/or assertions**, with specific consideration for the English-language and French-language markets where applicable:

- the capabilities of measurement and analytical tools to enable a better understanding of OTT programming trends over time;
- trends in consumer behavior, including the current and projected consumption of programming in the next five years, including Canadian and non-Canadian programming;
- technological trends in consumer devices and network capabilities that will influence the development of OTT programming;
- the possibility that, in the near term, OTT services may cause replacement or reductions in BDU subscriptions;
- the opportunities and challenges for the Canadian creative industries associated with OTT services;
- the impact that OTT services might have on the acquisition and exhibition of programming available to Canadians;
- the impact of the growth of OTT services on consumers;
- any additional issues or evidence relevant to the contribution of OTT programming services to the achievement of the policy objectives of the *Broadcasting Act*.

Procedure

11. The *Canadian Radio-television and Telecommunications Commission Rules of Practice and Procedure*, SOR/2010-277 (the Rules of Procedure), set out, among other things, the rules for filing, content, format and service of interventions as well as the procedure for filing confidential information and requesting its disclosure. Accordingly, the procedure set out below must be read in conjunction with the Rules of Procedure and its accompanying documents, which can be found on the Commission's website under "CRTC Rules of Practice and Procedure."

12. The Commission invites interventions that address the issues and questions set out above. The deadline for filing interventions is **27 June 2011**. The Commission will only accept interventions that it receives on or before that date. It cannot be held responsible for postal delays and will not notify a party whose intervention is received after the deadline date. The intervention will not be considered by the

Commission and will not be part of the public file.

13. The Commission will not formally acknowledge interventions. It will, however, fully consider all submissions, which will form part of the public record of the proceeding.

14. Parties are reminded that, in accordance with the Rules of Procedure, if a document is to be filed or served by a specific date, the document must be actually received, not merely sent, by that date. A document must be filed with the Commission by 5 p.m. Vancouver time (8 p.m. Ottawa time) on the date it is due.

15. Interested persons must file their interventions to the Secretary General of the Commission in **only one** of the following formats:

by using the
[Intervention/comment/answer form]

or

by mail to
CRTC, Ottawa, Ontario K1A 0N2

or

by fax at
819-994-0218

Submissions longer than five pages should include a summary.

16. Each paragraph of the submission should be numbered. In addition, where the intervention is filed by electronic means, the line *****End of document***** should be entered following the last paragraph of the document, as an indication that the document has not been altered during electronic transmission.

Important notice

17. All information that parties provide as part of this public process, except information designated confidential, whether sent by postal mail, facsimile, e-mail or through the Commission's website at www.crtc.gc.ca, becomes part of a publicly accessible file and will be posted on the Commission's website. This information includes personal information, such as full names, e-mail addresses, postal/street addresses, telephone and facsimile numbers, and any other personal information parties provide.

18. The personal information that parties provide will be used and may be

disclosed for the purpose for which the information was obtained or compiled by the Commission, or for a use consistent with that purpose.

19. Documents received electronically or otherwise will be put on the Commission's website in their entirety exactly as received, including any personal information contained therein, in the official language and format in which they are received. Documents not received electronically will be available in PDF format.

20. The information that parties provide to the Commission as part of this public process is entered into an unsearchable database dedicated to this specific public process. This database is accessible only from the web page of this particular public process. As a result, a general search of the Commission's website with the help of either its own search engine or a third-party search engine will not provide access to the information that was provided as part of this public process.

21. The Commission encourages parties and interested persons to monitor the record of the proceeding, available on the Commission's website, for additional information that they may find useful when preparing their submissions.

Examination of documents

22. A list of all interventions will also be available on the Commission's website. The list is accessible by selecting "View all proceedings open for comment" from the "Public Proceedings" section of the Commission's website and clicking on the "Interventions/Answers" link associated with this notice.

23. The public may examine public interventions and related documents at the following Commission offices during normal business hours.

Location of Commission offices

Toll-free telephone: 1-877-249-2782

Toll-free TDD: 1-877-909-2782

Les Terrasses de la Chaudière
Central Building
1 Promenade du Portage, Room 206
Gatineau, Quebec
J8X 4B1
Tel.: 819-997-2429
Fax: 819-994-0218

Regional offices

Metropolitan Place
99 Wyse Road
Suite 1410
Dartmouth, Nova Scotia
B3A 4S5
Tel.: 902-426-7997
Fax: 902-426-2721

205 Viger Avenue West
Suite 504
Montréal, Quebec
H2Z 1G2
Tel.: 514-283-6607

55 St. Clair Avenue East
Suite 624
Toronto, Ontario
M4T 1M2
Tel.: 416-952-9096

Kensington Building
275 Portage Avenue
Suite 1810
Winnipeg, Manitoba
R3B 2B3
Tel.: 204-983-6306
Fax: 204-983-6317

2220 – 12th Avenue
Suite 620
Regina, Saskatchewan
S4P 0M8
Tel.: 306-780-3422

10405 Jasper Avenue
Suite 520
Edmonton, Alberta
T5J 3N4
Tel.: 780-495-3224

858 Beatty Street
Suite 290
Vancouver, British Columbia
V6B 1C1
Tel.: 604-666-2111
Fax: 604-666-8322

Secretary General

Related documents

- *Review of broadcasting in new media*, Broadcasting Regulatory Policy CRTC 2009-329, 4 June 2009
- *Amendments to the Exemption order for new media broadcasting undertakings (Appendix A to Public Notice CRTC 1999-197); Revocation of the Exemption order for mobile television broadcasting undertakings*, Broadcasting Order CRTC 2009-660, 22 October 2009