



March 17, 2014

Mr. John Traversy  
Secretary General  
Canadian Radio-television and  
Telecommunication Commission  
Ottawa, Ontario K1A 0N2

**Subject: Tangible Benefits Report Pursuant to Broadcasting Decision CRTC 2012-443**

Dear Mr. Traversy,

Maple Leaf Sports & Entertainment Ltd. (“**MLSE**”) has been instructed by 8047286 Canada Inc., (a corporation jointly controlled by Rogers Communication Inc. (“**Rogers**”) and BCE Inc. (“**Bell**”)) (Rogers and Bell are hereinafter collectively referred to as the “**Applicants**”) to file this letter to serve as the Applicants’ first annual report on activities in the area of Canadian sports-themed programming performed in satisfaction of the Applicants’ Tangible Benefits obligations under the Broadcasting Decision CRTC 2012-443 (in which the CRTC approved the transaction of Leafs TV, GOLTV, NBATV Canada, Mainstream Sports and Live Music Channel between Ontario Teachers’ Pension Plan Board and 8047286 Canada Inc.) (the “**Decision**”).

MLSE has been advised by the Applicants and 8047286 Canada Inc. that consistent with Paragraph 58 of the Decision (which articulated the Applicants’ desire for flexibility in the satisfaction of its spending), the Applicants have elected to not spend any funds during the 2012-13 broadcast year in relation to their Tangible Benefits Obligations under the Decision and to consolidate their Tangible Benefits expenditures within the balance of the prescribed 7 year period.

If you need any additional information, please do not hesitate to contact the undersigned at your convenience

Yours truly,

Ian Clarke, Chief Financial Officer,  
Maple Leaf Sports & Entertainment Ltd.  
On Behalf of 8047286 Canada Inc.



### Schedule 'A'

**52.** As noted above, the applicants proposed a tangible benefits package of \$3,833,475. However, since the value of the transaction for the licensed assets amounts to \$75,646,202, the Commission has calculated the value of the tangible benefits package to be \$7,564,620. As mentioned previously, the applicants indicated that the entire amount of these benefits would be directed to the Sports Production Initiative, a self-administered fund devoted to the development of Canadian sports-themed programming.

**58.** Due to the relatively small size of the proposed initiative and the applicants' desire to spend it on high-quality programming initiatives, they requested that they not be required to spend the amount evenly over the normal period of seven consecutive years. Specifically, they requested the flexibility to spend any of the expected yearly spending commitments the year prior or following that commitment, at their discretion, in order to ensure that there are sufficient funds available to achieve the desired results. This would mean, for instance, that in year one, they would be permitted to spend their full year one and year two commitments, if they chose to do so.