

New DTV English Broadcasting Facility

POST TRANSITION FINAL REVISION

Location name: SASKATOON, SK **Location code:** 7352-02 SASKATOON

Estimate version: 3 **Version date:** 6 Jul 2008

Prepared by: J.Letourneau **Media:** ETN
Jean-Guy Gerard

Creation date:

Revision date: 6 Jul 2008

Estimate Summary

WBS Group	Estimated Costs	
10000 Buildings:	72,356.25	\$
20000 Towers:	-	\$
30000 Land/ Grounds:	-	\$
40000 Transmission:	299,358.00	\$
50000 Vehicles:	-	\$
60000 Satellite Equipment:	66,200.00	\$
70000 Health, Safety & Environment:	-	\$
80000 Implementation:	102,304.71	\$
90000 Taxes:	34,659.73	\$
Total:	574,878.69	\$

540,218.96 \$

Contingencies already included: 5% **25,724.71 \$**

Spending Forecast	Year 1	Year 2	Year 3	Total
Amount:				

Annual Operational Costs:

Approvals

Name Title Date

Name Title Date

Name Title Date

Name Title Date

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Creation date:	0 Jan 1900		

Scope of Work:

Goal:

This estimate is based on a liquid cooled 1,3 kW VHF ATSC Transmitter in the VHF Channel 11 Existing Antenna to reach our authorize ERP Power post transition

Assumptions:

This estimate is based on a liquid cooled 1,3 kW VHF ATSC Transmitter channel 11, Using a new VHF channel 11

Buildings:

CBC Building

Towers:

CBC existing tower

Lands:

ERP (avg) : 16 KW

Transmission:

New Transmitter of 1,13 KW ATSC will be needed to meet the requirement in ERP power of our licence.

Combiner

New Mask filter ch-11

Antennae:

Existing 7-bay RCA Nova Dipole panels

ATSC feed:

The ASI feed will be provide on site by Install new 4.5 m. satellite dish at site

Schedule:

Project Duration:

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WBS	Qty	Description	Unit Price	Total cost
10000 Buildings				
11000 Building Architectural	1	Cutting and patching with minor painting and floor tile cleaning	2,000.00 \$	2,000.00 \$
	1	Wall openings with sleeves	2,000.00 \$	2,000.00 \$
	1	Concrete pad for heat exchanger	4,000.00 \$	4,000.00 \$
	1	ice protection for heat exchanger	2,000.00 \$	2,000.00 \$
	1	Heat Exchanger installation Tubing plumbing & mechanical	15,000.00 \$	15,000.00 \$
	1	Contractor's markup (15%)	15%	3,750.00 \$
	1	General contractor's markup for general conditions (5%)	5%	1,437.50 \$
	1	Removal of old NTSC transmitter and equipment Rack	15,000.00 \$	15,000.00 \$
12000 Building Electrical				- \$
12100 Emergency Power				- \$
12110 Diesel Generator Set				- \$

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WBS	Qty	Description	Unit Price	Total cost
10000 Buildings				
		12120 UPS		- \$
	1	New electrical breakers	5,000.00 \$	5,000.00 \$
	1	power wiring; Transmitter and rack Panel and Heat Pump connection	10,000.00 \$	10,000.00 \$
	1	Light fixture relocations	2,500.00 \$	2,500.00 \$
	1	Electrical system grounding and equipment bonding	3,000.00 \$	3,000.00 \$
	1	Contractor's markup (15%)	15%	3,075.00 \$
	1	General contractor's markup for general conditions (5%)	5%	1,178.75 \$
13000 Building Mechanical				- \$
	1	Air balancing of existing ventilation system	2,000.00 \$	2,000.00 \$
	1	General contractor's mechanical profit (15%)	15%	300.00 \$
	1	General contractor's markup for general conditions (5%)	5%	115.00 \$
				- \$
14000 Building Structural				- \$
				- \$

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WBS	Qty	Description	Unit Price	Total cost
10000 Buildings				
Total for 10000 Buildings:				72,356.25 \$

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WBS	Qty	Description	Unit Price	Total cost
40000 Transmission				
41000 Transmitters				
41100 AM				-
41200 FM				-
41300 TV				-
41400 DRB				-
41500 DTV				-
	1	note: Post Transition Powe: Option 1: TX 1Kw, Dual Exciter VHF ch-9	187,758.00 \$	187,758.00 \$
	1	Installation Material	6,800.00 \$	6,800.00 \$
	1	Surge protector for TX	7,000.00 \$	7,000.00 \$
42000 Input/Monitoring/Test Equipment				
42100 Jackfields	1	ASI Jackfield	500.00 \$	500.00 \$
42200 Distribution Amplifiers	2	D.A ASI	2,000.00 \$	4,000.00 \$
	1	D.A ASI Frame	1,500.00 \$	1,500.00 \$
	2	Rebrandder Thales	17,000.00 \$	34,000.00 \$
42300 Racks	1	30" deep rack, with side panels and rear door	2,000.00 \$	2,000.00 \$
42400 Remote Terminal Unit				-
42500 Monitoring Equipment	1	MAC system	9,000.00 \$	9,000.00 \$
42600 Test Equipment	1	Viewsonic Monitor 16/9	1,000.00 \$	1,000.00 \$
	1	Audio Monitor Fostex RM-1	1,000.00 \$	1,000.00 \$
	1	RF Analyzer Sencore	5,000.00 \$	5,000.00 \$
				-

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WBS	Qty	Description	Unit Price	Total cost
40000 Transmission				
43000 RF Equipment				- \$
43100 Transmission Line				- \$
43110 Rigid		20 ft 3-1/8" Unfl. hard line	1,000.00 \$	2,000.00 \$
	2			
	1	3-1/8" RF patch panel	5,000.00 \$	5,000.00 \$
	10	3-1/8" elbows	400.00 \$	4,000.00 \$
	14	3-1/8" couplers	250.00 \$	3,500.00 \$
	1	various other RF reducers, adapters and hangers	6,000.00 \$	6,000.00 \$
	2	Directional coupler	450.00 \$	900.00 \$
	1	dummy load	5,000.00 \$	7,500.00 \$
43120 Heliax				- \$
43200 Antennas				- \$
43210 AM				- \$
43220 FM				- \$
43230 TV				- \$
43240 DRB				- \$
43250 DTV				- \$
43300 Microwave Equipment				- \$
43400 Studio to Transmitter Links				- \$

22400

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WBS	Qty	Description	Unit Price	Total cost
40000 Transmission				
43500		Radio Communications Equipment		- \$
43600		Combiners		- \$
	1	Mask Filter 2 kW	10,000.00 \$	10,000.00 \$
43700		Accessories		
		43710 Couplings, Elbows, Hangers		- \$
	4	Flange adapters 1-5/8"	100.00 \$	400.00 \$
	10	Hanger kits 4" with rods	50.00 \$	500.00 \$
		43720 Line Sections		- \$
		43730 Dehydrators		- \$
45000 Computer Equipment				
45100		Desktop / Laptop		- \$
45200		Software		- \$
45300		Server		- \$
Total for 40000 Transmission:				299,358.00 \$

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WBS	Qty	Description	Unit Price	Total cost
60000 Satellite Equipment				
	1	4.5 m C-band Andrew R/O SRES - Complete	20,000.00 \$	20,000.00 \$
	1	SRES installation	6,000.00 \$	6,000.00 \$
	1	Supply and Installation of SRES foundation	8,000.00 \$	8,000.00 \$
	1	Snow protection - Dish cover	1,000.00 \$	1,000.00 \$
	1	Ice Guard	6,000.00 \$	6,000.00 \$
	1	Ice Guard installation	4,500.00 \$	4,500.00 \$
	1	Ice Guard foundation installation	3,500.00 \$	3,500.00 \$
	1	Mob/Demob of Contractor for SRES Installation	3,000.00 \$	3,000.00 \$
	1	Heavy Brushing	3,000.00 \$	3,000.00 \$
61000 Satellite Receive Earth Stations				- \$
62000 Uplink Equipment				- \$
63000 Downlink Equipment				- \$
	1	Tandberg HD receiver	10,000.00 \$	10,000.00 \$
	1	AC Reset Box	200.00 \$	200.00 \$
	2	PLL LNB	500.00 \$	1,000.00 \$
Total for 60000 Satellite Equipment:				66,200.00 \$

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WBS	Qty	Description	Unit Price	Total cost
80000 Implementation				
81000 Labour				- \$
81100 Engineering Time*				- \$
81110 Internal	120	CBC Engineering project management	65.00 \$	7,800.00 \$
	1	Coverage field strength measurements	5,000.00 \$	5,000.00 \$
81120 External				- \$
81200 Implementation Time*				- \$
81210 Installer	280	Installation of transmitter, combiner and rigid line	48.00 \$	13,440.00 \$
81220 Wiring contractor	80	Wiring of equipment racks	48.00 \$	3,840.00 \$
	1	Transmitter factory tests	4,000.00 \$	4,000.00 \$
	1	Transmitter on-site acceptance tests	6,000.00 \$	6,000.00 \$
	1	MAC installation	5,000.00 \$	5,000.00 \$
82000 Travel	5	Site visit	1,500.00 \$	7,500.00 \$
	10	Hotel and per diem	700.00 \$	7,000.00 \$
83000 Consultants				- \$
	1	Building architectural/mechanical /electrical consultant for building modifications	7,000.00 \$	7,000.00 \$
84000 Shipping	1	Various shipping	10,000.00 \$	10,000.00 \$
85000 Training				- \$

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WBS	Qty	Description	Unit Price	Total cost
80000 Implementation				
86000 Contingencies	5%		514,494.25 \$	25,724.71 \$
Total for 80000 Implementation:				102,304.71 \$

*Manpower Hourly Rate	\$/Hour
Technicians	48.00 \$
Engineers	65.00 \$

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WBS	(1)	Province of delivery	Amount to be taxed	Rate	Total cost
90000 Taxes					
91000 Taxes					
91100 Provincial Tax <i>Put a "1" left to the Province of Delivery</i>					
		Alberta	495,138.96 \$		- \$
		British Colombia	495,138.96 \$	7.0%	- \$
		Manitoba	495,138.96 \$	7.0%	- \$
		New Brunswick	495,138.96 \$		- \$
		Newfoundland	495,138.96 \$		- \$
		North West Territories	495,138.96 \$		- \$
		Nova Scotia	495,138.96 \$		- \$
		Nunavut	495,138.96 \$		- \$
		Ontario	495,138.96 \$	8.0%	- \$
		Prince Edward Island	495,138.96 \$	10.7%	- \$
		Quebec	495,138.96 \$		- \$
	1	Saskatchewan	495,138.96 \$	7.0%	34,659.73 \$
		Yukon	495,138.96 \$		- \$
Total for 90000 Taxes:					34,659.73 \$

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Estimate version: 3 **Version date:** 6 Jul 2008

Prepared by: Dave Newbury **Media:** ETN
revised by M. Leblanc

Creation date:

Annual Operational Costs

Cost Element	Description	Amount
53042	STARF Salary	
53342	STARF overtime	
53036	CEP-NABET salary	8,400.00 \$
53336	CEP-NABET overtime	500.00 \$
53038	APS-Continuing	
53724	Training fees	
54102	Technical supplies	5,000.00 \$
54106	Tubes & Transistors	2,000.00 \$
54114	Tech. Inst/Repair	1,000.00 \$
54119	Maintain tower/Ant	
54303	Light & Power	48,000.00 \$
54307	Diesel fuel	
54514	Ground & Road	
54502	Building maintenance	
55501	Telephone monthly	
55508	Long distance	
57354	Incidentals	1,500.00 \$
58221	Travel inside Canada	
58902	Shipping	500.00 \$
58512	Vehicle operation	
58812	Shartered aircraft	

54401	Lease od space	
54706	Grands in lieu of taxes	
TOTAL		66,900.00 \$

Communications Approach

Shutdown of over-the-air analogue service (on July 31, 2012)

Date: April 20, 2011

Issue

CBC/Radio-Canada will be shutting down its over-the-air analogue television network on July 31, 2012. The shutdown is one of the measures announced by the Corporation to deal with a reduction of \$115 million to its parliamentary appropriation. The measure will result in savings of \$10 million annually by 2013-14

Situation analysis

BY THE NUMBERS

Number of analogue transmitters slated for shut down: **620**
 Canadian TV watchers using CBC/Radio-Canada's analogue signals: **1.7%**
 Canadian TV watchers using over-the-air (digital + analogue): **5%**
 Canadian TV watchers subscribed to cable or satellite: **95%**
 "Tuned-out" Canadians (i.e. "no TV"): **7%**
 Number of DTV transmitters that will continue operation: **27** (14 CBC/13 Radio-Canada)
 Anglophone population covered by CBC's DTV transmitters: **60%**
 Francophone population covered by Radio-Canada's DTV transmitters: **80%**

1) Public perception: "CBC services should be free"

Given our role as the national public broadcaster (and our \$1.1B appropriation), there is a generalized sentiment that CBC/Radio-Canada should be available for free to all Canadians. Public and political pressure to revisit the shutdown plan is likely.

2) Analogue shutdown vs. the digital transition – two different challenges:

The digital transition was challenging to manage from an audience relations point of view given the technological complexity of the switch. Helping audiences adapt to a change in technology required case by case analysis of each caller/e-mailer and a tailored response to each.

The analogue shutdown is much less complex to manage. The message, albeit tough for frontline staff to deliver, is simple and applicable to all but a few cases (*): "given the circumstances, we're can't continue



providing analogue TV service. You're going to need to subscribe to cable or satellite to keep getting our signal, or use the internet to access our content."

5) "Mandatory markets" where we don't have a station

The CRTC gave us a permission to continue providing analogue service in the above listed markets for one year – until August 31, 2012 – in order to avoid our having to "go black" while the rest of the country continued to enjoy service. The CRTC has made it clear that we will not be given any additional time. Likelihood of a lobby to install additional DTV transmitters is high (in London, Saint John and Saskatoon in particular).

The mandatory markets in which CBC/Radio-Canada has not installed DTV transmitters are the following:

CBC	Radio-Canada
Lethbridge, AB	Calgary, AB
Saint John, NB	Lethbridge, AB
Moncton, NB	Saint John, NB
London, ON	Fredericton, NB
Sherbrook, QC	Halifax, NS
Chicoutimi, QC	Charlottetown, PEI
Quebec City, QC	St-John's, NF
Trois-Rivière, QC	London, ON
Saskatoon, SK	Kitchener, ON
	Thunder Bay, ON
	Windsor, ON
	Saskatoon, SK

Communications Approach

PHASE 1 – ANNOUNCEMENT OF MEASURES RELATED TO DRAP (April 4 2012 – April 8)

Included as part of the overall DRAP announcement, the decision relating to analogue transmission is likely to become a mention in the overall story and isn't, as such, expected to generate much in the way of interest from media, stakeholders or audiences in the early days.

MEDIA RELATIONS

- Announced in press release related to DRAP measures
- Media calls will be handled centrally by Corporate Communications
 - Spokesperson(s):
 - Steven Guiton, VP and Chief Regulatory Officer
 - Dany Harrison, General Manager, Radio-Canada Productions
 - Angus McKinnon, Manager of Media Relations and Issues Management
 - Marco Dubé, Director - Communications Services and Corporate Spokesperson

ONLINE

- Information to be presented as part of overall announcement. Will include both a unique web page explaining the measure and a related Facebook page where folks can discuss the decision.

INTERNAL BRIEFING

- Messaging/Q&As circulated to managers as part of DRAP briefing package.
- Discussion about the measure included as agenda item on DRAP briefing call (scheduled to take place during blackout).

AUDIENCE RELATIONS

- Calls/emails handled through normal AR channels as part of the overall DRAP announcement.

PHASE 2 – LEAD-UP TO SHUTDOWN / AWARENESS CAMPAIGN (April 9 - July 31, 2012)

Attention will ramp up over the weeks and months following the announcement as opponents of the plan gear up to make it an issue. During the months leading up to the shutdown, we'll need to:

- 1) Deal with increased pressure from stakeholders to change plan;
- 2) Inform viewers about the upcoming change;
- 3) Equip audience relations and the regions with the tools required to deal with the eventual fallout.

INTERNAL BRIEFINGS (end of June)

- Calls with Managing Directors/Communications staff to review protocols to follow post-shutdown.
- Circulation of briefing package: background info, key messages, Q&A, one-pager.
- All-staff communication via iO!

AWARENESS CAMPAIGN (July 1st)

- Online information – Corporate web content + regional web buttons leading to site
- Social Media (Corporate & regional)
- Media relations (see below)
- Audience relations
- Public Service Announcements (TBD)

WEB FEATURE: “THE END OF AN ERA: A RETROSPECTIVE OF ANALOGUE TECHNOLOGY IN CANADA”

Prepare an (interactive) feature on the corporate website (alternatively the corporate blog; the Technology Review Magazine) that celebrates the history of analogue transmission in Canada: timelines, archival pictures, interviews, relate to other technologies, etc. The idea is to reinforce the notion that this is a technology with a rich history whose time has come (and shift the story away from “bad decision to cut service.”)

MEDIA RELATIONS

- Ongoing media availability managed centrally by Corporate Communications
 - Spokesperson(s):
 - Steven Guiton, VP and Chief Regulatory Officer
 - Dany Harrison, General Manager, Radio-Canada Productions
 - Angus McKinnon, Manager of Media Relations and Issues Management
 - Marco Dubé, Director - Communications Services and Corporate Spokesperson

STAKEHOLDER RELATIONS

- Briefings by regional MDs for local mayors, community organizations, etc, as required and as identified by regions.

GOVERNMENT RELATIONS

- Briefings for MPs, as required

INDUSTRY RELATIONS

- Coordination with smaller BDUs who will be required to adopt alternate means of capturing the CBC/Radio-Canada signal for distribution.

Contact: John Lee, Executive Director, Media Technology Services, (514) 597-3852

PHASE 3 – POST-SHUTDOWN (August 1, 2012)

- 1) *Manage the reaction of audiences (we anticipate a significant volume of calls and emails despite small percentage of Canadians affected).*
- 2) *Take pressure off the regions by providing a central place to redirect calls and emails.*

AUDIENCE RELATIONS

- OTA hotline: 1-800 number with recorded message explaining decision and consequences for affected viewers. Provide email and mailing information. Allow callers to continue through to a live agent after having heard message (TBC based on resources).
- Email address: analoguetv@cbc.ca – centralized account. Reply with generic message explaining decision and consequences.
- Handout: prepare one-pager for walk-ins at regional stations. Can be provided to folks going out into the field (who reported being approached by viewers this Fall re. DTV).

MEDIA RELATIONS - ongoing

- Spokesperson(s):
 - Steven Guiton, VP and Chief Regulatory Officer
 - Dany Harrison, General Manager, Radio-Canada Productions
 - Angus McKinnon, Manager of Media Relations and Issues Management

Key Messaging

On the shutdown:

- We've always said that we wouldn't be able to continue broadcasting analogue television signals forever given the obsolescence of analogue technology and its disappearance throughout the world.
- On the one hand, the useful life of CBC/Radio-Canada's analogue transmission network is approaching its end and becoming increasingly expensive to maintain. On the other, it's technology that's being used by only 1.7 percent of Canadians.
- Given the financial circumstances we're facing, we've had to make the difficult decision to shut down the analogue system sooner than anticipated. Continuing to operate 620 transmitters to reach only 1.7 percent of the population would not be an efficient use of our resources at the best of times, and certainly not viable given then current circumstances.
- This measure will save us \$10 million a year, money that we'll be able to put into programming.
- Over 98% of Canadians won't be affected by this and will continue to receive their CBC and/or Radio-Canada television signal the same way they do today: via cable, satellite, the Internet or digital over-the-air.

Background messaging:

- CBC/Radio-Canada has installed a new digital transmitter for every one of its television stations – for a total of 27 transmitters across the country (Yellowknife pending).
- Over-the-air television in Canada has been in steep decline for years. Today, 95% of Canadians get their television from a cable and satellite companies. Given this trend, over-the-air can no longer be considered as an efficient way of distributing television signals to Canadians.
- Television in the 21st century is an increasingly cable, satellite or Internet based service. The real issue here is the affordability of cable and satellite. We've on made our case to the CRTC several times to bring in new rules that would make the multi-channel universe accessible to all Canadians – most recently in the context of the Commission's hearings on vertical integration. The ball is now in the CRTC's court.
- Our new strategic plan calls for investment in the regions over the next five years. But instead of investing on transmitters that serve fewer and fewer people, our strategy consists of focusing resources on expanding and improving our local programming offer on multiple platforms for over 6 million Canadians who have no local service.

TIMELINE OF ACTIVITIES

Target Date	Activity	Lead
PHASE 1 - ANNOUNCEMENT OF MEASURES RELATED TO DRAP		
February 23, 2012	Press Release: MTM report on post-DTV transition.	-Research -Corp comms
March 29, 2012	Federal Budget	-n/a
April 4	Briefing package/Briefing call for managers (as part of overall DRAP package)	- Corp comms
April 4	Letters to owners of tower space no longer required advising of lease termination	-Transmission -Affiliates relations
April 4	Application to the CRTC requesting permission for shutdown	-Regulatory Affairs
TBC	Letter to BDUs via Canadian Cable Systems Alliance (CCSA)	-MTS & Regulatory Affairs
April 4	Town hall/DRAP press release – shutdown announced as part of measures	-Corp Comms
PHASE 2 – LEAD UP TO SHUTDOWN / AWARENESS CAMPAIGN		
Ongoing	Media relations Audience Relations Stakeholder relations	- Corp Comms - Transmission - Regulatory Affairs
Last week of April	Briefing call/material circulated to regional communications managers. One-on-one calls with Managing directors, as requested and required.	- Corp Comms - MTS & Regulatory Affairs - English Services
July 1, 2012	Public awareness campaign: <ul style="list-style-type: none"> - Web site + regional links - Social media - Media relations - Stakeholder relations - PSA (TBD) - Web feature: end of an era 	- Corp Comms

PHASE 3 – POST SHUTDOWN		
July 31, 2012	Analogue shutdown	- MTS & Regulatory Affairs
Ongoing	Audience relations Media relations	- Corp comms
August 1, 2012	Article on iO! – End of an era	- Corp comms

Q&A

When will you shut down your analogue over-the-air TV network?

The shutdown will take on July 31, 2012.

When we're you originally planning on shutting down analogue transmission?

We hadn't determined a specific date. We we're going to keep our transmitters going for as long as possible – and we're expecting to be able to get another two or three years out of them.

Analogue technology is obsolete and, as a result, becoming increasingly expensive to maintain. The world has moved on. Now that the U.S. and Europe have made the transition to digital, the availability of analogue transmitter spare parts, modules and power tubes, is evaporating.

Continuing to operate 620 transmitters to reach only 1.7 percent Canadians – Canadians who don't typically have an interest in TV or watch very much of it – would not be an efficient use of our resources at the best of times, and certainly not viable given then current circumstances.

How many people are going to be affected by the shutdown?

Only those people who watch TV using an antenna to capture an analogue signal will be affected by this change. That group represents only 1.7% of Canadians.

Who watches TV over-the-air?

OTA users are a very mixed group, evenly spread between low and high income; young and old; urban and rural; highly-connected and off-grid.

There is a misconception that it is the marginalized that use an antenna to watch TV. That's not the case. In fact, over 95% of the 65+ group subscribes to cable or satellite. 93% of households earning less than \$35K subscribe to cable or satellite.

There is, in fact, only one characteristic that is common to all those that still use antennas to watch TV: they have limited interest in television and watch very little of it compared to those with cable and satellite subscriptions.

Doesn't your mandate oblige you to offer service to all Canadians?

The Broadcasting Act mandates CBC/Radio-Canada to “be made available throughout Canada by the most appropriate and efficient means and as resources become available for the purpose.” Over-the-air analogue transmission has become an obsolete technology that very few Canadians use any more. It cannot, as such, be considered an appropriate and efficient means of connection Canadians to our content.

Media consumption habits have evolved dramatically over the past decade. Mobile, online, on-demand. This is the new frontier, and the areas where CBC/Radio-Canada must focus its efforts and resources.

What about the transition to digital that was mandated by the CRTC? Shouldn't you be replacing your analogue network with digital?

The transition to digital that happened this summer only applied to specific markets. The CRTC established a list of “mandatory markets” where broadcasters have to convert to digital in order to continue broadcasting over the air. Outside of those markets, broadcasters are permitted to continue broadcasting in analogue should they wish to.

In light of the switch, CBC/Radio-Canada installed a digital transmitter in every community in which it has a TV station, for a total of 27 transmitters. All, save Yellowknife, are currently up and running. Our 27 transmitters cover approximately two thirds of the population.

Converting our entire network to digital is not an option. Putting up digital transmitters is very expensive – approximately \$1 million per. Investing over half a billion dollars to serve less than 5% of the population – a number that continues to decline – is a non starter.

The times have changed. More people across Canada access our content online today that they do using OTA. The way we invest our scarce resources needs to reflect the realities of our environment.

Where are your DTV transmitters located?

CBC/Radio-Canada has installed 27 DTV transmitters, everywhere that it has a television station:

CBC (14)	Radio-Canada (13)
Vancouver	Vancouver
Calgary	Edmonton
Edmonton	Winnipeg
Winnipeg	Regina
Regina	Toronto
Windsor	Ottawa
Toronto	Montreal
Ottawa	Sherbrooke
Montreal	Trois-Rivières
St. John/Fredericton	Quebec City
Charlottetown	Rimouski
Halifax	Chicoutimi
St. John's	Moncton
Yellowknife (operational)	

on August 1 st , 2012)	
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Aren't people going back to over-the-air now that digital signals are available?

In fact, a recent study (MTM, February 2012) reveals that the recent transition to digital actually accelerated the decline in over-the-air usage. Over-the-air television penetration has reached an all-time low of 5 percent.

The most important factor in the continued decline is the significant growth in the number of “tuned-out” Canadians – people who choose to live without TV – which increased from 4% to 7% of the population in just one year.

There are now more Canadians that have opted out of television than there are who use antennas. The transition that happened this summer required Canadians who received their TV signals over-the-air to change the equipment they used in order to continue receiving television. Many chose not to bother.

How much does it cost to replace an analogue transmitter with a digital one?

The average order-of-magnitude cost of installing a new DTV transmitter is \$1 million, although the cost can vary from site to site. Each DTV transmitter station requires a customized design, involving the balance of such factors as antenna design, height on the tower, transmitter power, etc.

What do you have to say to all those people who are going to be left without an over-the-air TV signal?

The evolution of our industry has moved us towards the difficult balancing act of allocating scarce resources across a wide range of platforms and priorities. Demand for over-the-air service is declining as the demand for service on new platforms – streaming online audio and video and mobile applications – increases. More people access our programming online today than they do over-the-air.

Our new five-year strategic plan places the regions as a top priority for the public broadcaster. But our investment in the regions will consist of enhancing our local programming offer and serving finding ways of providing local programming on radio and on the web to the 6 million Canadians who don't currently have local service. Investing in a declining technology that serve less than 5 percent Canadians is not a viable use of limited resources.

We're conscious of the fact that subscribing to cable or satellite is expensive, indeed unaffordable for some Canadians. We believe that should change. The multi-channel universe should be accessible to all. We've repeatedly made our case to the CRTC for the creation of a small and affordable entry-level cable or satellite package (“skinny basic”), most recently in the context of the Commission's hearings on vertical integration. The ball is now in the CRTC's court.

What do you say to all those small communities in the North that depend on your signal to stay connected?

As is the case in the rest of the country, communities in the North have by and large abandoned over-the-air signals and opted instead for the choice and connectivity offered by cable and satellite.

In fact, the latest data available – a 2006 study by the Aboriginal People’s Television Network (APTN) – pegged OTA usage in the north at only 6 percent. That was well below the national average at the time, and it’s safe to assume that the downward trend that occurred across the rest of the country since then happened in the North as well.

The non-viability of continued operation up north is compounded by the fact that transmitters are particularly expensive to operate and maintain given their remote locations and fly-in only access.

If connectivity is the concern, it’s important to keep in mind that all communities in the North will continue to be served by our radio transmitters, connecting them to their communities and to their country.

So you’re forcing people to pay for something they can’t afford?

There’s a misconception that it is the marginalized that use an antenna to watch TV. That’s not the case. In fact, over 95% of the 65+ group subscribes to cable or satellite. 93% of households earning less than \$35K subscribe to cable or satellite.

Television in the 21st century is a cable, satellite or internet based service. That’s the reality. What we should be concerned about in 2011 is not the decline of over-the-air service, but rather the affordability – or lack thereof – of accessing the multi-channel universe.

We believe that cable or satellite service should be accessible to all Canadians. But for that to happen, new rules must be imposed on the industry. We’ve repeatedly made our case to the CRTC for the creation of a small and affordable entry-level cable or satellite package (“skinny basic”), most recently in the context of the Commission’s hearings on vertical integration. The ball is now in the CRTC’s court.

Where are things at with respect to “skinny basic”?

The CRTC considered the question of a “skinny basic” package in the context of its recent hearings on vertical integration. In its decision, issued in September 2011 ([CRTC 2011-601](#)), it stated that “the Commission is concerned that the lack of choice and flexibility could motivate consumers to leave the regulated broadcasting system.”

The CRTC has directed cable and satellite companies to report, by April 1, 2012, on how they have provided consumers with more choice and flexibility in the services that they can subscribe to, while at the same time providing them with the ability to only pay for the services they want to watch, such as a pick and pay model. In the event the Commission finds that insufficient progress has been made in this area, it will issue a notice of consultation to determine what obligations should be imposed on BDUs to achieve such results.

What do you plan to do about the cable companies who use your analogue signals to get your content out to their subscribers?

We’ve formally advised all cable companies across the country of the upcoming changes to our analogue service. The vast majority of companies won’t be affected. But for the few who continue to rely on our analogue transmitters – there’s no way of knowing exactly how many companies that is – we’ll be working closely with them to make the appropriate technical changes by July 31 so that they can keep offering our content to their subscribers. They all have several options available to choose from.