



Canadian Association of Broadcasters
Association canadienne des radiodiffuseurs

Ottawa, October 29, 2010

Re: Canadian Association of Broadcasters ("CAB")

Dear :

As the recently appointed Chair of the Canadian Association of Broadcasters (CAB), I would like to take this opportunity to inform you about the evolution of the association. The CAB continues with a membership made up of more than 80 private broadcasters from the radio, television and specialty sectors (see attached list of member companies).

In June of this year, after completing a two year review of the CAB mandate, the members decided to affect a major restructuring of the organization. This review included an assessment of the full CAB membership structure and its core activities to ensure that the association was still meeting the needs of its member in today's rapidly evolving communications environment.

It was decided that the CAB would continue to work collectively on matters of central importance to the industry and to provide certain administrative and other functions that are to the benefit of the public and the radio, television and specialty/pay television sectors. These functions are:

1. Copyright Advocacy:

The most important issue is copyright and copyright reform. Copyright issues such as policy and tariff proceedings have a significant impact on radio, television and specialty/pay broadcasters. The tariff increases to the radio sector have increased by 250% in the last ten years while radio broadcaster's use of music has not changed whatsoever. Such increases are not sustainable and all private broadcasters agree that a common approach is essential. Canada's broadcasters believe that they create significant value in works that is not being recognized by the tariff regime.

Copyright reform is of critical importance to private broadcasters. Our ability to effectively compete in a global communications environment depends on having a copyright regime that will allow our sector to succeed. Multiple and layered tariffs constitute a significant impediment and the development of solutions for digital rights management are key to ensuring a Canadian media presence on the multiple digital platforms on which content is consumed.

It is for this reason that private broadcasters support Bill C-32, *The Copyright Modernization Act*. As an industry whose business is to connect consumers with music and entertainment, our ability to compete in a highly fragmented media market is significantly hampered by the fact that we are required to pay the same recipients (often large multinationals) multiple times for the same use. Bill C-32 presents the best opportunity to date to achieve balance in copyright, and we are working together to support the passage of this Bill.

We are particularly pleased to see the inclusion of a reproduction right exception for broadcasters which is seen by our industry as a solid step in recognizing that incidental processes should not attract additional liability. By taking into account broadcasters issues, Bill-C32 achieves an important objective for our industry and goes a long way to reducing unnecessary and unfair duplication in royalties paid out by broadcasters.

2. The Canadian Broadcast Standards Council (CBSC): Private broadcasters established the Council in 1990 to administer broadcast standards established by the CAB. The CBSC is a content review and standards process that really works. We are committed to fully support its continued existence under its current role and responsibilities. The CAB is the sole financial funder of the CBSC and we are committed to continue in this role as well as continue our general oversight of the CBSC and the codes administered by the CBSC. The CBSC provides an important public interest function on behalf of broadcasters ensuring that Canadian broadcast content meets the high standard of quality as required under the *Broadcasting Act*.

3. Administrative functions related to various Funds: The CAB oversees the administration or facilitates the distribution of funds from broadcasters to various funds such as FACTOR/MusicAction, Radio Starmaker Fund/Fonds Radiostar as well as from DTH operators to the Small Market Local Programming Fund. This function will continue to be operated by the CAB.

4. Accessibility issues: the CAB oversees the administration of activities associated with the broadcaster's efforts in the areas of closed-captioning and described video. Such activities include the retainer with CONNECTUS Consulting Inc. to coordinate and manage the activities of the video description working group as well as the Closed Captioning Working Group.

The CAB activities are overseen by a Board of Directors and the administration of the association is carried out by Sylvie Bissonnette who has been associated with the CAB for over 19 years. We will also retain other assistance from time to time as required.

The Board members and Officers are:

- Sylvie Courtemanche, Corus Entertainment (Chair);
- Sophie Émond, Astral (Vice-Chair);
- Kevin Goldstein, CTV (Treasurer);
- Mike Keller, NewCap (Secretary);
- Elmer Hildebrand, Golden West Broadcasting;
- Jonathan Medline, Canwest; and
- Susan Wheeler, Rogers.

So contrary to some reports the CAB continues and we would be pleased to discuss our renewed mandate with you and your colleagues. Should you have any questions, or require further clarification regarding the CAB, please do not hesitate to contact me at (613) 692-3177.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sylvie Courtemanche', written in a cursive style.

Sylvie Courtemanche
Chair
Canadian Association of Broadcasters

Attach.

Canada's Private Broadcasters

0859291 BC Ltd.
7590474 Canada Inc.
Aboriginal Peoples Television Network
Acadia Broadcasting Limited
Accessible Media Inc.
Arctic Radio (1982) Inc.
Asian Television Network International Ltd.
Astral Media Inc.
Atlantic Broadcasting Limited
Bear Creek Broadcasting
Bel-Roc Communications Inc.
Blackburn Radio Inc.
Byrnes Media
CAB-K Broadcasting Ltd.
Canadian Hellenic Cable Radio Ltd.
Canadian Multicultural Radio
Canal Évasion
CanWest Television Limited Partnership
CFMB Limited
Channel Zero Inc.
CIRC Radio Inc.
CJSD Incorporated
Cogéco Diffusion Inc.
Corus Entertainment Inc.
Crossroads Television System
CTVglobemedia Inc.
Dauphin Broadcasting
Fabmar Communications Inc.
Fairchild Radio Group Inc.
Fairchild Television Ltd.
Game TV Corporation
Glassbox Television Inc.
Golden West Broadcasting
Haliburton Broadcasting Group Inc.
Harvard Broadcasting
Insight Sports Ltd.
Jim Pattison Broadcast Group
Klondike Broadcasting Company Inc.
L.A. Radio Group Inc.
Larche Communications
MacEachern Broadcasting Inc.
Maple Leaf Sports & Entertainment Inc.
Milestone Radio Inc.

NewCap Inc.
Newfoundland Broadcasting Co. Ltd.
Niagara Media Group Inc.
North Superior Broadcasting Inc.
Northwestern Radio Partnership
Northwoods Broadcasting Limited
Peace River Broadcasting Corp.
Pelmorex Media Inc.
Quinte Broadcasting Co. Ltd.
Radio CJLS Limited
Radio Dégelis Inc.
Radio Témiscamingue Inc.
Ramparts de Québec
Rawlco Radio Ltd.
Réseau des Appalaches
Rogers Broadcasting Limited
Saskatoon Media Group
Score Media Inc.
Shaw Cablesystems Limited
Shore Media Group
Sonème Inc.
South Asian Broadcasting Corp. Inc.
Starboard Communications
Stillwater Broadcasting Inc.
Stornoway Communications Limited
Partnership
Télé Inter-Rives Ltd.
Teletoon
The Fight Network
Thunder Bay Electronics
Tiessen Media Inc.
Trafalgar Broadcasting
TV5 Quebec Canada
United Christian Broadcasters Group
V interactions inc.
Vista Group
Vu! Bell ExpressVu
Westman Communications Group
Westwave Broadcasting Inc.
Wild TV Inc.
Woodbine Entertainment Group
World Impact Ministries
Zoomer Media