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FOR IMMEDIATE RELEASE

CANADIAN ASSOCIATION OF BROADCASTERS APPLAUDS CRTC DECISION DENYING 49th MEDIA AND CCTA APPLICATIONS

Ottawa, Ontario November 7, 2003 --- The Canadian Association of Broadcasters (CAB) applauds today's decision by the CRTC to reject two applications that would have caused serious material harm to the Canadian broadcasting system.

The first application, from 49th Media Inc, would have seen US commercials on certain US satellite services replaced with Canadian advertisements, flooding the Canadian market with advertising inventory, and undercutting the financial base of the Canadian broadcasting system. In returning this application, the CRTC noted that the applicant did not have the permission of the US services in question, despite the fact that obtaining their permission was a central element to the overall business plan of 49th Media Inc.

The second application, from the Canadian Cable Television Association, would have seen the introduction of numerous US satellite services to the Canadian market, despite the fact that these services are directly competitive with existing Canadian services, and in many cases, already enjoy productive programming partnerships with Canadian programming services. In returning the CCTA application, the CRTC noted that it was procedurally incomplete, that it raised significant questions with respect to the Canadian program rights regime, and that it was inconsistent with existing CRTC policy.

The CRTC's determinations on both of these applications closely reflect the concerns raised by the CAB in representations made to key government decision makers, and in comprehensive media campaigns.

"We have said from the outset that Canada has the best broadcasting system in the world, and today the CRTC acted in favour of maintaining the essential Canadian character of that system" said Glenn O Farrell, CAB President and CEO.

"We applaud the Commission for returning these applications. As we have said from the time these proposals were made public, they would have amounted to a complete disruption of the Canadian broadcasting system, and its underlying economic foundation, which supports the production and broadcast of high-quality Canadian content" added O'Farrell.

A copy of the CRTC's letter to 49th Media Inc can be found at:
<http://www.crtc.gc.ca/archive/ENG/Letters/2003/lb031107a.htm>

A copy of the CRTC's letter to the CCTA can be found at:
<http://www.crtc.gc.ca/archive/ENG/Letters/2003/lb031107.htm>

The CAB is the national voice of Canada's private broadcasters, representing the vast majority of Canadian programming services, including private radio and television stations, networks, specialty and pay, and pay-per-view services.

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