



Canadian Association of Broadcasters
L'Association canadienne des radiodiffuseurs

May 10th, 2004

Ms. Diane Rhéaume
Secretary General
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario
K1A 0N2

Dear Ms. Rhéaume:

RE : Broadcasting Public Notice CRTC 2004-12 – *Program Log Reporting Requirements for Conventional Television Stations – Call for Comments*

1. The Canadian Association of Broadcasters (CAB) – the national voice of Canada’s private broadcasters, representing the vast majority of Canadian programming services, including private television and radio stations, networks, and specialty, pay and pay-per-view services – is pleased to provide its comments with respect to Broadcasting Public Notice CRTC 2004-12 – *Program Log Reporting Requirements for Conventional Television Stations – Call for Comments* (PN 2004-12).
2. The CAB wishes to provide general comments on streamlining program log reporting requirements for conventional television stations. Individual licensees will address the specific questions outlined in the Commission’s Public Notice in separate submissions.

Exemptions from Program Log Reporting Requirements

3. The CAB supports the Commission’s efforts to streamline program log reporting requirements and agrees that exempting certain licensees, in whole or in part, from such requirements would result in further administrative efficiencies. Such exemptions should be available to all

conventional television stations and assessed on a case-by-case basis taking into consideration the licensee's size, corporate group, regulatory structure and programming affiliations.

4. The CAB notes that program log software systems vary from licensee to licensee, and depending on their size, corporate structure or programming affiliations, licensees could benefit from different approaches to program log reporting practices. Furthermore, the CAB notes that there are several other matters not addressed in PN 2004-12, for example logging of "duplicated" programming across time zones by non-network stations.
5. Due to the complexity of the issues involved, and given that the Commission is likely to receive disparate views from individual licensees, the CAB suggests that it would be appropriate for the Commission to strike a working group composed of broadcasters and CRTC staff to discuss the best approach for streamlining program log reporting requirements for all conventional television stations. This working group would also discuss the time and cost implications of implementing logging software changes and the need for flexibility in this regard.
6. The CAB strongly believes that further discussion outside the Commission's written public process is required before any changes to its current regulations or policies on program log reporting are implemented.

Need for Logging Guidelines

7. The CAB notes that issuing and responding to logging errors can be administratively burdensome for both CRTC staff and television licensees. In order to avoid the volume of logging errors that certain licensees have experienced over the last several years, the CAB submits that the Commission should issue clear and unambiguous guidelines with respect to logging practices. Such guidelines should provide television licensees with clear direction on the appropriate logging procedures for certain types of programs, and provide a consolidation of all logging procedures currently found in various Circulars and Public Notices including logging tips to assist licensees in the preparation of their logs. The CAB submits that logging guidelines would help decrease the volume of logging errors made by television licensees and thereby reduce the administrative burden for both licensees and CRTC staff.

Other Issues

Provision of Logging Records at Licence Renewal

8. Section 10 (1)(b) of the *Television Broadcasting Regulations* (TV Regulations) provides that a licensee shall retain a program log or machine readable record of its programming for a period of one year after the date the program was broadcast.
9. The CAB has been made aware of the Commission's practice, in the context of a licence renewal process, to request that licensees provide detailed logs on programming aired over the course of their licence terms.
10. Compiling program log reports covering a period of several years is extremely burdensome and requires considerable resources. The CAB is concerned that this practice is unduly burdensome for licensees who generally do not have this information readily available since by regulation they are only required to keep program log records for a period of one year. Furthermore, the CAB does not believe this practice is necessary since licensees are already required to file program logs with the Commission on a monthly basis pursuant to section 10(3) of the TV Regulations.

Streamlining of Program Log Reporting Practices for Pay and Specialty Services

11. The CAB again supports the Commission's efforts to consider options for reducing or streamlining the administrative burden on television licensees and encourages the Commission to consider options for streamlining the program log requirements for Canadian pay and specialty services as well.
12. The CAB appreciates the opportunity to provide comments in this proceeding.

Sincerely,



Wayne Charman
Senior Vice-President, Television,
Specialty & Pay Services and New Technologies

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