



**Canadian
Association of
Broadcasters**

**L'Association
canadienne des
radiodiffuseurs**

June 6, 2007

Mr. Robert A. Morin
Secretary General
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario
K1A 0N2

Dear Mr. Morin:

**Re: CAB complaint re continuing non-compliance by Shaw
Cablesystems with section 27(1)(h) of the *Broadcasting Distribution
Regulations* re: sponsorship messages on cable community channels**

1. This letter constitutes a second complaint by the Canadian Association of Broadcasters (“CAB”) to the Commission within the last 18 months concerning the airing of advertising on the various community channels operated by Shaw Cablesystems, in contravention of the *Broadcasting Distribution Regulations* (the “regulations”).
2. Section 27(1)(h) of the regulations limits commercial messages on the community channel to sponsorship messages that comply with the following description:

...an oral or written acknowledgement, that may include a moving visual presentation of no more than 15 seconds per message, contained in community programming that mentions no more than the name of a person, a description of the goods, services or activities that are being sold or promoted by the person, and their address and telephone number, if the person provided direct financial assistance for the community programming in which the acknowledgement is contained...

3. The Commission imposed these restrictions on commercial activity on the community channel to address two fundamental issues:
 - the inevitable change in orientation of the community channel that would be brought about by an undue reliance on advertising revenue; and

- the concern that cable licensees, who already have a reliable revenue base from subscription fees, could siphon advertising revenue from local conventional broadcasters, who rely on this revenue as their major source of revenue.
4. As described in more detail below, Shaw continues to broadcast advertising on its community channel that goes far beyond the limited form of sponsorship messages that are permitted by the regulations. In so doing, the CAB submits that Shaw is disregarding the Commission's clear policy on community channel sponsorship messages, as well as the Commission's specific findings one year ago in response to the CAB's previous complaint concerning Shaw's advertising activity on the community channel.

Previous CAB complaint re Shaw community channel advertising

5. The CAB previously complained to the Commission on November 24, 2005 that Shaw was airing commercial messages on its community channel that did not comply with the description of "sponsorship message" set out in the regulations.
6. In a letter dated May 9, 2006, the Commission upheld the CAB's complaint, concluding that the commercial messages broadcast on Shaw's community channel did not comply with section 27(1)(h) of the regulations. In arriving at this conclusion, the Commission made the following specific determinations:

The Commission has carefully reviewed the sponsorship messages in question and considers that the messages provide more than a mere description of the goods, services or activities of the program sponsors as is prescribed under the regulations. In the Commission's view, the messages unequivocally serve to promote the goods or services of the sponsors by including words that create a favourable image of the sponsors and by providing reasons for buying the sponsors' goods or services. The Commission also finds that the extensive promotional language in the messages goes beyond what could be considered any of the sponsors' trademarks, if any were applicable in the circumstances.

7. The Commission then directed Shaw to rectify the situation immediately, to specify what measures have been taken to ensure that sponsorship messages on the community channel comply with the regulations, and to revise and file Shaw's internal advertising guidelines.
8. Further, the Commission stated that it intended to monitor this situation very closely, and that it would conduct random audits of Shaw's community channel logs and video tapes to ensure compliance.
9. Subsequently, in a letter dated June 22, 2006, Shaw filed its revised Internal Advertising Guidelines with the Commission (Attachment A) and identified the following specific measures that it had undertaken to support compliance with the regulations:
 - establishment of a full-time Manager, reporting to the Vice President, programming to oversee the sponsorship program;

- quarterly meetings with the sponsorship sales team to review the procedures, internal guidelines, and a sample of current sponsorship messages;
- establishment of an “Escalation Process” to resolve matters with respect to any specific sponsorship message; and
- an annual review of the Internal Advertising Guidelines with the Programming Managers and sales teams.

Current situation

10. Since the Commission’s May 2006 determination on the earlier complaint, the CAB has observed continuing commercialization of Shaw’s community channel in ways that are contrary to the spirit and the letter of the policies and regulations of the Commission. In so doing, Shaw is siphoning advertising revenues away from local broadcasters in markets that Shaw serves, undermining the ability of those broadcasters to meet programming obligations and fully serve their local audiences.
11. Given these ongoing concerns, the CAB is encouraged that the Commission has stated its intention to closely monitor advertising activity on Shaw’s community channel to ensure compliance with the regulations. To assist in this matter, the CAB obtained DVD recordings of 5 Western Hockey League games that were aired on Shaw’s community channel on November 8, 10, 14, 15 and 17, 2006, and these recordings are enclosed for the Commission’s review. A detailed analysis of the commercial messages contained in the November 8 broadcast (excluding public service announcements and promotions for Shaw community channel programs and other services) is provided in Attachment B.
12. The CAB is not providing with this letter a detailed assessment of the advertising content in the other four hockey broadcasts, but a review of each broadcast has revealed a pattern of advertising content very similar to that contained in the November 8 broadcast. Many of the commercial messages contained in the other broadcasts are in fact the same as those documented in Attachment B. The CAB would be pleased to provide a detailed assessment of the advertising content in any or all of the other four hockey broadcasts, should the Commission so require.
13. As described in Attachment B, there are approximately 50 commercial messages in the November 8, 2006 WHL broadcast, representing about 31 distinct advertisers. Over 30 of these commercial messages, roughly equally split between local and national businesses, go well beyond a mere description of the goods, services or activities of the program sponsor and, as such, are clearly in contravention of section 27(1)(h) of the regulations.

14. Several of the commercial messages, for example, contain words and visual elements that are clearly intended to create a favourable impression of the sponsor (e.g. AMA Insurance, AM Ford, Boston Pizza, Harmony Airways, Mexico Tourism, Meyers Norris Penny, Petland). Others provide specific reasons for buying the sponsor's products or services (e.g. Calgary Suzuki, Eric Holmes Real Estate, Flight Centre). Still others present humorous scenarios that have little to do with a mere description of the goods or services of the sponsor but are clearly designed to promote those goods or services (e.g. Auto Trader, Boston Pizza, Coast Powertrain Ltd., J.K. Schmidt Jewellers).
15. In short, the CAB submits that these hockey broadcasts constitute compelling evidence that Shaw continues to disregard the Commission's policies and regulations respecting commercial activity on the community channel, notwithstanding the previous CAB complaint and the Commission's unequivocal findings a little more than one year ago.
16. Moreover, several of the commercial messages do not even comply with Shaw's own Internal Advertising Guidelines, specifically with Part III of the guidelines which provides specific parameters for the creation and presentation of sponsorship messages.
17. For example, with respect to the language that may be used in describing the goods, services or activities that are being sold or promoted, the guidelines direct Shaw staff to "[r]ely on statements of fact to describe the goods services and activities to help avoid the spot sounding like a promotion. Don't invent unsubstantiated descriptions that are not considered statements of fact." In a similar vein, the guidelines state that the language must not include "promotional statements or phrases that are excessive, debatable and based on opinion."
18. A brief review of the messages described in Attachment B, reveals that many of the commercial messages contained in the November 8 broadcast fail to adhere to these parameters. The AMA Insurance spot talks about "[t]aking care of everything important in your life", a clearly unsubstantiated opinion not related to any statement of fact. Similarly, Calgary Suzuki boasts "[n]o matter where you're going, the journey's a lot more fun in your new Suzuki Swift. It's easy to drive and designed to turn heads", statements based on debatable opinion, not fact. Another spot refers to "the largest and finest selection of used cars and trucks to be found anywhere on Vancouver Island" (Tom Harris Chevrolet Cadillac), a statement that appears to be excessive and impossible to substantiate.
19. The CAB submits that Shaw is misleading the Commission when it purports to adhere to its Internal Advertising Guidelines as a way to ensure that its advertising activities comply with the requirements of the regulations, when in reality it does not. As such, the filing of such internal guidelines is an exercise of limited value in the absence of regular monitoring and follow-up.

Action requested

20. Given this evidence of Shaw's continuing non-compliance with the requirements of section 27(1)(h) of the regulations, the CAB requests the Commission to take further action to ensure that Shaw comes immediately into compliance and remains in compliance going forward. As proposed in the previous complaint, the CAB suggests that the Commission require Shaw to file regular detailed reports with respect to each of its cable systems, for the duration of its current licence term, demonstrating full and ongoing compliance with the Commission's policies and regulations respecting commercial activity on the community channel.
21. Furthermore, the CAB notes that the Commission has other tools at its disposal under the *Broadcasting Act* to deal with contravention of a regulation and/or to require compliance with a regulation, including sanctions in the form of a mandatory order, prosecution and/or short-term licence renewal, which should be considered on a going-forward basis.
22. The CAB strongly believes that firm action is warranted to ensure the integrity of the Commission's regulatory framework for BDUs and to ensure that cable community channels maintain an appropriate orientation as a vehicle for local expression, without unduly impairing the ability of local broadcasters to meet their programming obligations and other conditions of licence.

Yours sincerely,



Susan Wheeler
Vice-President,
Regulatory and Programming

c.c. Shaw Communications Inc. (Via email: michael.ferras@sjrb.ca)

Encl.

SHAW TV ADVERTISING GUIDELINES

Shaw Internal Document – June 2006

I Introduction

This document is intended to provide guidance to assist Shaw TV staff and volunteers with the gathering, creation and presentation of "Sponsorship Messages" run on the community channels operated by Shaw. Shaw is committed to working with the community to operate an innovative community channel programming service with the highest level of diverse, quality local programming that is informative, entertaining, reflective and inclusive of the local and regional communities served.

Sponsorship messages are a small but important component of community channel. Sponsorship messages provide a number of important and beneficial contributions. They allow additional revenues to be generated to assist with the production of programming. They allow a wide range of businesses to become involved and identified with the community by providing their financial support to programming. They can support the production of Canadian programming with higher production values. Sponsorship revenues are incremental to the programming contributions to local expression generated from gross broadcasting revenues, pursuant to subsection 29 of the *Broadcasting Distribution Regulations (the Regulations)*.

II Regulatory Framework for Sponsorship Messages

i) Subsection 27(1)h of the Regulations

(h) an oral or written acknowledgement, that may include a moving visual presentation of no more than 15 seconds per message, contained in community programming that mentions no more than the name of a person, **a description of the goods, services or activities that are being sold or promoted by the person**, and their address and telephone number, if the person provided direct financial assistance for the community programming in which the acknowledgement is contained (emphasis added).

ii) CRTC Letter Decision May 9, 2006

- Sponsorship messages may be drawn from any existing advertising campaign or source, provided that the content or substance of the message is in accordance with the sponsorship provisions in the Regulations

- Sponsorship messages can be greater than 15 seconds in length. The moving visual component of the message cannot exceed 15 seconds in length. (See below for details on Shaw practice for standardized lengths)
- The Local Avails can be used to promote individual community channel programs, subject to the provisions of the Condition of Licence authorizing local avails, as set out in Broadcasting Decision CRTC 2006-206
- The inclusion of a sponsor's name in the program title is acceptable if it is done on a limited and infrequent basis. Example: "Boston Pizza WHL Hockey on Shaw"
- Descriptions promoting a "favorable image" of the sponsor will be examined on a case by case basis to determine if they depart from what is permitted in the Regulations. (See below for details)

III Applying and Interpreting the Regulatory Framework for Sponsorship Messages

The following section provides guidance to Shaw community channel staff and volunteers to assist them with interpreting and applying the regulatory framework to the creation and presentation of sponsorship messages, and to provide operational parameters for the creation and presentation of sponsorship messages.

Understanding and applying the definitions of language and terms in subsection 27(1) h of the Regulations

1. ***"Oral or written acknowledgement"***
This can include a person or company name, along with their logo and slogan. Please ensure that any slogan used is widely recognizable and identified with the sponsor, for example in use by sponsor in the regular course of their business. However, slogans must not relate to a reason for buying the product, but only to the types of goods, services or activities offered by the sponsor. If necessary, a slogan should be edited to ensure it meets this requirement.
2. ***"Visual presentation of no more than 15 seconds per message"***
The visual component of Shaw sponsorship ads shall be exactly 15 seconds in length, no more - no less, as we need to standardize the use of such advertisements throughout our various community channel operations.

3. **"A description of the goods, services or activities that are being sold or promoted"**
One of the basic differences between traditional commercial broadcast advertising and community channel advertising is that commercial advertising can actively and deliberately promote goods, services and activities, whereas sponsorship messages can only describe these elements.

However, we recognize that in "describing a good, service or activity being sold", especially when the message contains a moving visual presentation, that a favourable image may be perceived in the eyes of some viewers, and that favorable images will in many cases be created incidentally to the message. We also recognize that sponsors will generally not offer financial assistance without some expectation that they will benefit in some way from their financial support. The CRTC has recognized that favorable images may result from the act of "describing" goods, services or activities, and has put in place a regime to assess descriptions that create a favourable image, on a case-by-case basis.

To assist you with preparing a description of a client's goods, services or activities in this context, please follow the guidelines below:

- a) Rely on **statements of facts** to describe the goods, services and activities to help avoid the spot sounding like a promotion. Don't invent unsubstantiated descriptions that are not considered statements of fact. However, facts can be presented creatively and with imagination. See following examples.

Webber Naturals, Omega-3

It's big. It comes from deep beneath the ocean and it's in your supplements. Webber Naturals – Omega 3 Supplements now contain meg 3. Omega 3 from fish oil. Available at your local pharmacy.

Spruce It Up

Spruce it Up Garden Centre. From start to finish we have everything you'll need for the whole growing season. Spruce it Up, Calgary's full service – year round garden centre.

These messages provide a description of the goods, services and activities of the sponsor in a factual yet creative way, and should serve as a model.

- b) Do not use **call to action** words when referring to goods, services or activities. That is to say that we will not prompt our viewers to buy, book, or join any of the goods, services or activities being described. Action verbs such as "**Buy, Book, Join, Try**" should be avoided.

To enable you to help with a description of a client's goods, services or activities, we will allow **non-promotional copy** that is not call to action:

- A Plasma TV offers a new viewing experience
- Fitness Gym can help you get in shape

These are statement of facts that also provide a positive context.

c) Do not use promotional statements or phrases that are excessive, debatable and based on opinion. For example:

- **"Artistic design meets aggressive performance the Mitsubishi Eclipse, available with a 263 horsepower V6. Find it at Hyatt Mitsubishi in the Calgary Auto mall – driven to thrill"**

The phrases **"Artistic design meets aggressive performance"** and **"Driven to Thrill"** are unsubstantiated. These would go beyond the guidelines.

Better to use: **Statements of fact**

- **"The 2006 Mitsubishi Eclipse, available with a 263 horsepower V6 and a 10 year warranty. Located at Hyatt Mitsubishi in the Calgary Auto Mall.**

4. **"Goods"**

A description of products manufactured or produced for sale, such as wares, merchandise or commodities.

5. **"Services "**

A description of work, tasks and/or offerings presented by a person or company to benefit their customers.

6. **"Activities"**

This represents a description of events or actions offered by a person or company. The specific pursuit(s) of a company such as a Travel company offering airfares, cruises, packages, consultation etc.

7. **"that are bring sold or promoted by the person"**

We understand this to mean a person, company or association. Along with actively promoting their address and telephone number, we can also promote their e-mail address and website. Since we are allowed to promote these items we can use call to action when asking viewers to call 1-800-8000 or visit their location at, or check out their website etc. This is the only time we will allow call to action, in association with their number, address or e-mail/ website.

Checklist - Avoid the following

- Call to action using action verbs eg. "Buy it"
- Price Point – both language and graphics related to price (including 20% off) unless it is part of a recognizable slogan.
- Extensive promotional language to create a favourable image of the sponsor, unless it is part of a recognizable slogan. Keep it to statements of facts
- Comparisons to competitors products
- Unsubstantiated claims
- Tobacco products
- No alcohol, except beer and wine. (Note . see advertising to children and minors , which also includes showing no drinking)
- No contesting or prize giveaways can be used in sponsorship advertising

- Real Estate listings
- X –Rated services
- Political Candidates or Political messages

Please note the attached Brief Outline of the Canadian Code of Advertising Standards to help with any issues that may arise with respect to the following:

- Accuracy and Clarity
- Guarantees
- Comparative Advertising
- Testimonials
- Professional or Scientific Claims
- Imitation
- Safety
- Advertising to Children
- Advertising to Minors
- Unacceptable Depictions and Portrayals

Inventory Levels

Although there is no restriction on the amount of sponsorship messages allowable per hour on the community channel, a recommended 8 minutes maximum per hour is strongly suggested.

Approval Process

Please ensure that all Shaw TV Sponsorship Sales Coordinators have access to these Internal Guidelines to ensure that all potential sponsors understand our limitations.

Program Managers and Program Directors are responsible to ensure that all sponsorship ads meet our Internal Guidelines before committing to air. Please ensure that all staff and volunteers that write copy, contact clients and edit ads are fully understanding of these guidelines. This approach will make our approval process on a local basis more efficient and effective.

If there are any questions or concerns with regard to approval of any messages please contact the Manager, Sponsorship Programming, or the Vice President of Programming for consultation and approval.

The Guidelines and the approval process will be reviewed as part of the annual review of the Sponsorship Program.

Attachment B

**Commercial messages on Shaw TV
WHL Hockey game, November 8, 2006**

| Advertiser/sponsor | Key creative | Complies with BDU Regs? |
|---|--|--|
| Allan Rella (2:30:23 – 2:30:38) | <i>If you've been injured in a motor vehicle accident you can be overwhelmed by the complex legal system. For down to earth legal advice, call Allan Rella...</i> | - Appears to comply with BDU Regulations |
| AMA Insurance (1:29:14 – 1:29:29) (1:45:21 – 1:45:36) | <i>Taking good care of everything important in your life. It all starts with AMA insurance. Experience AMA.</i> | No: - Includes language that creates a favourable image of the sponsor |
| AM Ford (1:28:59 – 1:29:14) | <i>...We're here to look after your family's automotive needs for life. AM Ford has two full-time business managers, over \$5 million in new and used vehicle inventory. Again at AM Ford, remember: When you've seen the rest, buy or lease from the best...</i> | No: - includes language that creates a favourable image of the sponsor - includes promotional language/slogan that is not part of the sponsor's trademark |
| Auto Trader (0:06:29 – 0:06:44) (2:30:38 – 2:30:53) | <i>Yeah, I got needs, big needs. Notbin' that 362 pounds of pure torque can't take care of though...</i> | No: - Humorous scenario creates a favourable image of the sponsor and is not a description of the service offered by the sponsor |
| Boston Pizza (1) (0:01:06 – 0:01:22) (0:05:29 – 0:05:44) | <i>The Clarks have always had gargantuan hands. It's not great, but it's no big deal at Boston Piz̄za, because the Clarks' gargantuan hands just seem only sorta big when they're holding on to, say, our full rack of ribs. Boston Piz̄za – you're among friends.</i> | No: - Humorous scenario creates a favourable image of the sponsor and goes beyond a description of the goods and services offered by the sponsor |
| Boston Pizza (2) (0:22:30 – 0:22:46) (2:03:42 – 2:03:57) | <i>Kate is a fatally dangerous flirt. Fortunately, Kate is far less dangerous at Boston Piz̄za's sports bar, because there's always lots of food and plenty of TVs to keep everyone's attention well away from her, for a little while anyway. Boston Piz̄za – you're among friends.</i> | No: - Humorous scenario creates a favourable image of the sponsor and goes beyond a description of the goods and services offered by the sponsor |

| Advertiser/sponsor | Key creative | Complies with BDU Regs? |
|---|---|--|
| Boston Pizza (3) 1:10:54 – 1:11:09) | Father w/2 children in store with llama and other exotic animals: <i>Hey guys, pick whatever you want. [Buzzer sounds w/ large "X" superimposed on screen]</i> Father w/2 children in Boston Pizza: <i>Hey guys, pick whatever you want. [Chime sounds w/ large check mark superimposed on screen]</i> Voiceover: <i>It's not wrong, if you're in the right place. Boston Pizza – you're among friends.</i> | No: - Humorous scenario creates a favourable image of the sponsor and goes beyond a description of the goods and services offered by the sponsor |
| Boston Pizza (4) (0:11:15 – 0:11:26) (0:58:08 – 0:58:18) (1:46:57 – 1:47:07) (2:32:58 – 2:33:09) | <i>Boston Pizza WHL Hockey on Shaw is brought to you by Boston Pizza. You're among friends at Boston Pizza. (10 sec.)</i> | - Appears to comply with BDU Regulations |
| Calgary Suzuki (0:00:07 – 0:00:22) | <i>No matter where you're going, the journey's a lot more fun in your new Suzuki Swift. It's easy to drive and designed to turn heads. Calgary Suzuki – make the smart move...</i> | No: - Includes language that creates a favourable image of the sponsor and provides reasons for buying the sponsor's products |
| CanadaHomeGuide.ca (1:44:21 – 1:44:36) (2:30:08 – 2:30:23) | <i>Looking to buy or sell a home? Or maybe searching for that perfect vacation hideaway? Whether it's buying, renting or applying for a discount mortgage, CanadaHomeGuide.ca has it all. CanadaHomeGuide.ca – open house for everything real estate.</i> | - Appears to comply with BDU Regulations |
| Coast Powertrain Ltd. (1:44:36 – 1:44:51) | [Hockey player bringing skates to flower shop for sharpening] <i>Think I can get an edge on these by game time?</i> Voiceover: <i>You wouldn't bring your blades to a florist just before the big game. So why would you bring your transmission and drive line concerns to anybody but the experts. Coast Powertrain.</i> | No: - Humorous scenario unrelated to a description of the goods and services offered by the sponsor |

| Advertiser/sponsor | Key creative | Complies with BDU Regs? |
|--|--|--|
| Eric Holmes Real Estate (0:53:37 – 0:53:32) | <i>The house, the deal, the team. We can help you get through the complex process of buying or selling a home. Our dynamic team is designed for one purpose – to get you the best deal. The EricHolmes.com real estate team. When service counts, count on us.</i> | No: - Includes language that provides reasons for buying the sponsor's service - Includes promotional language/slogan that is not part of the sponsor's trademark |
| Flight Centre (0:05:59 – 0:06:14) (0:36:59 – 0:37:14) | <i>Flight Centre – sells more than just cheap airline tickets. We also have a huge selection of cruises to choose from. Come into any of our 130 shops across Canada or call 1-877-WORLD05, and remember, we guarantee to beat any available airfare.</i> | No: - Includes language that provides reasons for buying the sponsor's service |
| Harmony Airways (1) (0:46:02 – 0:46:17) | Visual: Golfers hitting drives on the tee. Caption: <i>Long Drive Home.</i> Voiceover: <i>"This moment brought to you by Harmony Airways."</i> | No: - Scenario unrelated to a description of the services offered by the sponsor - Creates a favourable image of the sponsor |
| Harmony Airways (2) (0:52:22 – 0:52:37) (2:25:14 – 2:25:29) | Visual: Tropical beach scene. Caption: <i>Front Row Seat.</i> Voiceover: <i>This moment brought to you by Harmony Airways.</i> | No: - Scenario unrelated to a description of the services offered by the sponsor - Creates a favourable image of the sponsor |
| Harmony Airways (3) (1:36:49 – 1:37:04) | Visual: Young child playing on beach. Caption: <i>Daycare.</i> Voiceover: <i>This moment brought to you by Harmony Airways.</i> | No: - Scenario unrelated to a description of the services offered by the sponsor - Creates a favourable image of the sponsor |
| Hyatt Infinity (0:37:29 – 0:37:44) | <i>You've never seen anything like it, then, you see nothing else. The Infinity FX, only at Hyatt Infinity...</i> | - Appears to comply with BDU Regulations |
| Hyatt Mercedes-Benz (1:45:06 – 1:45:21) | <i>Aggressively chiseled contours that command attention. The all-new ML350, a style all your own. Hyatt Mercedes-Benz...Purveyors of fine automobiles.</i> | - Appears to comply with BDU Regulations |

| Advertiser/sponsor | Key creative | Complies with BDU Regs? |
|---|---|--|
| J.K. Schmidt Jewellers (1:44:51 – 1:45:06) | [Surgeon, at the end of apparent delicate surgery] <i>Just a little more...OK, you close; I'll go tell the husband.</i> [Handing husband a diamond ring] <i>Congratulations, it's a Canadian.</i> Voiceover: <i>J.K. Schmidt Jewellers, Kelowna's Canadian Diamond leader."</i> | No: - Humorous scenario unrelated to a description of the goods and services offered by the sponsor |
| Master Formulae (1) (0:05:44 – 0:05:59) (1:11:09 – 1:11:24) | <i>Master Formulae black cohosh is traditionally used to help relieve menopausal symptoms. Don't let menopausal symptoms take the joy out of life. Master Formulae natural health products – available at local health product retailers.</i> | - Appears to comply with the BDU Regulations |
| Master Formulae (2) (0:23:01 – 0:23:16) (2:04:28 – 2:04:43) | <i>Master Formulae burdock extract is traditionally used to help alleviate the pain associated with rheumatism. Don't let ailments of the body slow you down. Master Formulae natural health products – available at local health product retailers.</i> | - Appears to comply with the BDU Regulations |
| Medicine Hat Lodge (0:46:17 – 0:46:32) (1:37:04 – 1:37:19) (2:25:29 – 2:25:44) | <i>The Medicine Hat Lodge is southern Alberta's only 4 star resort and entertainment complex. Enjoy executive guest rooms and suites, cozy restaurants and lounges, a giant indoor waterslide park, full service casino, luxury spa, banquet and conference facilities, and so much more.</i> | - Appears to comply with the BDU Regulations |
| Mexico Tourism (1:28:44 – 1:28:59) | <i>Cancun invites you to rediscover the many wonders it has to offer. In Cancun, the only one missing is you. Mexico – beyond your expectations.</i> | No: - More than a mere description of the destination - Creates a favourable image of the sponsor |
| Meyers Norris Penny (0:23:16 – 0:23:31) (1:11:24 – 1:11:39) (2:03:58 – 2:04:13) | <i>At Meyers Norris Penny, we support the teams of the WHL. Like you, we live in the west and believe in its potential. We also share a passion for the game.</i> Close with alpha-numeric graphic: <i>Meyers Norris Penny...Chartered Accountants & Business Advisors, mnp.ca</i> | No: - Language designed to create a favourable image of the sponsor |

| Advertiser/sponsor | Key creative | Complies with BDU Regs? |
|---|---|--|
| Millionaire Lottery/London Drugs (2:30:53 – 2:31:08) | <i>This year, the Millionaire Lottery gives you a complete prize package – a furnished luxury home with interior design by Sarah Richardson, three vehicles and a quarter million in cash. Check all the prize details online and get your tickets by phone or at London Drugs.</i> | - Appears to comply with the BDU Regulations |
| Petland (1) (0:06:14 – 0:06:29) | <i>Petland superstores – so much more than a pet store, we are your pet’s best friend, not to mention all the expert advice and supplies you’ll need to care for them, and of course, pets. Petland, your pet supplies superstore.</i> | No: - Language designed to create a favourable image of the sponsor |
| Petland (2) (0:37:14 – 0:37:29) | Visual: Images of puppies, with soft sentimental background music. Voiceover at end: <i>Petland – pets make life better.</i> | No: - Language designed to create a favourable image of the sponsor |
| ReMax (0:22:46 – 0:23:01) (1:11:39 – 1:11:54) (2:04:13 – 2:04:28) | <i>I wish I lived closer to the office – uh, not this close. “This one’s only a 10-minute commute”. Find your perfect place with ReMax. View homes like never before with Google Earth on ReMax.ca.</i> | No: - Language designed to create a favourable image of the sponsor |
| Saskatoon Credit Union (0:52:52 – 0:53:07) (1:29:59 – 1:30:14) | Text typed on screen: <i>Money can’t buy happiness (let’s just shoot for rich and content).</i> Voiceover: <i>Investments made easy – Saskatoon Credit Union.</i> | No: - Includes language that provides reasons for buying the sponsor’s service |
| Tom Harris Chevrolet Cadillac (0:52:37 – 0:52:53) | <i>For the largest and finest selection of quality used cars and trucks to be found anywhere on Vancouver Island, you only need to go to one place – our place, Tom Harris Chevrolet Cadillac...</i> | - Appears to comply with BDU Regulations |
| www.downtowncalgary.com (0:00:22 – 0:00:36) | <i>Whichever your preference, with so many downtown spots to shop at, you’re sure to find something to please everyone, even yourself. Find your D-Spot.</i> | No: - Scenario designed to create a favourable image of the sponsor - Language unrelated to a description of the goods and services offered |