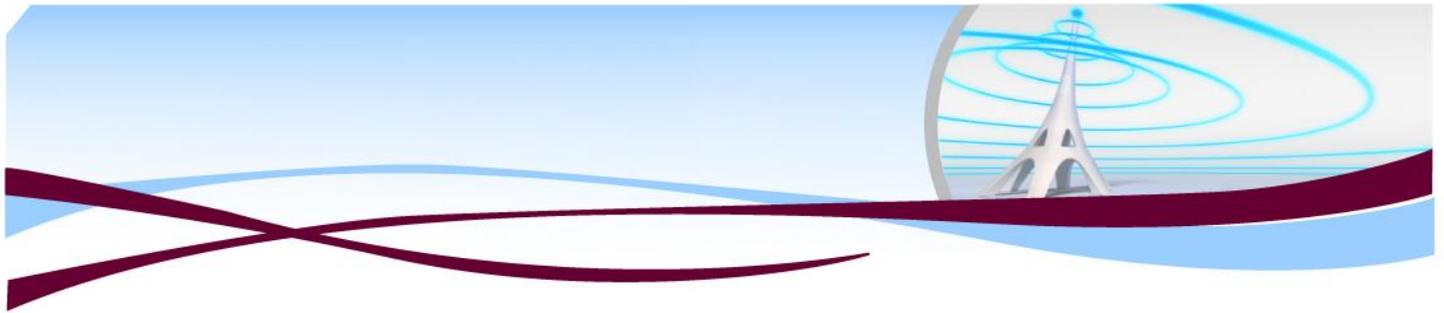




Canadian Radio-television and
Telecommunications Commission

Conseil de la radiodiffusion et des
télécommunications canadiennes



Communications Monitoring Report

July 2010



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Interested parties are welcome to provide comments for improvements or additions to future editions of the report. You can send your comments to the attention of the Secretary General, CRTC, Ottawa, K1A 0N2.

Executive summary

Broadband and broadband-related services continue to have a strong impact on communications revenues. This report provides greater details than previous reports on broadband availability and subscriptions. Approximately 95% of Canadian households can access broadband services using landline facilities. Satellite facilities extend this reach to virtually all households and are only limited by capacity constraints. On a provincial basis, landline broadband Internet service is available to all households in 3 provinces, New Brunswick, Nova Scotia, and Prince Edward Island. For the remaining provinces landline broadband Internet service is available to at least 92% of the households, except Newfoundland which is at 78%. With respect to mobile, approximately 96% of Canadians can also access broadband services using handheld mobile devices.

Communications service revenue growth

Canadian communications service revenues increased from \$54.3 billion in 2008 to \$55.4 billion in 2009, or by 2.1%. The growth was driven by the 3.0% growth in broadcasting revenues and 1.8% growth in telecommunications revenues.

Broadcasting

Broadcasting revenues increased from \$14.0 billion in 2008 to \$14.4 billion in 2009. The increase was due to the 7.4% growth in BDU revenues, which increased from \$6.9 billion to \$7.5 billion, and the 6.0% growth in Pay, PPV, VOD and specialty services. These increases were partially offset by the 7.4% and 5.2% decline in conventional television, including the CBC, and radio advertising revenues respectively.

Telecommunications

Telecommunications service revenues increased from \$40.3 billion in 2008 to \$41.0 billion in 2009, or by 1.8%. The increase was due to newer, or non-legacy data services, and broadband Internet and wireless services. Non-legacy revenues increased from \$1.4 billion to \$1.5 billion, or by 12.2%. Internet service revenues increased from \$6.2 billion to \$6.6 billion, or by 6.3%. Wireless revenues increased from \$16.0 billion to \$16.9 billion, or by 5.3%. These increases were partially offset by the declines in long distance revenues, which decreased from \$4.2 billion to \$3.9 billion, a 7.1% decrease; legacy data and private line revenues, which decreased from \$3.0 billion to \$2.8 billion, a 7.3% decrease; and local and access revenues, which decreased from \$9.6 billion to \$9.4 billion, a 1.9% decline.

The communications industry

In 2009, approximately 34% of residential customers subscribed to service bundles that consisted of local telephone service and one or more of the following services: Internet access, video, and mobile. Approximately 92% of telecommunications revenues were from TSPs operating in all of the telecommunications market sectors: local telephone, long distance, Internet, data and private line, and wireless. Sixty-seven percent of cable companies' revenues were from

telecommunications services. Similarly, broadcasting service revenues represented approximately 6% of the incumbent telephone companies' revenues.

Convergence in the communications industry changes the competitive landscape in Canada as companies enter each others' non-traditional markets (see figure 3.1.8).

Competition

The alternative TSPs' share of total wireline telecommunications revenues continued to increase and reached 37% in 2009. The alternative TSPs' market share included the incumbent telephone companies' activities operating outside their traditional territories (8%), other facilities-based TSPs such as cable companies and hydro utility companies with telecommunications activities (23%), and resellers (6%).

The large cable companies were major providers of high-speed Internet service, as they had approximately 56% of high-speed residential Internet subscribers in 2009. In 2005, these companies started to provide local telephone service generally over a managed IP network, and by year-end 2009, they captured approximately 27% of local residential lines to become major competitors of the incumbent telephone companies in residential markets.

The competitors of the incumbent telephone companies, which include incumbent telephone companies operating outside their traditional territories, maintained their share of telecommunications revenues. Competitors, essentially cable BDUs, had strong growth in their number of residential local lines, which increased by 12.5%. In the local business market, competitor lines increased by 4.8%.

Broadcasting

Radio

There were 1,221 radio and audio services in Canada in 2009, of which 41 were digital. Seventy-five percent of the radio and audio services were broadcast to English-language Canadians, 22% to French-language Canadians, and the remaining 3% to third-language Canadians.

National average weekly hours tuned per capita decreased 3.2% from 18.3 hours in 2008 to 17.7 hours in 2009. On a per-listener basis, average weekly hours tuned declined from 20.0 hours per listener to 19.5 hours, a 2.5% decline.

Television

Overall viewing of Canadian programs on Canadian English-language services decreased 2% from 2008 to 74% in 2009, while viewing of Canadian programs on French-language services remained relatively unchanged at 99%. While drama and comedy programs continued to be the most popular genre, it is predominantly of non-Canadian content. In 2009, 79% and 68% of English- and French-language language drama and comedy programs were non-Canadian, respectively.

BDUs

In 2009, approximately 11.3 million or 90% of Canadian households subscribed to a BDU for television service, an increase of 2.2% over the previous year. Of those subscribing to BDUs, 25% subscribed to either DTH or MDS BDU. The top four cable BDUs and the two DTH providers captured 89% of all BDU subscribers in 2009.

BDU programming revenues per subscriber per month¹ increased by \$2.78 or 5%, to \$56.14 in 2009.

New media broadcasting

A growing number of Anglophone and Francophone Canadians used the Internet to watch video programming (52% and 44%, respectively, in 2009). More Canadians are watching television programming online. Of those viewing online TV, anglophones spend 2.2 hours per week and francophones spend 1.3 hours per week in such activity.

Anglophones, that stream online radio, then to do less streaming than their francophone counterparts. The anglophones spend 4.1 hours per week streaming AM/FM radio compared to 4.6 hours for francophones.

Telecommunications

The number of mobile phone subscribers increased 8% in 2009 from the previous year. As well, Canadians continued to embrace technologies including broadband access to the Internet as the number of residential subscribers to high-speed Internet services increased by 6%. In 2009, approximately 62% of Canadian households had broadband Internet service and 72% had high-speed Internet service.

Newer data services that meet business customer requirements for increased speed, functionality, and cost-efficiency now represent 83% of data protocol revenues, with data services such as Ethernet and IP-based virtual private networks having a combined revenue growth of 12% in 2009.

Data collection

The data compiled for this report was obtained from a number of sources. The majority of the data was collected using the Commission's data collection survey forms. Broadcasting data was generally for the twelve-month period ending 31 August 2009 and telecommunications data was for the twelve-month period ending 31 December 2009.

The Commission collaborates with other government agencies and departments such as Statistics Canada and Industry Canada to minimize the reporting burden on the industry. The data

¹ Revenues per subscriber per month were derived by dividing total revenues by the number of subscribers and by the number of months in the year.

collected for monitoring purposes is also used by Statistics Canada for its national system of accounts. Additional survey questions were added to meet Statistics Canada's specific needs.

The Commission continues to work with Industry Canada to identify the availability of broadband Internet access service. The data, jointly collected, assists Industry Canada in the administration and monitoring of the \$225 million broadband deployment initiative that was part of the federal government's economic incentive plan in 2009.

Data collection forms are reviewed annually to ensure that only relevant data is collected.

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1.0 Introduction

1.1 Purpose of the report

This report provides a window on the broadcasting and telecommunications industries and is intended to foster an open and better-informed public discussion of broadcasting and telecommunications policies and issues.

The report contains disaggregated data on the Canadian broadcasting and telecommunications industries and markets. It provides a means to assess the impacts of market and technological developments on, among other things, the cultural, social, and economic objectives of the *Broadcasting Act* and the *Telecommunications Act* (the Acts), and the effectiveness of the CRTC's regulatory frameworks and determinations in achieving those objectives.

Domestic and global competition, as well as consumer demands for greater control over the communications experience, has spurred rapid corporate and technological convergence in the communications landscape in Canada and abroad. The evolving borderless world of communications is a source of innovation and opportunities for carving out a special place for Canadian voices within the broadcasting system. The Commission invites parties to use this report to enrich their participation in the regulatory process.

In this report

This report provides a holistic view of the industries and their markets. It focuses on the performance indicators and trends presented in last year's report and, where appropriate, introduces additional indicators that address industry developments such as the introduction of higher wireline and wireless access speeds. These developments contribute to the evolution of new media broadcasting, which in turn offers a significant opportunity to further contribute to the broadcasting policy objectives of the *Broadcasting Act*. Communications companies are crossing what have been traditional boundaries between broadcasting and telecommunications.

1.2 Data collection and outline of the report

Data collection and reduced regulatory reporting

This report is based on the responses from the industries to the Commission's annual broadcasting returns and telecommunications data collection forms² (referred to collectively as "CRTC data collection"); data collected from other sources, including Statistics Canada, Industry Canada, company-specific financial reports, BBM Canada, BBM Nielsen Media Research, and BBM Analytics' Media Technology Monitor (MTM) reports; and information previously filed with the Commission. All broadcasting data in this report, unless otherwise noted, is for the 12-month period ending August 31 for the years quoted, whereas all telecommunications data, including Internet service, is for the 12-month period ending December 31 for the years quoted.

With respect to residential broadband availability data, the Commission entered into a three-year agreement, which expires in 2012, with Industry Canada to co-operate in the collection of data related to the availability of broadband Internet access service to Canadians. The Commission is also collaborating with the provinces and territories, as well as other government agencies and departments, in identifying communities that do not have access to broadband service. The resulting data will assist Industry Canada in funding projects that make broadband services available to unserved Canadians. These data collection initiatives minimize the reporting burden on the industry, and enhance the quality of the data presented in this report.

The international comparisons and analyses in this report are based on data obtained from reports published by international organizations such as the OECD and reports or data published by national regulatory agencies in other countries.

Specific elements of the monitoring exercise change over time to take into account regulatory or market developments such as new technologies, changes in market structure or in domestic or international regulations and agreements, or the introduction of new or evolving services. These changes serve to ensure that the CRTC monitoring report continues to be a useful tool for all stakeholders, including regulators, customers, and industry players. Certain figures published in previous years' monitoring reports may be restated to be consistent with the data in this report. Other figures may change as a result of service providers resubmitting previous years' data. All revised numbers are identified using a number sign (#).

² The annual data collection forms are issued jointly by Statistics Canada and the Commission.

Outline of Report

This report is divided into a number of sections and appendices. An overview of the Commission's regulatory frameworks is provided in Section 2. Section 3 presents the key financial statistics of the communications industry. This section also addresses the financial landscape of the broadcasting and telecommunications industries by examining key financial indicators, including revenue, capital expenditures, and other operational data. As well, it provides an overview of the broadcasters and TSPs. The performance of the Canadian broadcasting system is presented in Section 4, encompassing traditional radio, television and broadcasting distribution undertaking results, and non-traditional new media broadcasting results. Section 5 discusses the major telecommunications market segments: local and access, long distance, Internet, data and private line, and wireless. This section also reviews the availability of broadband service. Section 6 presents current regulatory developments in other countries, and compares Canada's performance in broadcasting and telecommunications to that of those countries.

A description of the data collection methodology and analyses is provided in Appendix 1. Appendix 2 discusses the classification of the TSPs. The status of local forbearance applications in residential and business exchanges is discussed in Appendix 3. Appendix 4 lists the pricing assumptions used in the development of the price comparisons of telecommunications services in Canada to those in other countries. Appendix 5 provides a description of the telecommunications market sectors. Appendix 6 lists all acronyms appearing in the report and Appendix 7 lists the Commission's decisions, notices, orders, and circulars referenced in the report.

2.0 The CRTC, policies, and regulation

2.1 The CRTC

The CRTC is an independent public authority in charge of regulating and supervising Canadian broadcasting and telecommunications. It serves the public interest and its power and jurisdiction are set out in the Acts. The CRTC reports to Parliament through the Minister of Canadian Heritage. The Governor in Council may issue directions of general application to the Commission on matters related to the telecommunications, broadcasting, or regulatory policy objectives set out in the Acts.

The components of broadcasting policy set out in section 3 of the *Broadcasting Act* are directly or indirectly tied to the cultural, social, political, and economic fabric of Canada, while those of the telecommunications policy set out in section 7 of the *Telecommunications Act* are tied to the country's social and economic fabric.

Access to Canadian content, particularly its creativity and availability to Canadians, is the underlying principle of the broadcasting objectives. Canadian content must not only exist, it should also be available to all Canadians both as participants in the industry and as members of the audience. To achieve the objectives of the *Broadcasting Act*, the Commission is guided by the regulatory policy objectives set out in subsection 5(2) of that Act, which requires the Commission to regulate and supervise the broadcasting system in a flexible manner that, among other things, takes into account regional concerns, is adaptable to technological developments, and facilitates the provisioning of broadcasting Canadian programs to Canadians.

Pursuant to the *Telecommunications Act*, the Commission strives to ensure the provision of reliable and affordable telecommunications services of high quality accessible to both urban and rural area customers, to foster facilities-based competition, to provide incumbents with incentives to increase efficiencies and be more innovative, and to adopt regulatory approaches, where necessary, that impose the minimum regulatory burden possible.

Since December 2006, the Commission has applied the Policy Direction in the exercise of its powers and performance of its duties under the *Telecommunications Act*. The Policy Direction mandates the CRTC to rely on market forces to the maximum extent feasible and regulate where there is still a need to do so, in a manner that interferes with market forces to the minimum extent necessary. The Policy Direction specifies criteria that must be met by any new regulatory measure to encourage effective regulation. The Policy Direction further directs the CRTC to adopt operational practices that promote more efficient, informed, and timely regulation, where required.

In addition to implementing the policy objectives in its governing legislation, the Commission also seeks to ensure that its regulatory frameworks for the Canadian broadcasting and telecommunications industries are keeping pace with emerging technologies. In all of its activities, the Commission is guided by four basic principles: transparency, fairness, predictability, and timeliness. Consequently, it endeavours to make and publish its decisions promptly and with a clear rationale. To further the transparency of

Commission processes, the CRTC prepares each year (a) a summary of its activities related to the Canadian broadcasting and telecommunications industries, and (b) its three-year work plan in consultation with industry stakeholders. These documents are available to the public on the CRTC's website.³

³ <http://www.crtc.gc.ca/eng/publications/reports.htm>

2.2 Regulatory oversight of broadcasting and telecommunications

Overview

The Commission uses a variety of means to exercise its regulatory powers. Under section 6 of the *Broadcasting Act*, the Commission has the power to establish policy guidelines and statements. These policy guidelines and statements are periodically reviewed to ensure that they are current. When reviewing the guidelines and statements, the Commission consults with the industry and the public by holding public proceedings which can include calls for comments. The Commission also has the power, pursuant to the *Broadcasting Act*, to establish regulations⁴ applicable to the broadcasting industry. Under subsection 9(1) of that Act, the Commission has the authority to establish classes of licence and to impose conditions of licence. The Commission imposes conditions of licence, when it issues a licence and amends these conditions as necessary when renewing the licence to achieve the Canadian broadcasting policy objectives set out in the *Broadcasting Act*.

Pursuant to section 47 of the *Telecommunications Act*, the Commission must exercise its powers and perform its duties under that Act with a view to implementing the telecommunications policy objectives set out in section 7 and in accordance with any order made by the Governor in Council or any standards prescribed by the Minister of Industry.⁵ These objectives include ensuring that the rates charged by Canadian telecommunications carriers are just and reasonable, and in relation to the provision of telecommunications services, Canadian carriers do not discriminate unjustly or accord any undue or unreasonable preference.⁶ In addition to regulating the rates, terms and conditions under which telecommunications services are provided, the Commission has the power to forbear from regulating telecommunications services or classes of service where it finds, among other things, that there is sufficient competition to protect the interests of users.⁷

The Commission fulfils its broadcasting and telecommunications regulatory and supervisory responsibilities by means of a number of interrelated activities, which include:

- i) establishing, monitoring, assessing and reviewing, where appropriate, regulatory frameworks to meet its policy objectives;
- ii) implementing procedures for the efficient and effective resolution of competitive disputes; and
- iii) making determinations on industry mergers, acquisitions and changes of ownership in the industry.

⁴ *Radio Regulations, 1986; Television Broadcasting Regulations, 1987; Broadcasting Information Regulations, 1993; Broadcasting Licence Fee Regulations, 1997; CRTC Rules of Procedure; Broadcasting Distribution Regulations; Pay Television Regulations, 1990; Specialty Services Regulations, 1990.* and in accordance with any order made by the Governor in Council or any standards prescribed by the Minister of Industry

⁵ Sections 8, 15 and 47 of the *Telecommunications Act*

⁶ Subsections 27(1) and 27(2) of the *Telecommunications Act*

⁷ Section 34 of the *Telecommunications Act*

The Commission also monitors the programming and financial obligations of broadcasting undertakings to ensure compliance with regulations and conditions of licence.

Regulatory framework within a competitive environment

In exercising its statutory powers under the Acts and predecessor legislation, the Commission has, where feasible, gradually and in an orderly manner opened up monopoly-based markets to competition to allow consumers multiple means of receiving programming services that include not only traditional cable companies but also satellite, wireless and telephone companies. In Public Notice 1997-25, the Commission established the conditions under which it would forbear from the regulation of Class 1 undertakings.⁸ In the process of opening the broadcasting distribution undertaking (BDU) market to competition, the Commission has implemented self-regulatory mechanisms in the broadcasting industry where appropriate. The Commission has encouraged industry associations, such as the Canadian Association of Broadcasters (CAB), to develop self-regulating codes of conduct and standards pertaining to their industries.

Similarly, since the early nineties, the Commission has moved toward greater deregulation of the telecommunications market. In Telecom Decision 94-19, the Commission established a three-step process by which it could determine whether a telecommunications market is or is likely to become competitive for the purpose of considering forbearance applications.⁹

Since 1994, the Commission has forborne from regulating a number of telecommunications services including mobile services, retail Internet services, long distance and international services, various data and private line services, terminal equipment and inside wiring, satellite services and services provided by non-dominant carriers. In 2006, the frameworks for the forbearance from regulating retail local exchange services were established. The Forbearance Order amended the Commission’s framework established in Telecom Decision 2006-15 for forbearing from regulating retail local exchange services. In the HSDS Decision, the Commission established a framework for forbearing from regulating high-speed intra-exchange digital network access (high-speed DNA) services and metropolitan wavelength services (MWS). In this decision, the Commission also forbore from regulating Bell Canada’s high-speed DNA services in a number of wire centres and from regulating the company’s MWS in the Toronto, Montréal and Ottawa census metropolitan areas.

⁸ Broadcasting distribution undertakings (BDUs) are classified based on the number of subscribers as follows: Class 1 refers to BDUs with more than 6000 subscribers, Class 2 includes BDUs that have between 2,000 and 6,000 subscribers and Class 3 encompasses BDUs with fewer than 2,000 subscribers.

⁹ The three steps consisted of (a) identifying the relevant market; (b) determining whether the applicant has market power with respect to the relevant market; and (c) determining whether, and to what extent, forbearance should be granted.

Statistical information - Regulatory oversight of broadcasting and telecommunications

Table 2.2.1 Broadcasting complaints by sector, by issue

Topic	1 April to 31 March							
	2006-07		2007-08		2008-09		2009-10	
	Complaints received	Referrals to CBSC						
Radio								
Abusive comment ^a	141	64	11	-	26	10	22	2
Adult content	13	5	8	3	19	11	10	9
Alcohol advertising	3	2	-	-	6	-	-	-
Gender portrayal	3	-	-	-	1	1	1	1
Offensive comment ^b	204	127	89	30	397	308	224	140
Offensive language ^c	52	20	24	8	40	23	39	16
Conventional television								
Abusive comment	124	87	5	1	39	5	27	5
Adult content	132	66	84	34	111	47	87	25
Alcohol advertising	9	2	4	-	17	1	5	1
Gender portrayal	10	3	-	-	5	2	9	2
Offensive comment	154	61	107	6	455	61	260	133
Offensive language	47	19	34	14	51	20	47	19
Television violence	110	59	40	9	85	24	56	20
Specialty channels								
Abusive comment	10	8	2	-	10	-	2	-
Adult content	90	55	32	14	82	39	41	10
Alcohol advertising	1	1	1	-	1	-	2	-
Gender portrayal	2	-	-	-	-	-	-	-
Offensive comment	38	25	12	2	212	202	22	12
Offensive language	14	7	7	2	32	23	25	8
Television violence	16	11	14	5	20	14	19	9
Pay television and pay-per-view services								
Abusive comment	-	-	-	-	-	-	-	-
Adult content	14	-	4	-	402	1	24	3
Alcohol advertising	-	-	-	-	-	-	-	-
Gender portrayal	-	-	-	-	-	-	-	-
Offensive comment	-	-	-	-	2	-	-	-
Offensive language	-	-	-	-	-	-	-	-
Television violence	1	-	-	-	-	-	-	-
Subscription radio (Satellite)								
Abusive comment	-	-	-	-	-	-	-	-

- Notes:
- a) Where a complaint alleges that hatred or contempt was incited on-air against one of the groups identified in the television, radio, or specialty regulations
 - b) Where a complaint alleges offensive humour or other comments that do not fall under the "abusive comment" provision
 - c) Where a complaint alleges offensive language in song lyrics or in spoken word

Source: CRTC Correspondence Tracking System. (The Rapids tracking system counts multiple contacts from the same client on the same complaint as separate units. The actual number of complaints received should be therefore slightly lower.)

Table 2.2.2 Number of contacts by public

	1 April to 31 March			
	2006-07	2007-08	2008-09	2009-10
Broadcasting related enquiries	13,947	14,594	7,131	5,747
Broadcasting complaints	7,951	5,581	11,851	12,740

Source: CRTC Correspondence Tracking System (The Rapids tracking system counts multiple contacts from the same client on the same complaint as separate units, therefore the actual number of complaints received should be slightly lower.)

Table 2.2.3 Complaints handled by the CBSC

	2006-07	2007-08	2008-09
Files handled by the CBSC	1,426	1,498	1,781
Referred by the CRTC	795	979	1,045

Source: CBSC annual reports

Table 2.2.4 Complaints handled by the ASC

	2005	2006	2007	2008	2009
Complaints received by the ASC	1,271	1,040	1,445	1,119	1,228
Complaints about television ads	579 (46%)	527 (51%)	857 (59%)	528 (47%)	546 (44%)
Complaints about radio ads	57 (4%)	73 (7%)	52 (4%)	56 (5%)	64 (5%)

Source: Ad complaints reports

2.3 Contribution and spending regimes

The Commission uses a number of approaches to achieve the cultural, social and economic objectives set out in the Acts. One such method has been the establishment of contribution and spending regimes.

In 2009, broadcasting and telecommunications providers contributed \$3.0 billion towards the achievement of these objectives. Approximately 94% of these funds were for cultural and programming initiatives under the *Broadcasting Act* and the remaining 6% were for the achievement of the social and economic objectives under the *Telecommunications Act*.

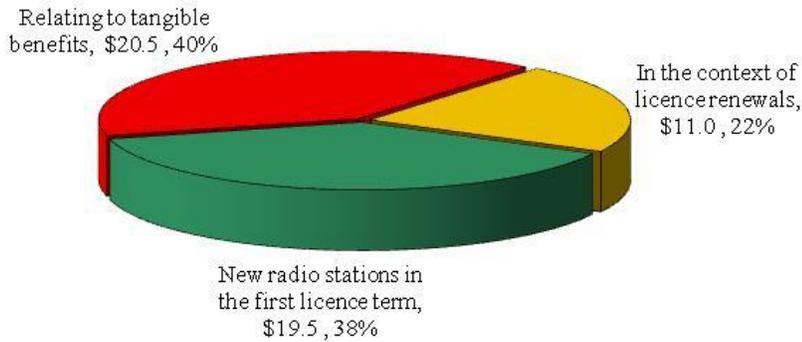
Contribution and spending regimes at a glance

	2008	2009	Growth
CCD reported by commercial radio and audio services (\$ millions)	29	51	76%
Television CPE (\$ millions)	2,431	2,429	-0.1%
BDU contribution to Canadian programming (\$ millions)	325 #	352	8%
Subsidization of residential telephone in high-cost serving areas (\$ millions)	209	182	-13%

Source : CRTC Data Collection

Statistical information: Contribution and spending regimes - Broadcasting¹⁰

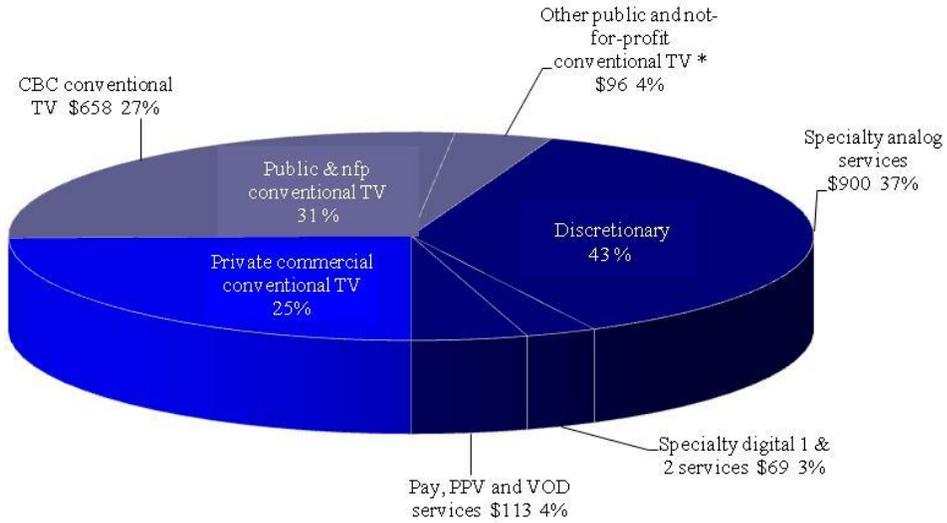
Figure 2.3.1 2009 Contributions to CCD reported by commercial radio & audio services, \$51.1 million



Notes: Minor variances are due to rounding.
Includes contributions made under both the CTD and CCD regimes.
Source: CRTC data collection

¹⁰ Based on the 1 September 2008 to 31 August 2009 broadcast year. Refer to the Broadcasting section of this report for additional statistical information. These charts do not reflect additional funding, incentives or contributions made by private institutions or government bodies towards the development and production of Canadian audio and visual content that are outside of the CRTC's administrative scope and mandate.

Figure 2.3.2 2009 Television CPE, \$2,429 million

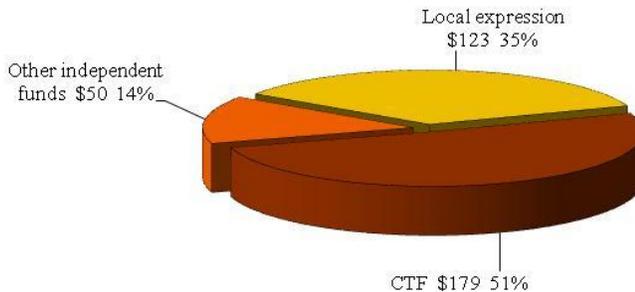


- Notes:
- (a) Minor variances are due to rounding.
 - (b) CPE: Includes expenditures on Canadian programs telecast, write-down of Canadian inventory, script and concepts and loss on equity Canadian programs.
 - (c) Includes expenditures relating to ownership transfer benefits and to commitments made at the time of licensing. Excludes CTF “top-up” reported by private conventional, specialty, Pay, PPV and VOD television services.
 - (d) CBC conventional television excludes indirect and facility cost allocations. Certain programming related expenses are included as programming costs beginning in 2008 consistent with CRTC guidelines.

* Estimate

Source: CRTC data collection

Figure 2.3.3 2009 BDU contributions to Canadian programming and local expression, \$352 million

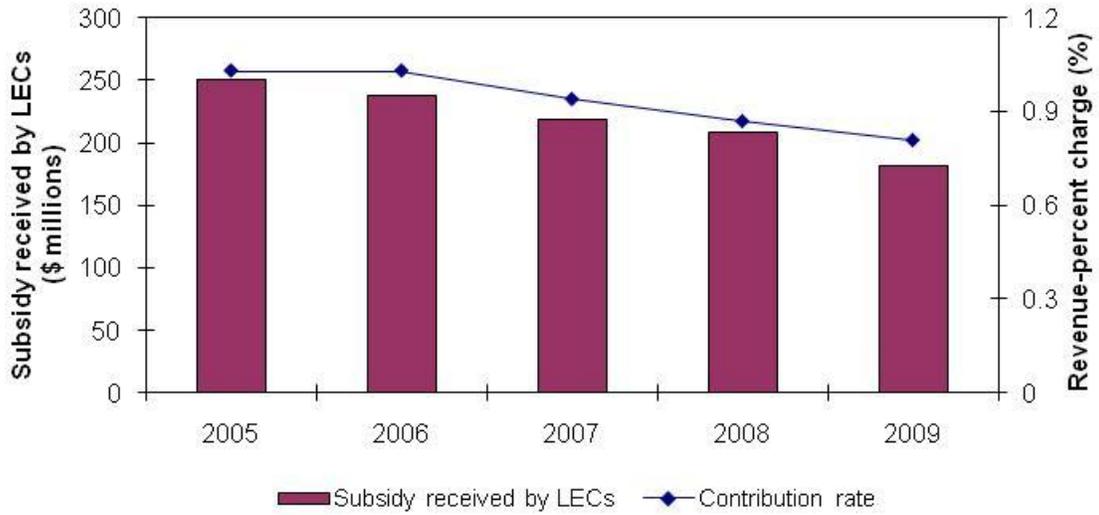


Note: Minor variances are due to rounding.

Source: CRTC data collection

Statistical Information: Contribution and spending regimes – Telecommunications

Figure 2.3.4 Subsidy paid to LECs and the revenue-percent charge

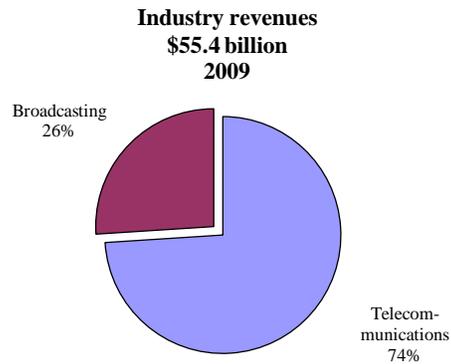


Sources: CRTC data collection and decisions

3.0 The Communications service industry

3.1 Communications service industry overview

This section provides a broad overview of the broadcasting and telecommunications service industries (the Canadian communications service industry), and briefly examines how network convergence is enabling industry participants to offer communications services outside of their traditional core services. In 2005, revenues of incumbent TSPs and cable companies, as a percent of total communications revenues, were approximately 59% and 23%, respectively. At the end of 2009, their revenues represented 52% and 31% of total communications revenues, respectively. The financial performance of individual sectors within broadcasting and telecommunications is found in sections 4 and 5.



Communications service industry at a glance

(\$ billions)	2008	2009	Growth 2008- 2009
Communications revenues	54.3	55.4	2.1%
Broadcasting	14.0	14.4	3.0%
Radio	1.6	1.5	-5.2%
TV	5.5	5.5	-0.2%
BDU	6.9	7.5	7.4%
Telecommunications	40.3	41.0	1.8%
Incumbent TSPs	28.7	28.8	0.6%
Cable companies	16.1	17.3	7.4%
Communications revenues to GDP (Percent)	4.4%	4.6%	5.1%

Source: CRTC data collection

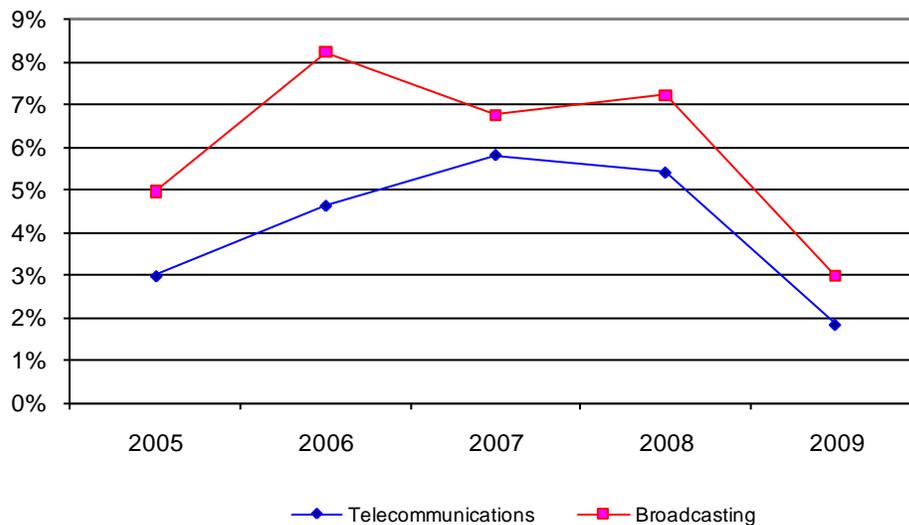
Statistical information – Financial overview

Table 3.1.1 Telecommunications and broadcasting revenues (\$ billions)

	2005	2006	2007	2008	2009	<i>Growth 2008- 2009</i>	<i>CAGR 2005- 2009</i>
Wireline	23.5	23.4	23.7	24.2 #	24.1	-0.5%	0.7%
Wireless	11.0	12.7	14.5	16.0	16.9	5.3%	11.3%
Total telecommunications revenues	34.5	36.1	38.2	40.3	41.0	1.8%	4.4%
Radio AM/FM	1.3	1.4	1.5	1.6 #	1.5	-5.2%	3.1%
Television	4.7	5.0	5.3	5.5 #	5.5	-0.2%	4.1%
BDU	5.3	5.8	6.3	6.9 #	7.5	7.4%	8.9%
Total broadcasting revenues	11.3	12.2	13.1	14.0	14.4	3.0%	6.3%
Total telecommunications and broadcasting revenues	45.8	48.3	51.3	54.3	55.4	2.1%	4.9%

Source: CRTC data collection

Figure 3.1.1 Broadcasting and telecommunications annual revenue growth rates



Source: CRTC data collection

Table 3.1.2 Industry revenues by type of provider (\$ thousands)

	2007	2008	2009	<i>Growth</i> 2008-2009	<i>CAGR</i> 2007-2009
Incumbent TSPs					
Telecommunications	26,710.2	27,151.5 #	26,719.7	0.1%	0.9%
Broadcasting undertakings	1,311.0	1,510.0	1,662.4	10.1%	12.6%
Subtotal	28,021.3	28,661.5 #	28,842.1	0.6%	1.5%
Utility telcos and other TSPs	488.1	585.8 #	723.7	23.5%	21.8%
Resellers	1,774.5	1,862.2 #	1,594.7	-14.4%	-5.2%
Cable Companies					
Telecommunications	9,231.6	10,674.3 #	11,519.7	7.9%	11.7%
Broadcasting undertakings	4,998.3	5,443.4	5,792.9	6.4%	7.7%
Subtotal	14,229.9	16,117.7 #	17,312.6	7.4%	10.3%
Broadcasting - Other entities	6,760.8 #	7,058.4 #	6,974.5	-1.2%	1.6%
Total	51,274.6	54,285.6 #	55,447.5	2.1%	4.0%

Source: CRTC data collection

Table 3.1.3 Industry convergence: Broadcasting v. Telecom

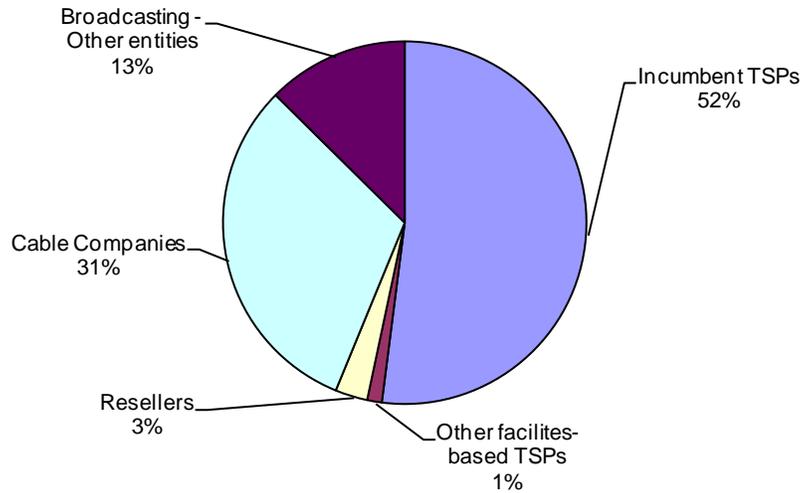
Year	Percent of incumbent BDUs' revenues from telecom services	Percent of ILECs' revenues from broadcasting services
2009	66.5%	5.8%
2008	66.2%	5.3%
2007	64.9%	4.7%

Note 1 Telecom services include: Local & access, long distance, Internet, data & private line, and wireless.

2 Broadcasting services include: Radio, television, pay & speciality, and BDU.

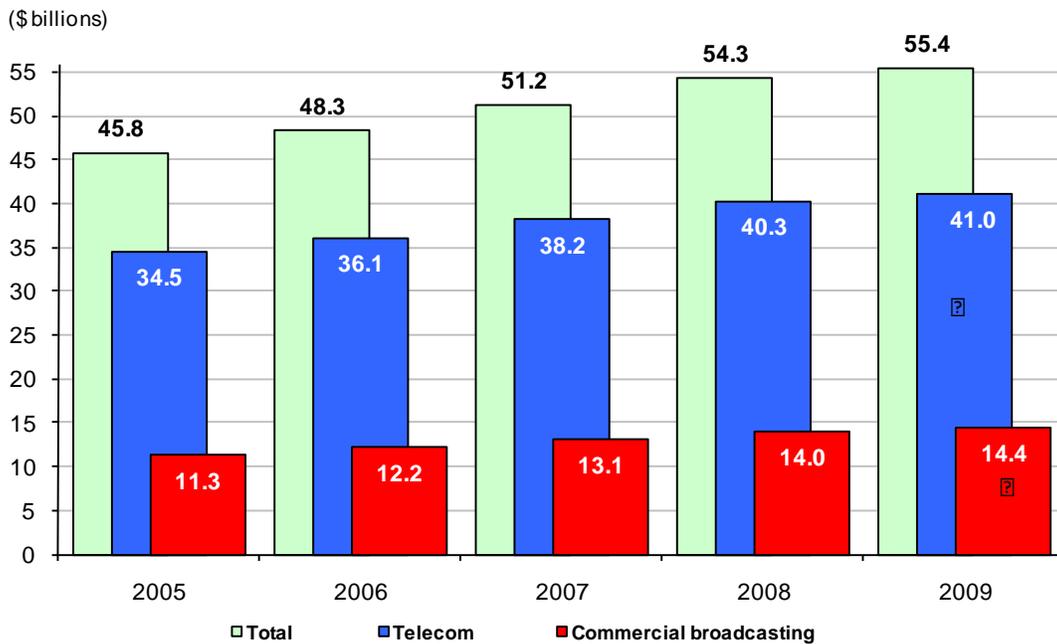
Source: CRTC data collection

Figure 3.1.2 Broadcasting and telecommunications revenues by type of provider (2009)



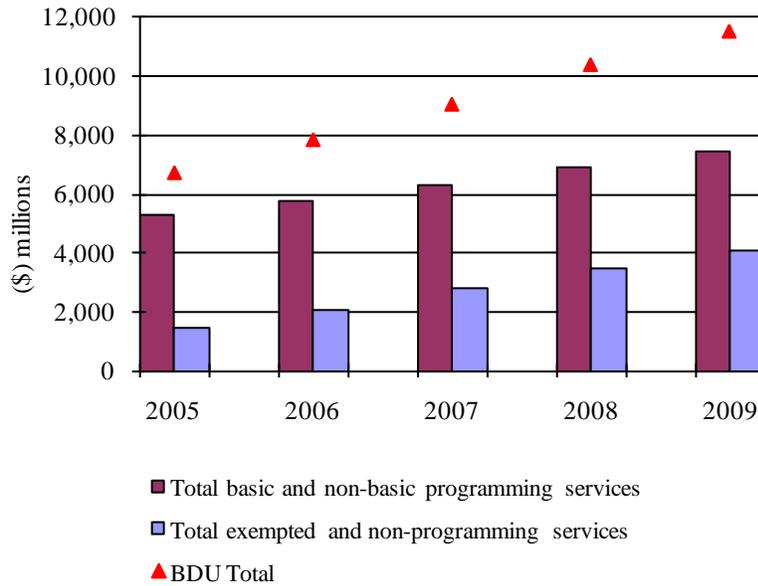
Source: CRTC data collection

Figure 3.1.3 Commercial broadcasting and telecommunications revenues (excluding non-programming and exempt services)



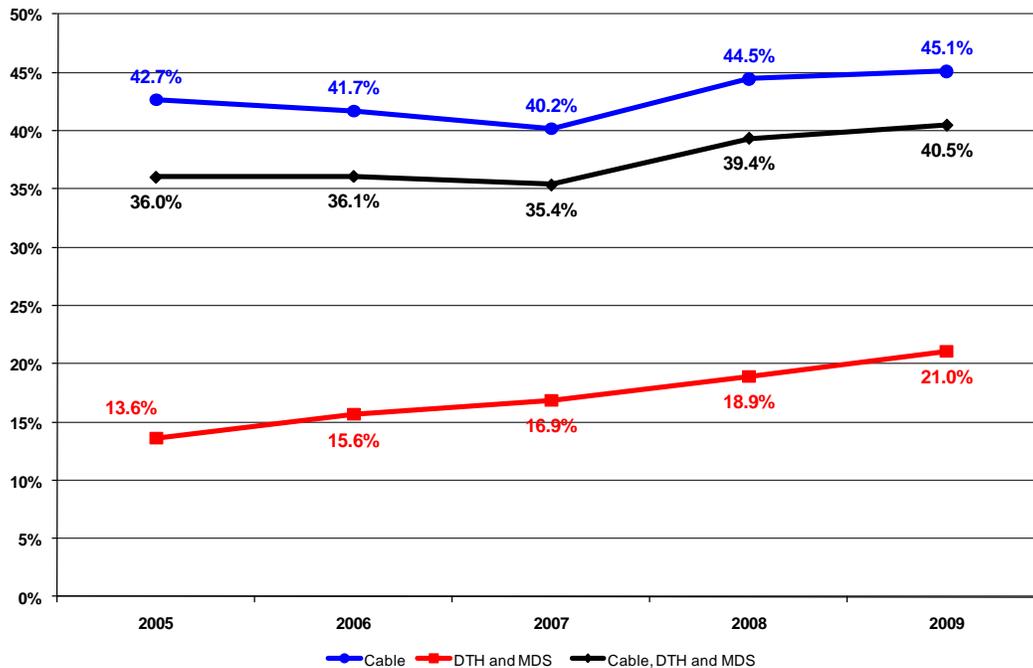
Source: CRTC data collection

Figure 3.1.4 BDU revenues by service type



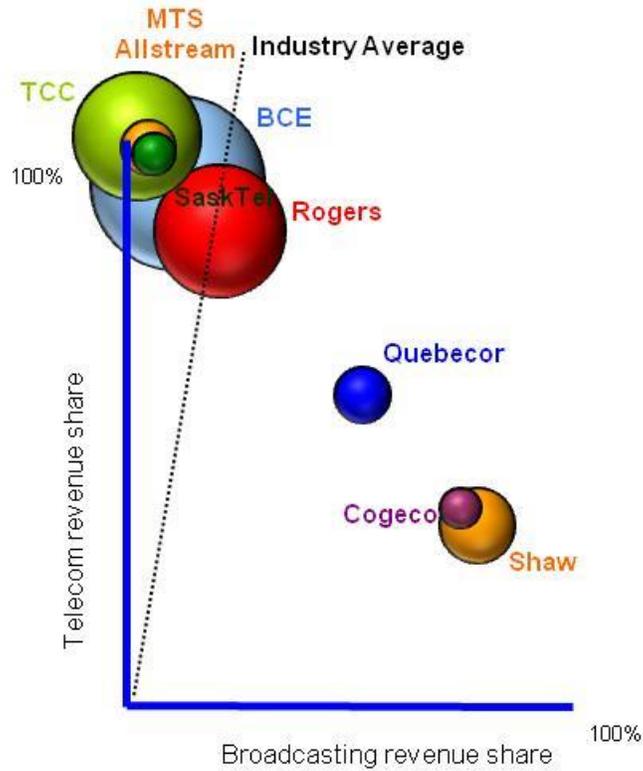
Source: CRTC data collection

Figure 3.1.5 BDU – EBITDA margins achieved from all services (programming, exempted and non-programming services)



Source: CRTC data collection

Figure 3.1.6 Select Canadian communications companies revenue composition



Note:

- (1) Bubbles represent estimated total telecommunications and broadcasting revenues in 2009.

Source: Company websites and other public annual reports

Figure 3.1.7 Broadcasting and telecommunications operating platforms

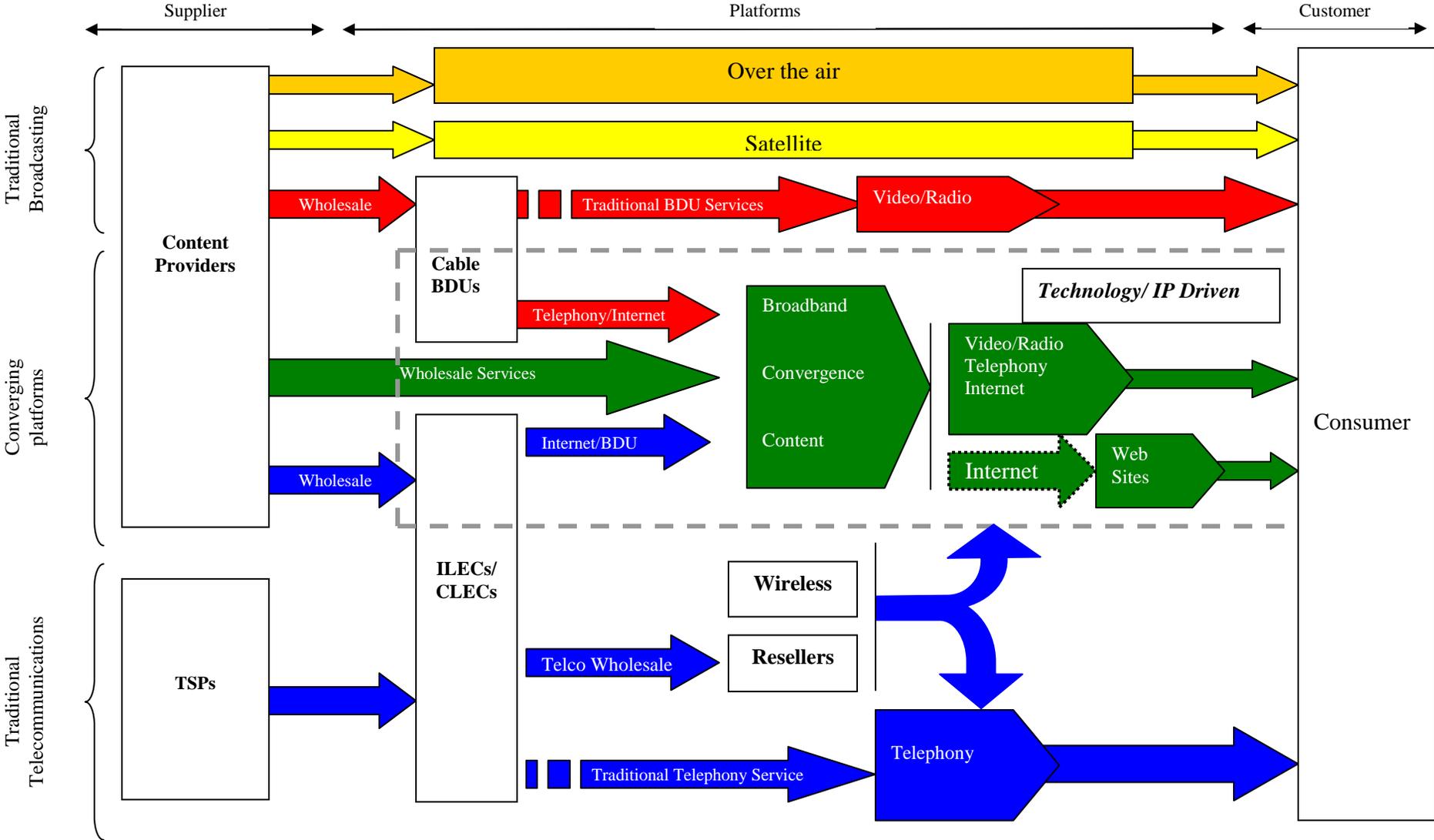
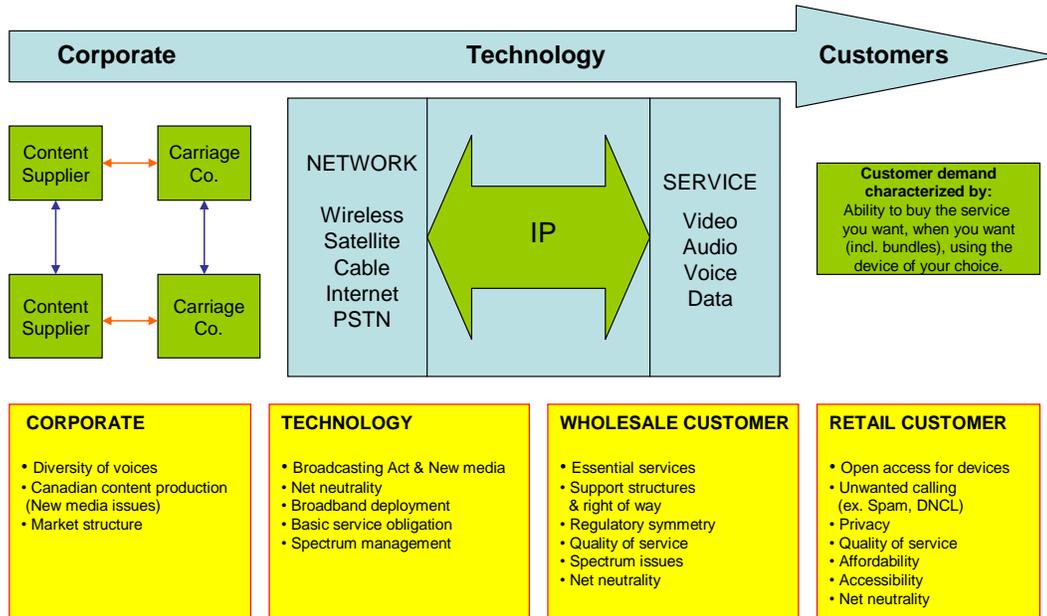


Figure 3.1.8 Regulatory considerations in a converging industry



4.0 Broadcasting

There are three delivery platforms for the broadcast of radio and television programming:

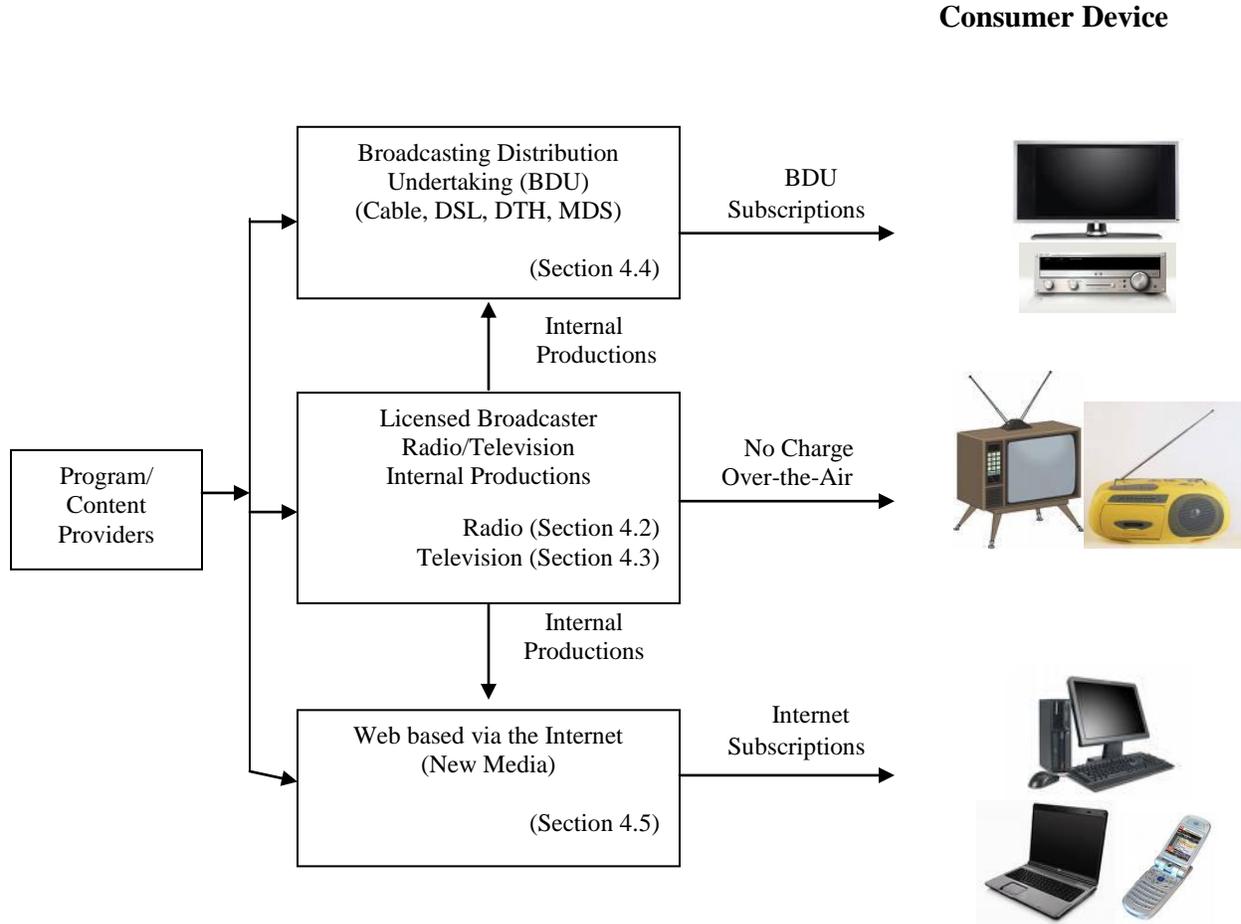
- i) conventional transmission where the licensed broadcasters transmit either radio or television programs to the general public free of charge over assigned frequencies or channels in the appropriate spectrum (AM, FM, VHF, UHF, or L-Band);
- ii) over dedicated landline (cable or DSL) or wireless (satellite, DTH, MDS) facilities of licensed BDUs that transmit radio and television programming over their networks to subscribers of their services for a monthly subscription fee; and,
- iii) more recently, via the Internet using web-based facilities or sites to subscribers of high-speed or broadband Internet service.

Various models have been developed by the providers to recover the costs of the content that users access via the Internet. These models range from free, as the costs are recovered through advertisements (Joost and Hulu), to subscription based (Jump TV), to pay-per-view (Apple TV).

Broadcasters that produce their own content can broadcast their content over their facilities, use their web-based facilities or use the services of a BDU.

These services are available virtually to all Canadians.

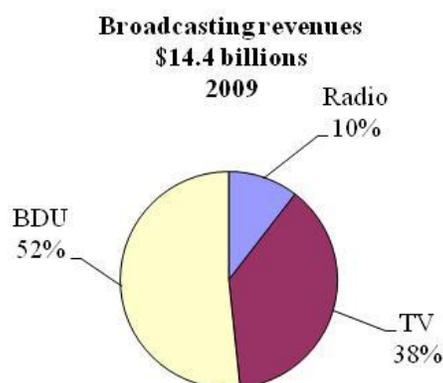
Diagram 4.0.1 Program distribution



4.1 Broadcasting - Financial review

Sector overview

Broadcasting revenues include revenues from radio, television, and BDUs. Radio revenues include AM and FM commercial radio stations. Television revenues include CBC conventional television, private conventional television, and pay, PPV, VOD and specialty services. BDU revenues include cable and DTH / MDS as well as IPTV services, but exclude Internet and telephony service revenues.



Broadcasting at a glance

	2008	2009	Growth
Revenues (\$ millions)			
Broadcasting	14,012 #	14,430	3.0%
Radio	1,591 #	1,508	-5.2%
Television	5,480 #	5,467	-0.2%
BDU ^{1,2}	6,941 #	7,455	7.4%
PBIT (\$ millions)			
Radio	335	272	-18.9%
Television	656	562	-14.3%
EBITDA (\$ millions)			
BDU	1,722	1,785	3.7%

Source: CRTC data collection

- Notes:
1. BDU revenues include non-reporting BDU revenues, but exclude exempt and non-programming services. The EBITDA of the BDUs represents only basic and non-basic services.
 2. Internet and telephony services are excluded. These services are discussed in section 5 of this report.

Statistical information - Broadcasting revenues

Table 4.1.1 Broadcasting revenues (\$ millions)

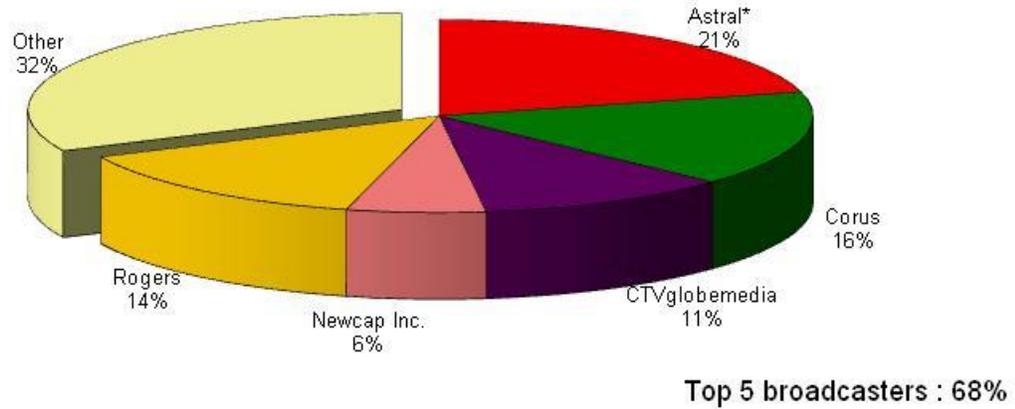
	2005	2006	2007	2008	2009	<i>Growth</i> 2008-2009	<i>CAGR</i> 2005-2009
Radio							
AM	306	322	329	331 #	306	-7.4%	0.0%
FM	1,037 #	1,097 #	1,173	1,260 #	1,201	-4.7%	3.8%
Radio Total	1,343 #	1,419 #	1,502	1,591 #	1,508	-5.2%	2.9%
Television							
CBC conventional television*	292	392	356	412	392	-5.0%	7.6%
Private conventional television	2,146	2,143	2,171	2,138	1,971	-7.8%	-2.1%
Pay, PPV, VOD, and specialty service	2,222	2,499	2,729 #	2,929 #	3,105	6.0%	8.7%
Television Total	4,660	5,034	5,256 #	5,480 #	5,467	-0.2%	4.1%
BDU							
Cable	3,522	4,008	4,334	4,762	5,123	7.6%	9.8%
DTH/MDS undertakings	1,438	1,641	1,834	2,036	2,189	7.5%	11.1%
Non-reporting BDUs	354 #	144 #	144 #	143 #	143	0.0%	-20.2%
BDU Total	5,314 #	5,793 #	6,312 #	6,941 #	7,455	7.4%	8.8%
Broadcasting Total	11,316 #	12,246 #	13,070 #	14,012 #	14,430	3.0%	6.3%

n/m = not meaningful

Note: * CBC revenues include advertising and other commercial revenues. Parliamentary appropriations are excluded.

Source: CRTC data collection

Figure 4.1.1 2009 Commercial radio revenues by broadcaster

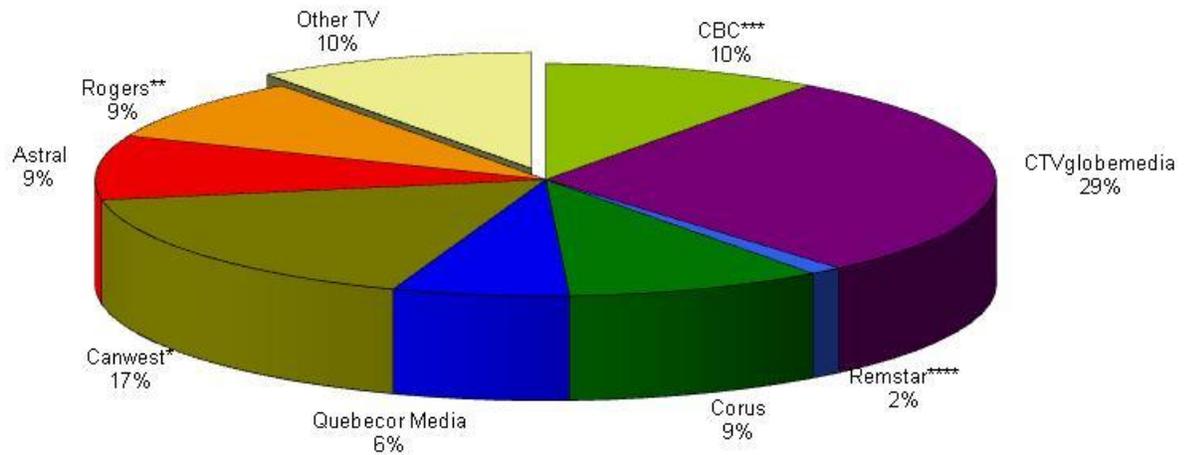


Source: CRTC data collection

* In December 2007, the Commission approved an application by Astral Media Inc. to acquire Standard Broadcasting Corporation Limited's radio assets.

The percentage of total revenue calculation is based on total revenues reported for each service where the broadcaster had greater than 50% direct and indirect voting interest as of 31 August 2009.

Figure 4.1.2 2009 Commercial television revenues by broadcaster



Top 5 broadcasters : 74%

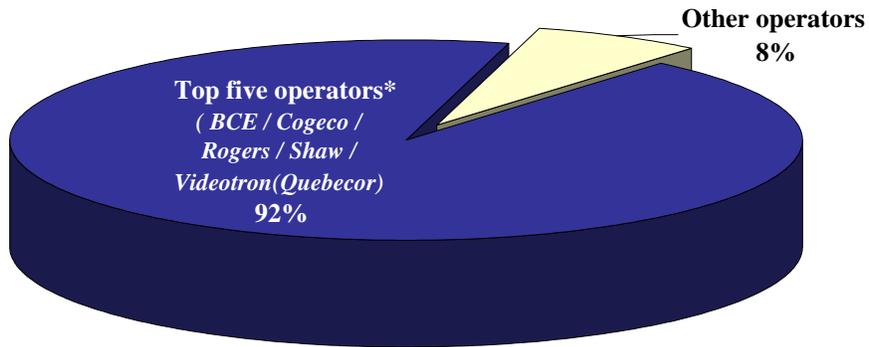
Source: CRTC data collection

Notes:

- * In December 2007, the Commission approved an application by Canwest for authority to transfer effective control of Alliance Atlantis Broadcasting Inc.'s television specialty services.
- ** In September 2007, the Commission approved an application by Rogers Broadcasting Inc. or authority to transfer effective control of the five OTA CityTV stations previously owned and operated by CHUM Limited.
- *** Based on advertising, subscriber and other commercial revenues only and does not include parliamentary appropriations.
- **** Includes conventional TQS stations. In June 2008 the Commission approved, subject to certain conditions, the acquisition by Remstar Diffusion Inc. of TQS's network and television stations in Montréal, Québec, Trois-Rivières, Sherbrooke and Saguenay. The Commission also approved the acquisition by CBC of the assets of the French-language television programming undertakings CKSH-TV Sherbrooke, CKTM-TV Trois-Rivières and CKTV-TV Saguenay and its transmitter CKTV-TV-1 Saint-Fulgence, Quebec, from TQS inc.

Percentage of total revenue calculation is based on total revenues reported for each service where the broadcaster had greater than 50% and/or direct and indirect voting interest as at 31 August 2009.

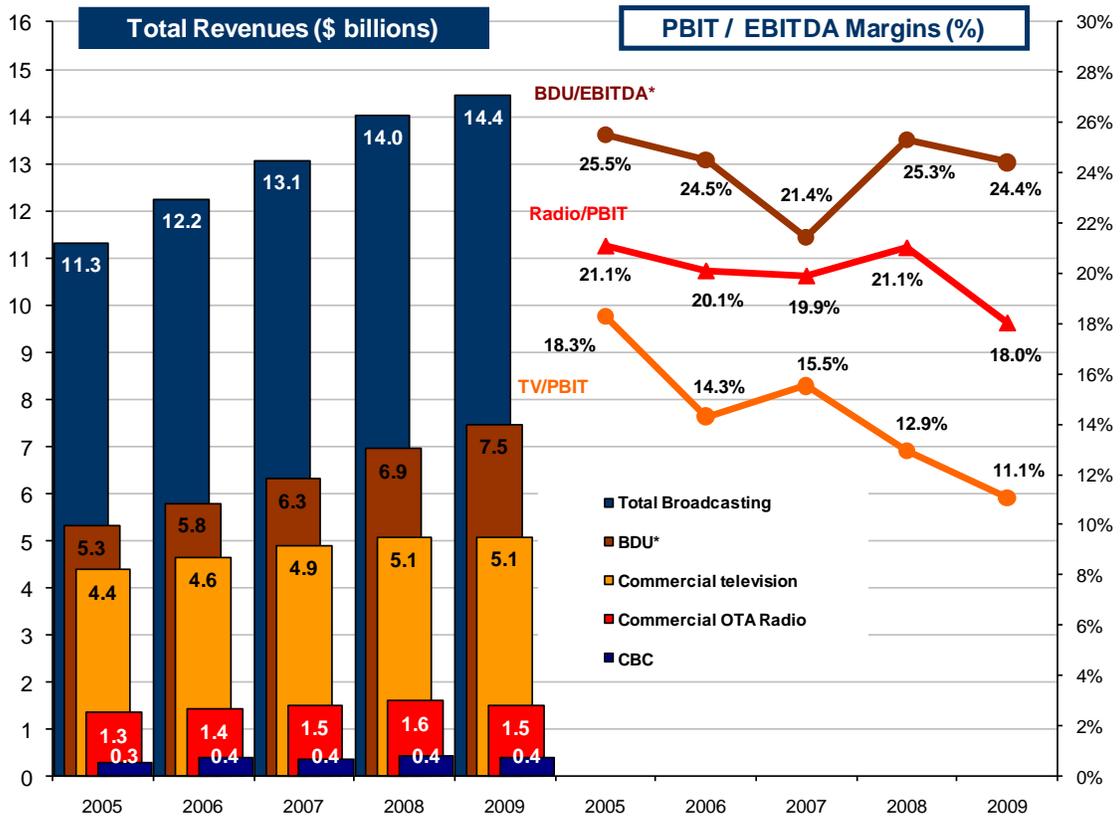
Figure 4.1.3 2009 BDU revenues by operator



Source: CRTC data collection

Note: * Includes non-reporting BDU revenues

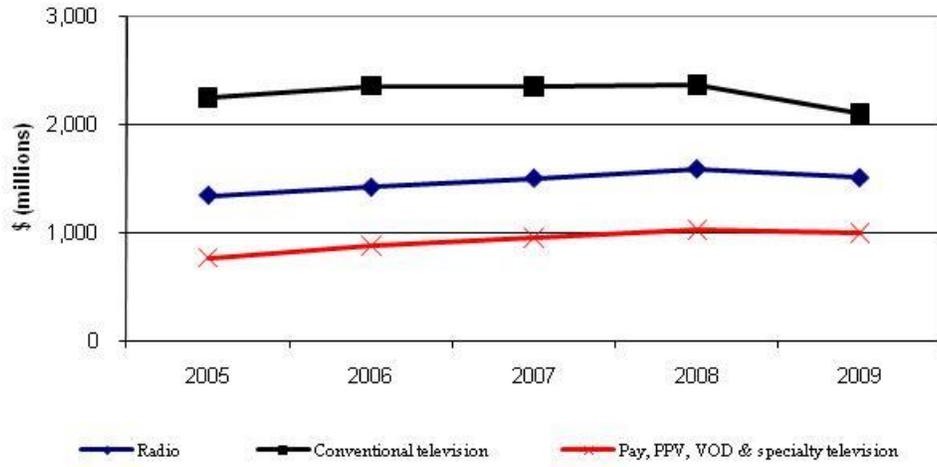
Figure 4.1.4 Total broadcasting revenues and PBIT/EBITDA margins



Source: CRTC data collection

* BDU revenues include non-reporting BDU revenues, but exclude exempt and non-programming services. BDU EBITDA represents only basic and non-basic services.

Figure 4.1.5 Canadian advertising revenues

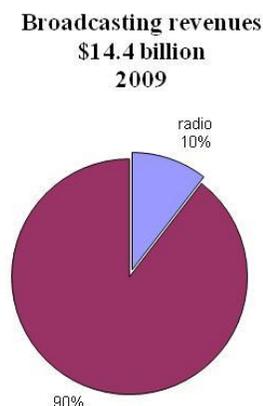


Source: CRTC data collection

4.2 Radio

Sector overview

The radio market in Canada consists of over 1,200 radio and audio services. Ninety-eight percent of these radio and audio services are over-the-air while the remaining 2% are delivered by BDUs. Canada's national broadcaster, the CBC, accounts for approximately 8.7% of radio and audio services while the private commercial broadcasters account for 60.3%. The remaining 31.0% consists of religious, community, campus, Aboriginal and other radio and audio services.



Radio at a glance

	2008	2009	Growth
Number of radio and audio services in Canada	1,213	1,221	0.7%
English-language	897	910	1.4%
French-language	270	265	-1.9%
Third-language	46	46	0.0%
Total number of private commercial radio and audio services in Canada	736	736	0.0%
English-language (percent)	80%	81%	
French-language (percent)	15%	15%	
Total commercial radio revenues (\$ millions)	1,579.6	1,507.6	-4.6%
English-language (percent)	82%	87%	
French-language market (Percent)	15%	15%	
Largest private commercial radio operators (Percent of total revenues)			
English-language market - top 5	72%	71%	
French-language market - top 3	82%	82%	
Private commercial broadcasters PBIT (\$ millions)	334.9	271.6	-18.9%
English-language (\$ millions)	299.9	234.1	-21.9%
French-language market (\$ millions)	33.3	35.4	6%
Average weekly hours tuned per capita	18.3	17.7	-3.2%
Private commercial radio tuning share in an average week (%)	79.1%	79.0%	
Largest English- and French-language private commercial radio operators fall tuning share (%)	54%	54%	

Source: CRTC data collection

Statistical Information – Radio

Table 4.2.1 Number and type of radio and audio services authorized to broadcast in Canada¹

	English Language ²		French Language ³		Third Language		All Languages	
	2008	2009	2008	2009	2008	2009	2008	2009
Over-the-air radio services⁴								
National public broadcaster								
CBC Radio One / Première chaîne ⁵	36	38	20	20			56	58
CBC Radio 2 / Espace Musique	14	14	12	12			26	26
CBC Radio network licences	2	2	2	2			4	4
CBC digital: Radio One / Première chaîne ⁹	5	5	4	4			9	9
CBC digital: Radio Two / Espace musique ⁹	5	5	4	4			9	9
Private Commercial								
AM stations	135	128	10	9	13	13	158	150
FM stations ⁵	416	433	95	94	12	12	523	539
AM and FM network licenses ⁶	7	4	7	2			14	6
Digital radio (stand-alone and transitional) ⁹	32	32	4	4	5	5	41	41
Religious (music and spoken word)⁷	45	47	27	27	1	1	73	75
Community								
Type A stations ⁸	11	11	34	33			45	44
Type B stations	29	31	28	33	1	1	58	65
Developmental	6	9					6	9
Campus								
Community based	36	36	5	5			41	41
Instructional	10	10					10	10
Developmental							0	0
Aboriginal - Type B stations⁸	39	36	11	9			50	45
Other (tourist/traffic, Environment Canada, special event, other network licences, etc)¹⁰	59	60	7	7	2	2	68	69
Total number of over-the-air Canadian radio services	887	901	270	265	34	34	1,191	1,200
Multi-channel subscription radio services & Audio services delivered by BDUs								
Satellite subscription radio service	2	2					2	2
Terrestrial subscription radio service	0	0					0	0
Specialty audio (commercial / Non-profit, regional / national)	4	3			12	12	16	15
Pay audio (English and French national services)	4	4					4	4
Total number of Canadian radio and audio services	897	910	270	265	46	46	1,213	1,221

- Notes:
1. Number of services approved, but not necessarily broadcasting. Unless a request for an extension of time is approved by the Commission, most undertakings must be operational within 24 months of the decision date. The data is as of 31 December 2009.
 2. Includes bilingual (English and French) and English-native services.
 3. Includes French-native services.
 4. Excludes radiocommunication distribution undertakings (RDU), rebroadcasters and exempted radio services.
 5. Approval of a new FM radio station resulting from an AM to FM band conversion will result in station double counting until the AM licence is surrendered by the licensee - roughly three months after AM and FM simulcast transition period.
 6. Most of the commercial network licences noted here fall under *Exemption order respecting certain network operations*, Broadcasting Public Notice CRTC 2006-143, 10 November 2006, and will not need to be renewed after their current licence term expires.
 7. Includes commercial and not-for-profit religious radio stations.
 8. Excludes network licences.
 9. Number of transitional digital radio stations approved but not necessarily on air. For detailed markets, see table 4.2.2
 10. The decline in these services was mostly due to expiration of licences as of 31 August 2009. A large part of these licences met the various exemption orders, Broadcasting Public Notice CRTC 2003-35, 10 July 2003, Broadcasting Public Notice CRTC 2004-92, 26 November 2004, Broadcasting Public Notice CRTC 2006-143, 10 November 2006.

Source: CRTC APP1205 and APP1200 reports – run 5 January 2010

Table 4.2.2 Markets with transitional digital⁽¹⁾ radio stations in Canada⁽²⁾

Market, Province ⁽³⁾	Commercial			Total
	English	French	Ethnic	
Montréal, QC	2	3	-	5
Toronto, ON	11	-	4	15
Brampton, ON	1	-	-	1
Vancouver, BC	5	-	-	5
Richmond, BC	1	-	-	1
All Canada	20	3	4	27

Notes: 1. L – Band (1452 to 1492 MHz): In December 2009, Industry Canada launched a consultation on the Spectrum Allocations and Spectrum Utilization Policies for the Frequency Range 1435-1525 MHz (www.ic.gc.ca/eic/site/smt-gst.nsf/eng/sf09751.html).

2. Number of stations licensed.

3. Based on BBM Radio Markets.

Source: Appendix 1 to Broadcasting Decision CRTC 2009-810

Table 4.2.3 Number of new over-the-air radio stations approved from 1 January 2005 to 31 December 2009

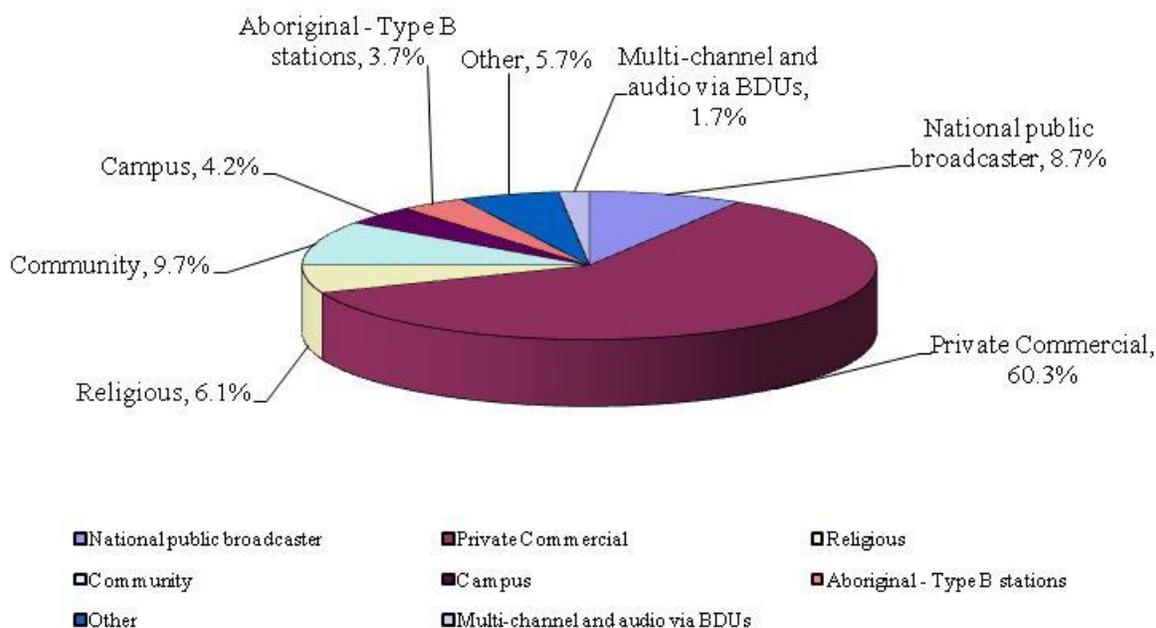
		2005	2006	2007	2008	2009	Total
<i>Number of new over-the-air radio stations approved</i>		44	72	55	43	37	251
<i>Number of stations approved by:</i>							
<i>Language</i>	English-language	38	54	46	40	32	210
	French-language	4	16	7	2	5	34
	Ethnic	2	2	2	1	0	7
<i>Licence category</i>	Commercial	33	48	36	34	21	172
	Community	8	13	7	6	11	45
	Campus	-	3	3	-	-	6
	Native	-	2	4	2	1	9
	Other	3	6	5	1	4	19
<i>Type</i>	Stand-alone digital	-	-	-	-	-	0
	Digital Radio	-	-	2	-	-	2
	AM Frequency	2	4	2	-	1	9
	FM Frequency	42	68	51	43	36	240
	<i>AM to FM Conversions (included in FM)</i>	9	12	13	7	8	49
<i>Process</i>	Competitive	9	18	17	23	8	75
	Non-Competitive	35	54	38	20	29	176

Notes: a) Excludes radiocommunication distribution undertakings (RDU), rebroadcasters, pay audio, specialty audio services and multi-channel subscription radio services.

b) “Other” includes not-for-profit, CBC/SRC, tourist, Environment Canada, etc. radio stations.

Sources: CRTC Decisions issued from 1 January 2005 to 31 December 2009

Figure 4.2.1 Type of radio and audio services authorized to broadcast in Canada (2009)



Source: CRTC APP1205 and APP1200 reports – run 2 January 2009

Table 4.2.4 Average weekly hours tuned per capita¹ by age group

	2005	2006	2007	2008	2009
Weekly hours per age group					
All persons 12+	19.1	18.6	18.3	18.3	17.7
Annual Growth	-2.1%	-2.6%	-1.6%	0.0%	-3.2%
Teens 12 - 17	8.6	7.6	7.2	7.2	6.8
Annual Growth	1.2%	-11.6%	-5.3%	0.0%	-6.2%
Adults					
18 - 24	15.2	14.1	13.3	13.1	12.0
Annual Growth	-3.2%	-7.2%	-5.7%	-1.5%	-8.0%
25 - 34	18.1	18.3	17.4	17.3	16.6
Annual Growth	-6.2%	1.1%	-4.9%	-0.6%	-4.1%
35 - 49	21.0	20.6	20.2	19.9	19.2
Annual Growth	-2.3%	-1.9%	-1.9%	-1.5%	-3.2%
50 - 54	21.5	21.0	21.2	21.5	20.6
Annual Growth	-0.5%	-2.3%	1.0%	1.4%	-3.9%
55 - 64	21.9	21.1	21.1	21.1	20.8
Annual Growth	-0.9%	-3.7%	0.0%	0.0%	-1.4%
65 +	21.6	21.3	21.5	21.6	21.0
Annual Growth	-3.1%	-1.4%	0.9%	0.5%	-2.9%

Note: 1) Average weekly hours per capita is determined by dividing the total number of hours tuned by the population

Source: BBM Canada Fall Radio Diary Surveys – all persons 12+, Monday to Sunday, 5 a.m. to 1 a.m (Total Canada).

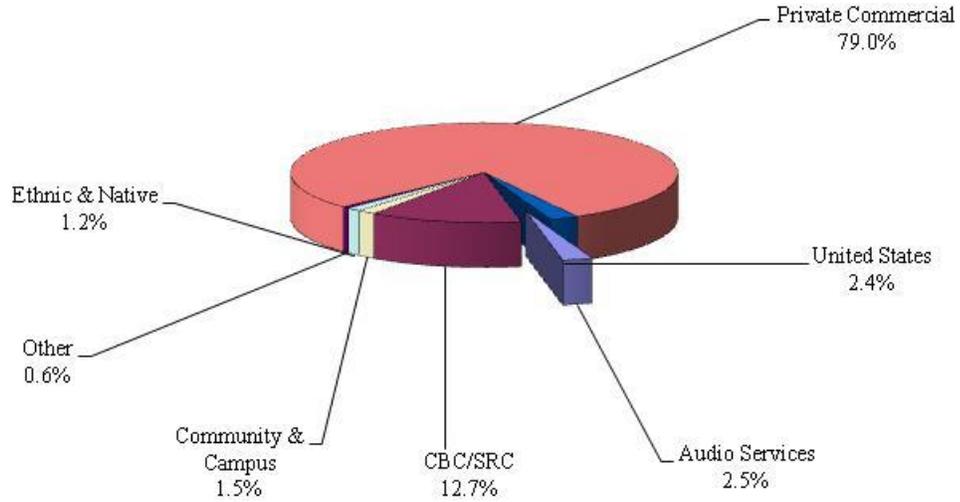
Table 4.2.5 Radio tuning share in an average week and average weekly hours tuned by listener¹ for English and French AM and FM bands

	2005	2006	2007	2008	2009	<i>Growth 2008-2009</i>
Percentage of Hours Tuned (%)						
English AM	21.0	19.3	19.1	18.7	17.7	-5.3%
English FM	52.7	55.0	54.8	54.0	54.9	1.7%
<i>Subtotal</i>	73.7	74.3	73.9	72.7	72.6	
<i>Annual Growth</i>	-0.3%	0.8%	-0.5%	-1.6%	-0.1%	
French AM	1.9	1.6	0.9	0.9	1.1	22.2%
French FM	18.9	17.9	18.7	19.9	19.6	-1.5%
<i>Subtotal</i>	20.8	19.5	19.6	20.8	20.7	
<i>Annual Growth</i>	-0.5%	-6.2%	0.5%	6.1%	-0.5%	
Other	5.6	6.2	6.5	6.5	6.7	3.1%
<i>Annual Growth</i>	7.7%	10.7%	4.8%	0.0%	3.1%	
Average weekly hours per listener	20.7	20.4	20.2	20.0	19.5	-2.5%
<i>Annual Growth</i>	-1.4%	-1.4%	-1.0%	-1.0%	-2.5%	
Total average national hours (millions)	531.6	525.5	521.3	530.6	525.1	-1.0%
<i>Annual Growth</i>	-1.2%	-1.1%	-0.8%	1.8%	-1.0%	

- Notes:
1. Average weekly hours per listener are determined by dividing the total number of hours tuned by reach.
 2. "Other" is principally over-the-air tuning to U.S. border stations. "Other" also includes tuning to Internet radio that is not attributed to Canadian over-the-air radio stations, multi-channel subscription (satellite radio) services, pay and specialty audio services, over-the-air and video services available on cable and unknown.

Source: BBM Canada S4 2005 to Fall 2009 Radio Diary Surveys for all persons 12+, Monday to Sunday, 5 a.m. to 1 a.m (Total Canada).

Figure 4.2.2 Radio tuning share in an average week



Note: “Audio Services” includes tuning to: multi-channel subscription (satellite radio) services, pay and specialty audio services, over-the-air radio stations, and video services broadcast on cable and the Internet.

Source: BBM Canada Fall 2009 Radio Diary Survey for all persons 12+, Monday to Sunday, 5 a.m. to 1 a.m (Total Canada); and CRTC data collection.

Table 4.2.6 Fall tuning achieved by the largest private commercial radio operators in Canada¹

Listening hours (thousands) per corporation	2007	2008	2009
Astral Media Inc. ⁴	33,812	91,712	89,679
<i>Share of national tuning</i>	6%	17%	17%
Standard Broadcasting Corporation Limited	60,604		
<i>Share of national tuning</i>	12%		
Corus Entertainment Inc.	83,424	83,495	81,589
<i>Share of national tuning</i>	16%	16%	16%
Rogers Broadcasting Limited	47,380	46,053	49,513
<i>Share of national tuning</i>	9%	9%	
CTVglobemedia Inc.	35,008	38,047	36,867
<i>Share of national tuning</i>	7%	7%	7%
Newcap Inc.	21,724	25,014	22,087
<i>Share of national tuning</i>	4%	5%	4%
Total listening hours for largest private commercial radio operators	281,952	284,320	279,735
<i>Share of national tuning</i>	54%	54%	53%
Total listening hours for Canadian private commercial radio ²	417,596	419,639	416,630
<i>Share of national tuning</i>	80%	79%	79%
Total listening hours for all radio ³	521,335	530,630	525,045

- Notes: 1 Refer to "Notes to tables 4.2.6, 4.2.7 and 4.2.9" found under Table 4.2.9.
2. Listening hours include tuning to Canadian private commercial radio service.
3. Listening hours include tuning to public and private Canadian and U.S. radio stations.
4. Astral Media acquired assets of Standard Broadcasting Corporation Limited as in Broadcasting Decision CRTC 2007-359, 28 September 2007.
5. Note that diary data from a limited sample in Montréal is included in this report, not electronic data that is the published currency of BBM Canada. With the extension of electronic PPM measurement to include Montréal, Toronto, Calgary, Edmonton, and Vancouver in 2010 future reports will include such data for those markets rather than diary data.

Source: BBM Canada S4 2007 to Fall 2009 Radio Diary Surveys, 5 a.m. to 1 a.m., all persons 12+ (Total Canada); and CRTC APP and data collection.

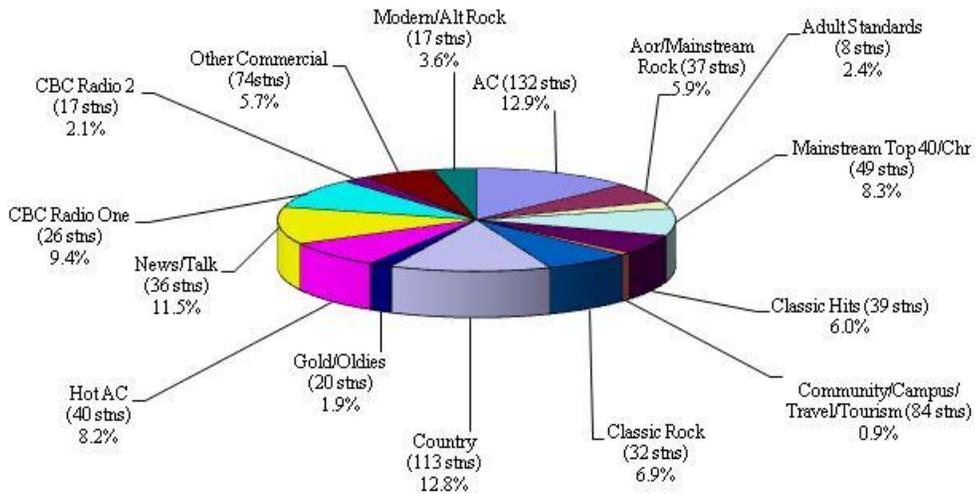
Table 4.2.7 Fall tuning achieved by largest English- and French-language private commercial radio operators in Canada¹

Listening hours (thousands) per Corporation	2007	2008	2009
Largest Canadian English-language radio operator			
Corus Entertainment Inc.	61,834	60,417	58,968
<i>Share of tuning to English-language radio</i>	<i>16%</i>	<i>16%</i>	<i>15%</i>
Astral Media: Standard Broadcasting Corporation Limited ³	60,604	59,836	58,846
<i>Share of tuning to English-language radio</i>	<i>16%</i>	<i>16%</i>	<i>15%</i>
Rogers Broadcasting Limited	47,380	46,053	49,513
<i>Share of tuning to English-language radio</i>	<i>12%</i>	<i>12%</i>	<i>13%</i>
CTVglobemedia Inc.	35,008	38,047	36,867
<i>Share of tuning to English-language radio</i>	<i>9%</i>	<i>10%</i>	<i>10%</i>
Newcap Inc.	21,724	25,014	22,087
<i>Share of tuning to English-language radio</i>	<i>6%</i>	<i>6%</i>	<i>6%</i>
Total listening hours for largest private English commercial operators	226,550	229,365	226,281
<i>Share of tuning to English-language radio</i>	<i>59%</i>	<i>59%</i>	<i>59%</i>
Total listening hours for Canadian English-language radio ²	385,116	385,823	381,165
Largest Canadian French-language radio operator			
Astral Media Inc. ³	30,868	31,876	30,833
<i>Share of tuning to French-language radio</i>	<i>30%</i>	<i>29%</i>	<i>28%</i>
Corus Entertainment Inc.	21,590	23,078	22,621
<i>Share of tuning to French-language radio</i>	<i>21%</i>	<i>21%</i>	<i>21%</i>
Cogeco Inc.	11,634	13,027	13,175
<i>Share of tuning to French-language radio</i>	<i>11%</i>	<i>12%</i>	<i>12%</i>
Total listening hours for largest private French commercial operators	64,092	67,981	66,629
<i>Share of tuning to French-language radio</i>	<i>63%</i>	<i>62%</i>	<i>61%</i>
Total listening hours for Canadian French-language radio ²	102,280	110,279	108,591

- Notes:
1. Refer to “Notes to Tables 4.2.6, 4.2.7, and 4.2.9” following Table 4.2.9
 2. Listening hours include tuning to public and private Canadian English-language and French-language stations.
 3. Astral Media acquired the assets of Standard Broadcasting Corporation Limited as approved in Broadcasting Decision CRTC 2007-359, 28 September 2007
 4. Note that diary data from a limited sample in Montréal is included in this report, not electronic data that is the published currency of BBM Canada. With the extension of electronic PPM measurement to include Montréal, Toronto, Calgary, Edmonton, and Vancouver in 2010 future reports will include such data for those markets rather than diary data.

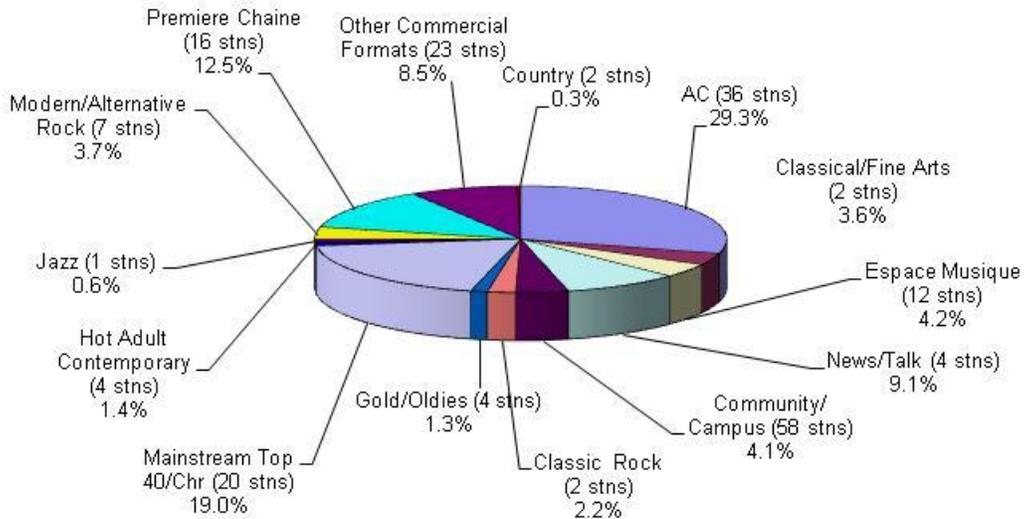
Source: BBM Canada S4 2007 to Fall 2009 Radio Diary Surveys, 5 a.m. to 1 a.m., all persons 12+ (Total Canada); and CRTC data collection.

Figure 4.2.3 Radio tuning shares - English-language station formats



Source: BBM Canada Fall 2009 Radio Diary Survey for all persons 12+, Monday to Sunday, 5 a.m. to 1 a.m. (Total Canada); and CRTC data collection

Figure 4.2.4 Radio tuning shares - French-language station formats



Source: BBM Canada Fall 2009 Radio Diary Survey for all persons 12+, Monday to Sunday, 5 a.m. to 1 a.m. (Total Canada); and CRTC data collection

Table 4.2.8 Revenues and number of undertakings reporting financial results for private commercial radio stations – English, French, and Ethnic

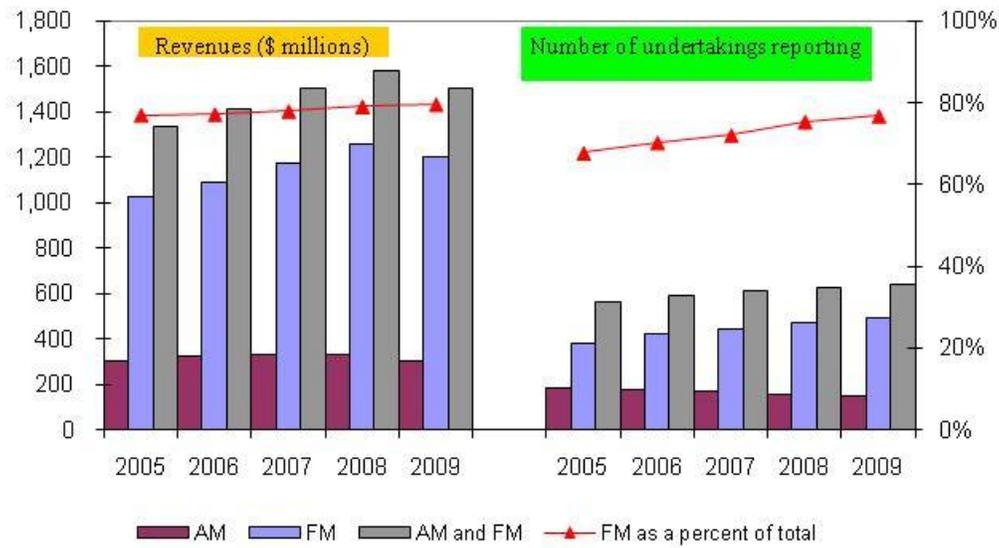
	2005	2006	2007	2008	2009	Growth 2008- 2009	CAGR 2005- 2009
Revenues (\$ Millions)							
AM English	266.1	281.9	291.6	295.5	271.9	-8%	1%
AM French	18.3	18.6	16.2	12.7	11.6	-9%	-11%
AM Ethnic	21.3	21.1	21.8	22.5	22.6	0%	1%
AM Total	305.7	321.6	329.6	330.7	306.1		0%
<i>Annual Growth</i>	1%	5%	3%	0%	-7%		
FM English	829.8	879.8	946.3	1,018.0	958.5	-6%	4%
FM French	193.7	202.3	210.8	225.3	226.8	1%	4%
FM Ethnic	13.1	15.1	16.1	16.8	16.2	-4%	5%
FM Total	1,036.6	1,097.2	1,173.2	1,260.1	1,201.5		4%
<i>Annual Growth</i>	12%	6%	7%	7%	-5%		
Total revenues	1,342.3	1,418.8	1,502.8	1,590.8	1,507.6	-5%	3%
Number of undertakings reporting financial results							
AM English	157	153	148	136	129	-5%	-5%
AM French	15	15	13	10	9	-10%	-12%
AM Ethnic	8	8	10	10	11	10%	8%
AM total	180	176	171	156	149		-5%
<i>Annual Growth</i>	-4%	-2%	-3%	-9%	-4%		
FM English	295	325	347	378	396	5%	8%
FM French	82	83	87	87	90	3%	2%
FM Ethnic	8	9	9	9	9	0%	3%
FM total	385	417	443	474	495		6%
<i>Annual Growth</i>	5%	8%	6%	7%	4%		
Total number of undertakings reporting	565	593	614	630	644	2%	3%

Notes:

- (a) Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
- (b) 2005 to 2008 figures have been updated to reflect current August aggregate results.
- (c) Minor variances are due to rounding.

Source: CRTC data collection

Figure 4.2.5 Revenues - Private commercial radio stations

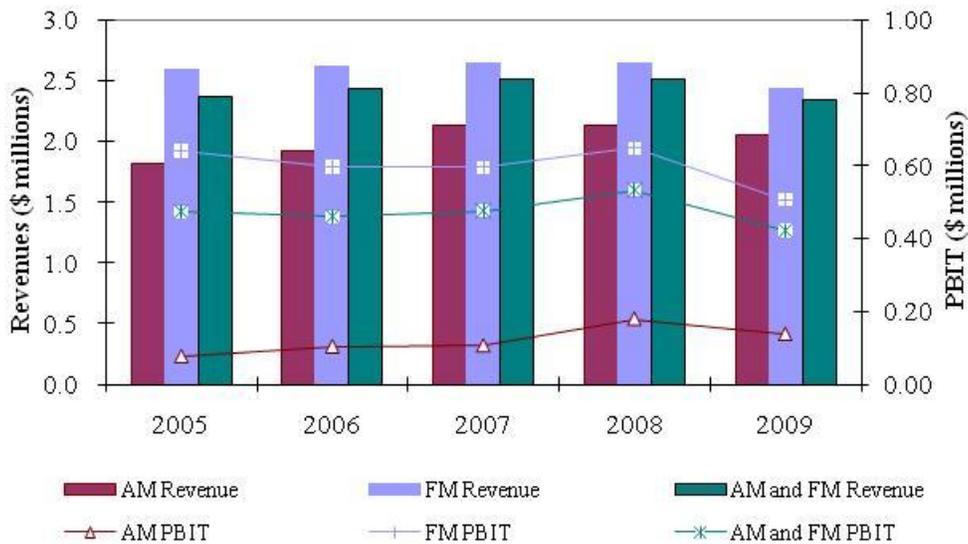


Source: CRTC data collection

Notes:

- (a) Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
- (b) 2005 to 2008 figures have been updated to reflect current August aggregate results.

Figure 4.2.6 Average annual revenues and PBIT per station – Private commercial radio stations

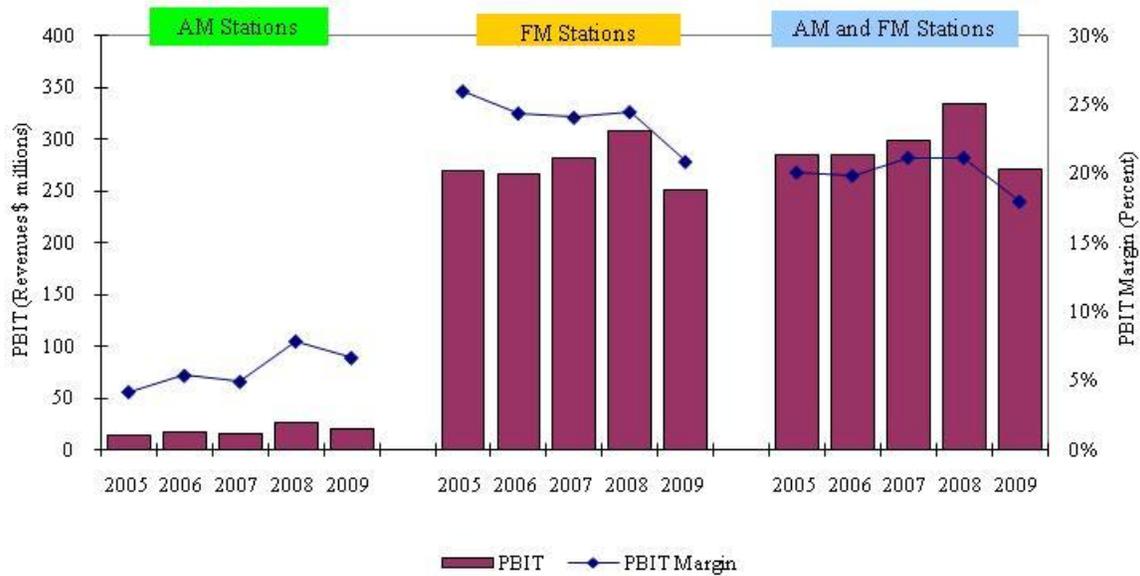


Source: CRTC data collection

Notes:

- (a) Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
- (b) 2005 to 2008 figures have been updated to reflect current August aggregate results.

Figure 4.2.7 PBIT and PBIT margin - Private commercial radio stations

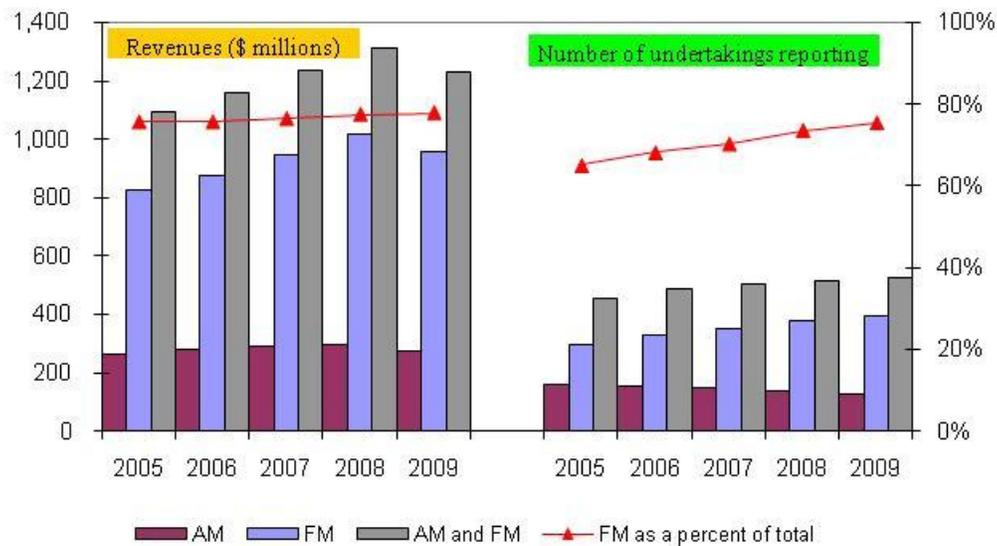


Source: CRTC data collection

Notes:

- (a) Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
- (b) 2005 to 2008 figures have been updated to reflect current August aggregate results.

Figure 4.2.8 Revenues – English-language private commercial radio stations

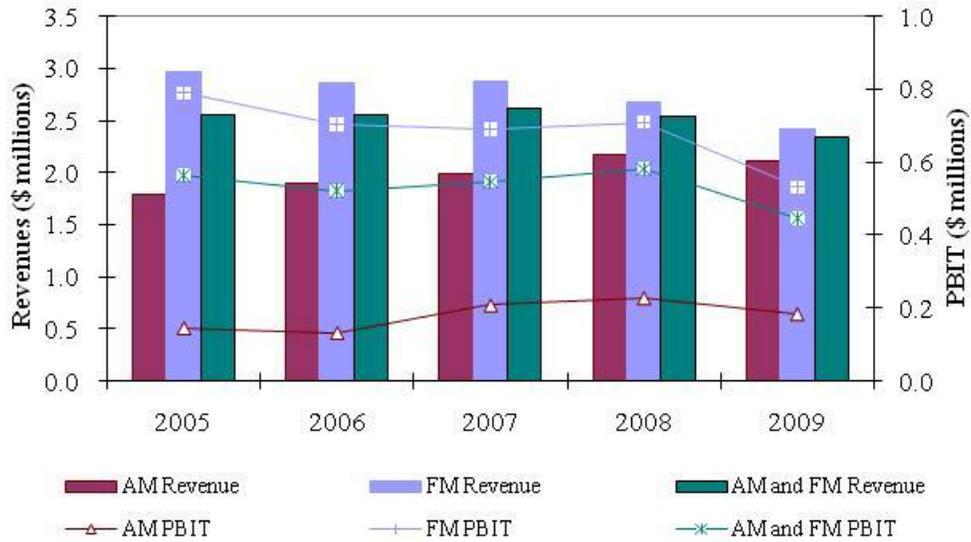


Source: CRTC data collection

Notes:

- (a) Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
- (b) 2005 to 2008 figures have been updated to reflect current August aggregate results.

Figure 4.2.9 Average annual revenues and PBIT per station – English-language private commercial radio stations

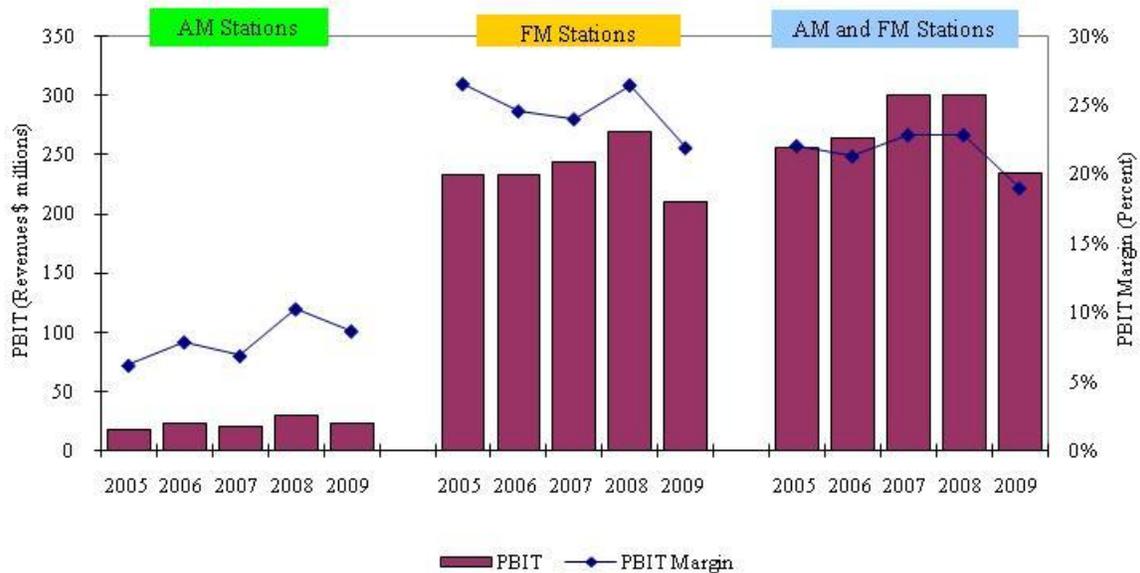


Source: CRTC data collection

Notes:

- (a) Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
- (b) 2005 to 2008 figures have been updated to reflect current August aggregate results

Figure 4.2.10 PBIT and PBIT margin – English-language private commercial radio stations

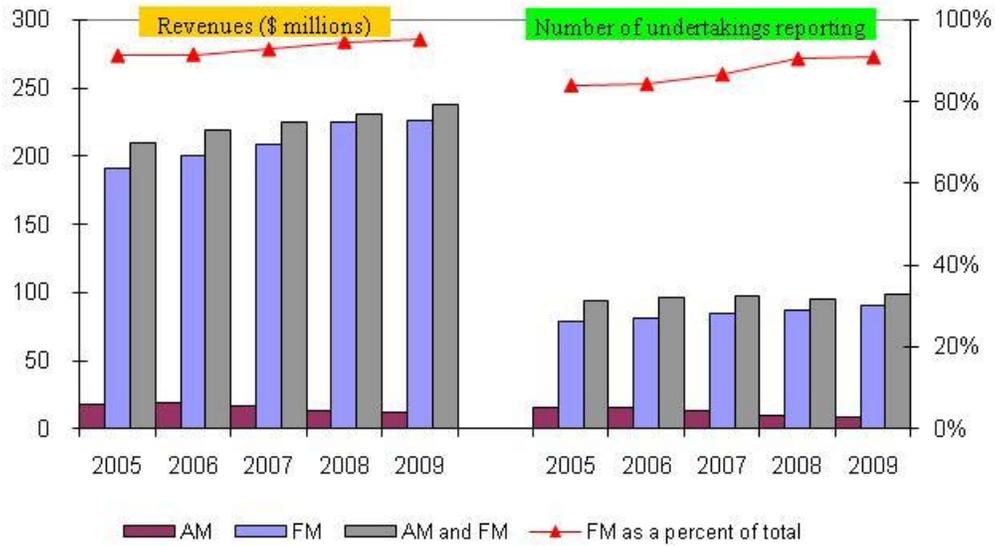


Source: CRTC data collection

Notes:

- (a) Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
- (b) 2005 to 2008 figures have been updated to reflect current August aggregate results.

Figure 4.2.11 Revenues – French-language private commercial radio stations

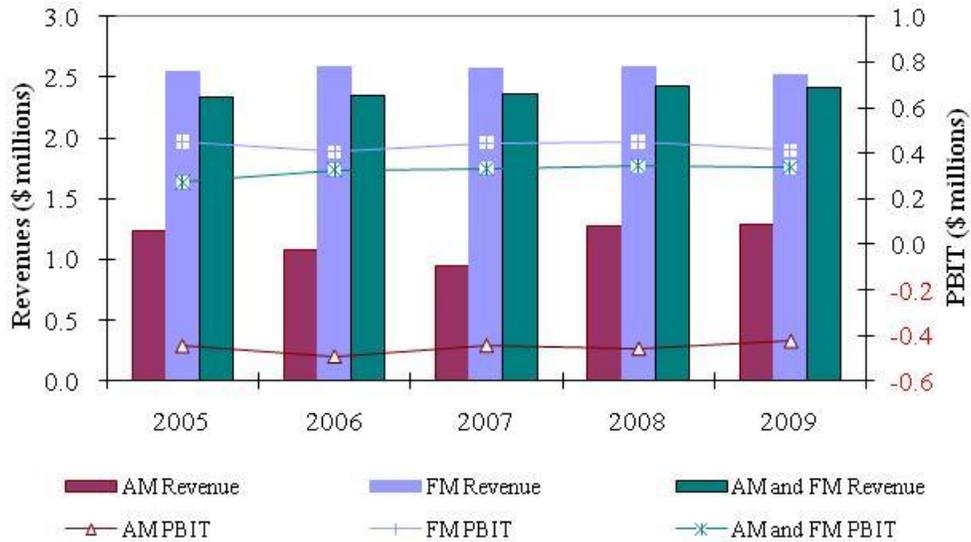


Source: CRTC data collection

Notes:

- (a) Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
- (b) 2005 to 2008 figures have been updated to reflect current August aggregate results.

Figure 4.2.12 Average annual revenues and PBIT per station – French-language private commercial radio stations

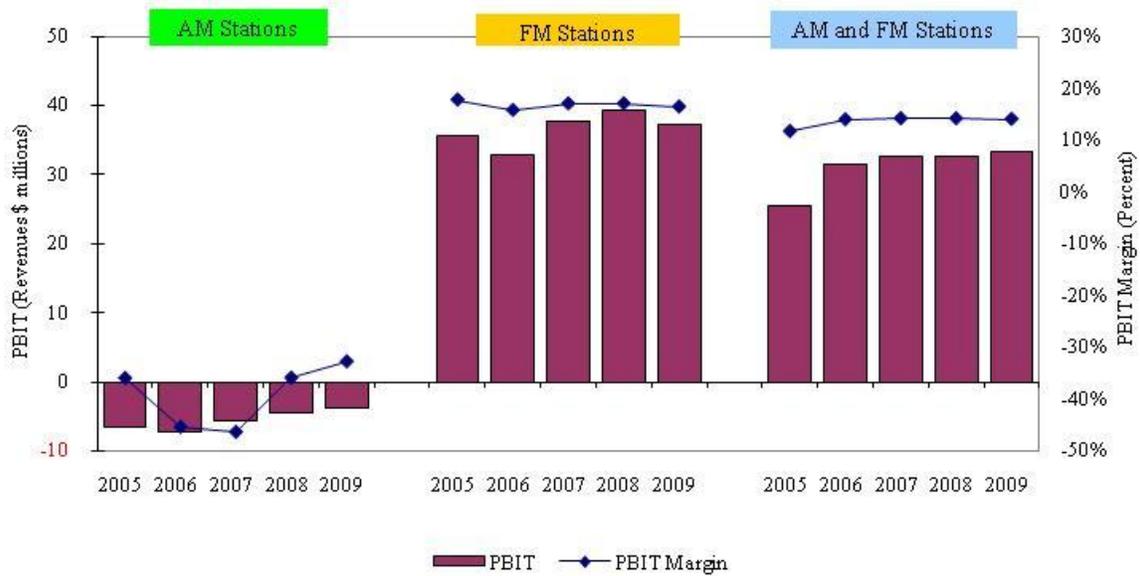


Source: CRTC data collection

Notes:

- (a) Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
- (b) 2005 to 2008 figures have been updated to reflect current August aggregate results.

Figure 4.2.13 PBIT and PBIT margin – French-language private commercial radio stations

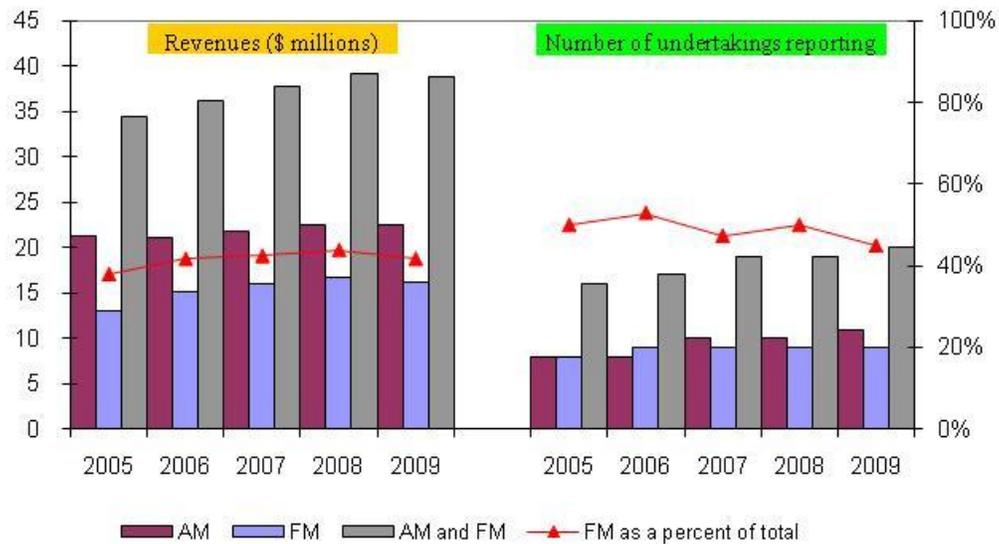


Source: CRTC data collection

Notes:

- (a) Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
- (b) 2005 to 2008 figures have been updated to reflect current August aggregate results.

Figure 4.2.14 Revenues – Ethnic private commercial radio stations



Source: CRTC data collection

Notes:

- (a) Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
- (b) 2005 to 2008 figures have been updated to reflect current August aggregate results.

Figure 4.2.15 Average annual revenues and PBIT per station – Ethnic private commercial radio stations

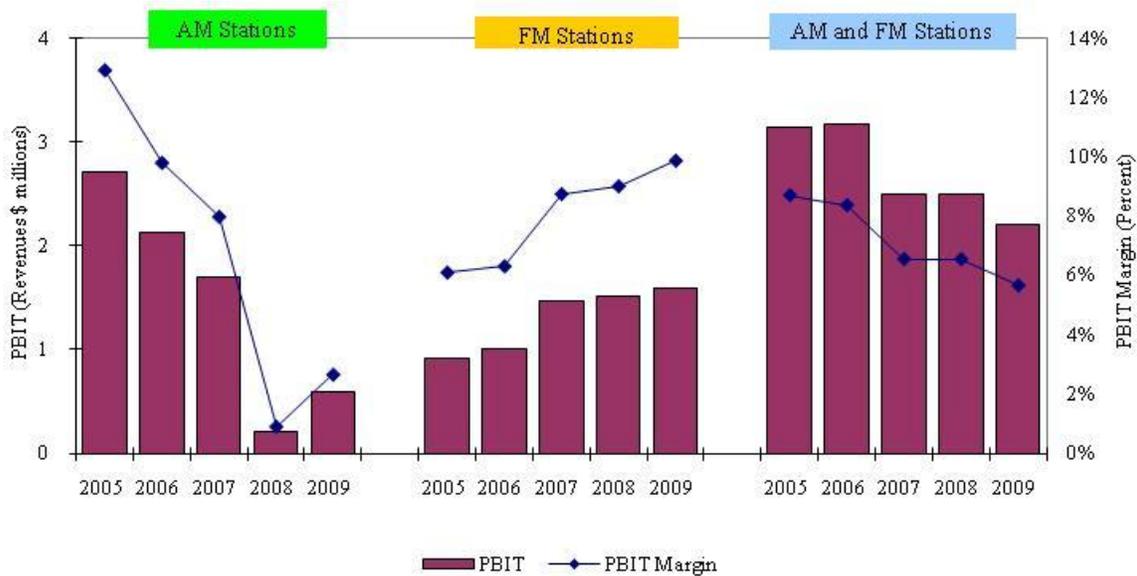


Source: CRTC data collection

Notes:

- (a) Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
- (b) 2005 to 2008 figures have been updated to reflect current August aggregate results.

Figure 4.2.16 PBIT and PBIT margin – Ethnic private commercial radio stations



Source: CRTC data collection

Notes:

- (a) Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
- (b) 2005 to 2008 figures have been updated to reflect current August aggregate results.

Table 4.2.9 English-language, and French-language radio revenues and number of undertakings reporting for the largest radio operators in Canada

Corporation	Revenues (\$ thousands)			Number of radio undertakings reporting			Share of national revenue		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
Largest private radio operators									
Astral Media Inc. ⁴	118,677	325,292	317,461	31	80	81	8%	21%	21%
Standard Broadcasting Corp Ltd ⁴	197,848			51			13%		
Corus Entertainment Inc ⁵	259,961	266,363	240,580	52	53	52	17%	17%	16%
Rogers Broadcasting Limited ⁶	233,858	241,667	212,492	52	50	53	16%	15%	14%
CTVglobemedia Inc. ⁷	153,619	172,131	161,960	34	34	34	10%	11%	11%
Newcap Inc. ⁸	88,219	95,785	96,452	56	61	62	6%	6%	6%
Total largest private radio operators	1,052,182	1,101,238	1,028,945	276	278	282	70%	70%	68%
Total private radio operators ^a	1,501,991	1,579,587	1,507,610	619	628	644	100%	100%	100%
Largest English-language radio operators									
Rogers Broadcasting Limited. ⁶	233,858	241,667	212,492	52	50	53	19%	18%	17%
Astral Media Inc. ⁴		217,980	209,013		59	60		17%	17%
Standard Broadcasting Corp Ltd ⁴	197,848			51			16%		
Corus Entertainment Inc. ⁵	211,907	217,245	190,134	40	41	40	17%	17%	15%
CTVglobemedia Inc. ⁷	153,619	172,131	161,960	34	34	34	12%	13%	13%
CHUM Limited ⁷									
Newcap Inc. ⁸	88,219	95,785	96,452	56	61	62	7%	7%	8%
Total English-language largest private radio operators	885,452	944,808	870,051	233	245	196	71%	72%	71%
Total English-language private radio operators ^b	1,238,684	1,310,539	1,230,398	502	515	525	100%	100%	100%
Largest French-language radio corporations									
Astral Media Inc. ⁴	108,751	107,312	108,448	23	21	21	48%	47%	45%
Corus Entertainment Inc. ⁵	48,054	49,118	50,446	12	12	12	21%	21%	21%
Cogeco Inc.	30,333	33,174	36,280	5	5	5	13%	14%	15%
Total French-language largest private radio operators	187,138	189,604	195,174	40	38	38	83%	82%	82%
Total French-language private radio operators ^b	225,443	230,912	238,396	98	95	99	100%	100%	100%

Notes: a) Includes private commercial networks and commercial ethnic radio stations
 b) Includes private commercial network radio revenues
 c) Notes to Tables 4.2.6 – 4.2.7 and 4.2.9:

- The ownership structure reflects transactions authorized by the Commission during the broadcast year, not the closing date of the transaction.
- An undertaking's entire annual revenue is attributed to the corporation that was deemed to be its owner as of 31 August. Excludes Exempted undertakings.
- 2006-2007 industry revenue figures have been updated to reflect current August aggregate results.
- Astral Media acquired the assets of Standard Broadcasting Corporation Limited as in Broadcasting Decision 2007-359
- Corus's 2008 results reflect the sale of CHRC Québec to 9183-9084 Québec Inc., Broadcasting Decision CRTC 2008-128, 26 June 2008.
- Rogers' 2008 results reflect the transaction that was approved pursuant to Exchange of radio assets between Rogers (CICX-FM Orillia) and Larche Communications Inc. (CIKZ-FM Kitchener), Broadcasting Decision CRTC 2007-434, 24 December 2007.
- CTVglobemedia and CHUM Limited's results reflect the *Transfer of effective control of CHUM Limited to CTVglobemedia Inc.*, Broadcasting Decision CRTC 2007-165, 8 June 2007. CTV globemedia's 2008 results reflect the acquisition of the *assets of the radio programming undertaking CFBT-FM Vancouver from Beat Broadcasting Corporation*, Broadcasting Decision CRTC 2007-368, 12 October 2007.
- Newcap's 2008 results reflect the launch of CHFT-AM Fort McMurray, CILB-FM Lac La Biche, CIJK-FM Kentville and CHRK-FM Sydney. Also, Newcap's 2008 results reflect the change in the effective control as of 29 May 2008 of CKUL-FM Halifax, Nova Scotia, as set out in Broadcasting Public Notice CRTC 2008-77.

Source: CRTC data collection

Table 4.2.10 Revenues for Type B Native, community, and campus radio stations

	2005	2006	2007	2008	2009
Native Type B radio stations					
Number of radio undertakings reporting	26	27	28	10	22
Revenues (\$ thousands)					
Advertising	3,001	3,166	4,070	n/a	n/a
Other ^a	8,773	12,409	11,766	n/a	n/a
Total revenues	11,774	15,575	15,836	4,663	9,264
Other as a percent of total revenues	74.5%	79.6%	74.3%	95.8%	92.0%
PBIT margin	5.6%	11.4%	6.4%	14.3%	21.0%
Community radio stations					
Number of radio undertakings reporting	71	78	85	77	66
Revenues (\$ thousands)					
Advertising	9,217	10,751	11,038	10,978	9,113
Other ^b	8,489	9,950	9,817	11,836	8,720
Total revenues	17,706	20,701	20,856	22,814	17,942
Other as a percent of total revenues	47.9%	48.1%	47.1%	51.2%	48.6%
PBIT margin	4.3%	6.5%	3.3%	7.2%	5.2%
Campus radio stations					
Number of radio undertakings reporting	43	44	41	37	38
Revenues (\$ thousands)					
Advertising	1,043	1,233	1,366	1,073	562
Other ^c	5,891	6,308	6,472	6,497	5,252
Total revenues	6,934	7,541	7,838	7,750	5,814
Other as a percent of total revenues	85.0%	83.7%	82.6%	83.8%	90.3%
PBIT margin	2.8%	3.6%	4.6%	7.2%	8.8%

Notes: The 2008 figures have been updated to reflect current August aggregate results.

(a) Includes government and band council grants and contributions from other sources

(b) Includes fundraising, grants and other sources

(c) Includes fees, fundraising and grants

n/a= not available

Source: CRTC financial database

Table 4.2.11 Value of radio transactions and corresponding tangible benefits for the period 1 May 1998 to 31 December 2009

RADIO Tangible Benefits (\$ millions)	English-language services			French-language services			Total benefits
	# of Trans.	Value of the transaction ^a	Benefits	# of Trans.	Value of the transaction ^a	Benefits	
1 May 98 to 31 Mar. 05	72	1,257	72.1	14	376	21.9	93.9
1 Apr. 05 to 31 Mar. 06	12	24	1.3	2	-	-	1.3
1 Apr. 06 to 31 Dec. 06	5	68	4.1	2	-	-	4.1
1 Jan. 07 to 31 Dec. 07 ^b	13	1,675	88.9	6	4	11.8	100.8
1 Jan. 08 to 31 Dec. 08	9	59.5	3.5	3	1.5	.05	3.6
1 Jan. 09 to 31 Dec. 09	10	27.5	1.6	1	-	-	1.6
Total	121	3,111	171.5	28	381.5	33.8	205.3

Notes: (a) Value determined by the Commission for the purpose of calculating tangible benefits.

(b) Total tangible benefits relating to the Astral / Standard (Broadcasting Decision 2007-359) and CTVglobemedia/CHUM (Broadcasting Decision 2007-165) radio ownership transactions totalled \$95.3 million. Of this amount, \$11.6 million is to be directed to the support of French-language CCD initiatives.

Minor variances are due to rounding.

Source: CRTC Decisions and Administrative approvals

Table 4.2.12 Summary of annual CCD contributions reported by radio licensees (\$ thousands)

RADIO - CCD	2004-05	2005-06	2006-07	2007-08	2008-09	% annual increase / decrease			
						06/05	07/06	08/07	09/08
i) CCD contributions by new stations during the first licence term									
FACTOR	1,340	1,552	1,266	983	1,582	16%	-18%	-22%	61%
MUSICACTION	168	191	238	306	697	14%	25%	28%	128%
Music organization	205	2,733	586	2,886	5,187	1,236%	-79%	393%	80%
Performing arts groups	1,625	2,840	3,426	3,126	8,957	75%	21%	-9%	186%
Schools or scholarships	580	678	596	614	899	17%	-12%	3%	46%
StarMaker Fund/Fonds Radio Star	130	435	1,019	0	220	234%	134%		
Other eligible CCD initiatives	2,379	572	1,324	696	1,994	-76%	132%	-47%	186%
Total	6,427	9,001	8,457	8,611	19,537	40%	-6%	2%	127%
ii) CCD contributions reported by radio licensees in the context of licence renewals									
FACTOR	761	749	946	1,243	2,999	-2%	26%	31%	141%
MUSICACTION	339	337	343	302	1,390	-1%	2%	-12%	360%
Music organization	319	461	588	2,023	3,081	45%	27%	244%	52%
Performing arts groups	810	753	1,068	1,264	1,850	-7%	42%	18%	46%
Schools or scholarships	140	154	279	357	618	10%	80%	28%	73%
StarMaker Fund/Fonds Radio Star		2	23	0	0				
Other eligible CCD initiatives	50	72	141	349	1,107	46%	95%	148%	217%
Total	2,418	2,528	3,387	5,538	11,045	5%	34%	64%	99%
iii) CCD contributions relating to changes in ownership and/or control									
FACTOR	2,822	3,132	2,580	4,023	5,711	11%	-18%	56%	42%
MUSICACTION	1,373	1,125	1,464	1,033	992	-18%	30%	-29%	-4%
Music organization	476	543	436	2	65	14%	-20%	-100%	3,382%
Performing arts groups	528	795	529	490	2,466	51%	-33%	-7%	404%
Schools or scholarships	111	166	354	114	379	49%	114%	-68%	233%
StarMaker Fund/Fonds Radio Star	6,425	6,400	5,975	8,093	10,508		-7%	35%	30%
Other eligible CCD initiatives	592	329	354	0	394	-44%	8%		
Total	12,327	12,489	11,692	13,755	20,515	1%	-6%	18%	49%
Total annual CCD contributions i, ii & iii)	21,173	24,017	23,536	27,904	51,097	13%	-2%	19%	83%

Notes:

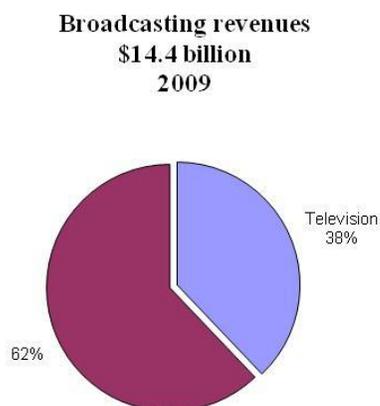
- Contributions are based on annual disbursements reported by licensees for the period 1 September to 31 August.
- Includes contributions made under both the CTD and CCD regimes.
- Minor variances are due to rounding.
- 2009 figures include contributions by satellite radio.
- 2008 figures have been modified following the publication of the 2009 Monitoring report.

Source: CRTC data collection

4.3 Television

Sector overview

The television broadcasting industry delivers over 700 television services to Canadians. The industry includes a number of large ownership groups representing over 88% of television revenues from private conventional television stations and pay, PPV, VOD, and specialty services.



The English-language private conventional television sector includes three major ownership groups: CTVglobemedia Inc. (CTVglobemedia) with a revenue share of 47%, Canwest Media Inc. (Canwest) with 33%, and Rogers Broadcasting Limited (Rogers) with 14%. French-language private conventional television has two major players: Quebecor Inc. (Quebecor) with a revenue share of 65%, and Remstar (V) with 23%.

English-language pay, PPV, VOD and specialty services segment has five major ownership groups: CTVglobemedia with a revenue share of 33%, Corus Entertainment Inc. (Corus) with 17%, Canwest with 16%, Rogers with 13%, and Astral Media Inc. (Astral Media) with 10%. The French-language pay, PPV, VOD, and specialty segment has three major players: Astral Media with a revenue share at 48%, CTVglobemedia with 27% and the CBC with 15%.

The industry also includes a national public broadcaster (the CBC) operating in both the English- and French-language markets and a number of provincial public broadcasters.

Television at a glance

	2008	2009	Growth
Number of television services authorized to broadcast in Canada	707	704	-0.4%
English-language	453	459	2.9%
French-language	125	111	-11.2%
Third-language	129	134	3.9%
Revenues (\$ millions)	5,486	5,467	-0.3%
Private conventional television stations	2,138	1,971	-7.9%
Pay, PPV, VOD and specialty services	2,936	3,105	5.8%
CBC conventional	412	392	-4.8%
PBIT (\$ millions)			
Private conventional television stations	8.0	-116.4	
Pay, PPV, VOD and specialty services	648.2	728.7	12.4%
Average weekly viewing hours for all persons, aged 2+	26.5	26.1	-1.5%
Average weekly viewing percentage (%) of Canadian programs			
Canadian English-language services (excluding Quebec Francophone market)	43.3%	47.0%	
Canadian French-language services (Quebec Francophone market)	64.1%	67.3%	
Canadian programming expenditures (\$ millions)	2,431	2,429	-0.1%
Canadian programming expenditures (percent of total)			
CBC/SRC (conventional)	27.5%	27.1%	
Conventional private television	25.5%	24.7%	
Pay, PPV, VOD and specialty	43.3%	44.3%	
Other public and not-for-profit conventional TV	3.6%	4.0%	

Statistical Information – Television
Table 4.3.1 Number and type of television services authorized to broadcast in Canada

	English Language		French Language		Third language		All Languages	
	2008	2009	2008	2009	2008	2009	2008	2009
Canadian conventional (over-the-air) (OTA)¹								
National public broadcaster (CBC)								
Owned and operated	15	15	11	11	-	-	26	26
Transitional digital ⁷	4	4	3	3	-	-	7	7
Private commercial ⁸	75	70	20	20	6	6	101	96
Religious ⁹	7	7	-	-	-	-	7	7
Educational	4	4	3	3	-	-	7	7
Aboriginal	5	5	-	-	-	-	5	5
Transitional digital ⁷	9	11	3	3	3	3	15	17
Canadian specialty, pay, pay-per-view (PPV) and video-on-demand (VOD)								
Analog specialty services	30	30	14	14	5	5	49	49
Digital category 1 specialty services	15	15	3	3	-	-	18	18
Digital category 2 specialty services ²	52	55	3	3	28	28	83	86
Pay television services ³	8	8	2	2	6	6	16	16
PPV services (direct-to-home (DTH) and terrestrial)	11	10	2	1	-	-	13	11
VOD services ⁴	23	32	2	1	-	-	25	33
Other Canadian services								
Community channels ⁵	91	84	48	35	-	-	139	119
Community program services	11	11	1	2	-	-	12	13
House of Commons - Cable Public Affairs Channel (CPAC)	1	1	1	1	-	-	2	2
Non-Canadian services⁶								
Non-Canadian satellite services authorized for distribution in Canada	92	97	9	9	81	86	182	192
Total number of television services	453	459	125	111	129	134	707	704

Notes: Excludes radiocommunication distribution undertakings (RDU), re-broadcasters, exempt television services and those specialty services where the authority has expired. Also, excludes some network licences.

However, English-language includes bilingual (English and French) and native services.

1. Includes satellite to cable services.
2. Includes only digital category 2 specialty services that have been launched as of 31 December 2009. As of 31 December 2009, the Commission approved 348 digital category 2 specialty services.
3. Includes only pay services that have been launched as of 31 December 2009. 25 pay services have been approved by the Commission.
4. Number of services approved but not necessarily in operation. 18 English-language, one French-language and 14 bilingual VOD services have been approved. Of these, it is estimated that, as of 31 December 2009, 21 had been launched.
5. Number of channels reported by BDU licensees as of 31 August. Excludes class 2 and 3 BDUs.
6. Carriage of authorized services is at the discretion of the BDU. Refer to Appendix 2 of *Revised lists of eligible satellite services*, Broadcasting Regulatory Policy CRTC 2010-57, 4 February 2010 for complete listing of eligible services approved to the end of 31 December 2009.
7. Number of OTA transitional digital television approved, but not necessarily in operation. As of 31 December 2008, 24 stations were broadcasting. Refer to Table 4.3.2 for detailed listing.
8. Excludes private commercial religious stations.
9. Includes 5 private commercial OTA television stations.

Source: CRTC APP1205 report dated 5 January 2010, CRTC decisions and CRTC data collection

Table 4.3.2 Conventional digital television

Market	Broadcasting station	Language	Call sign	Broadcaster
Calgary		E	CICT	Canwest
		E	CFCN	CTVglobemedia
Edmonton		E	CITV	Canwest
Hamilton		E	CHCH	Canwest
		E	CITS	Crossroads
	R	E	CKXT-1	Quebecor
London	R	E	CKXT-2	Quebecor
Montréal		F	CJFP	Remstar
		F	CIVM	Télé-Québec
		F	CBFT	SRC
		E	CBMT	CBC
Ottawa		F	CBOFT	SRC
		E	CBOT	CBC
	R	O/E	CFMT-2	Rogers
	R	O/E	CJMT-2	Rogers
	R	E	CKXT-3	Quebecor
Québec		F	CBVT	SRC
Toronto	R	F	CBLFT	CBC
		E	CBLT	CBC
		O/E	CFMT	Rogers
		E	CFTO	CTVglobemedia
		E	CIII-41	Canwest
		E	CITY	Rogers
		O/E	CJMT	Rogers
		E	CKXT	Quebecor
Vancouver		E	CBUT	CBC
		E	CHAN	Canwest
		E	CKVU	Rogers
		O/E	CHNM	Rogers

- Notes:
1. Number of stations in operation as of June 2010.
 2. E: English; F: French; O/E: Multi-language/English; R: Rebroadcaster
 3. Information contained in this table is likely to change due to broadcasters launching digital television stations in preparation for the August 2011 deadline (Broadcasting Regulatory Policy CRTC 2010-167).

Source: Industry Canada database

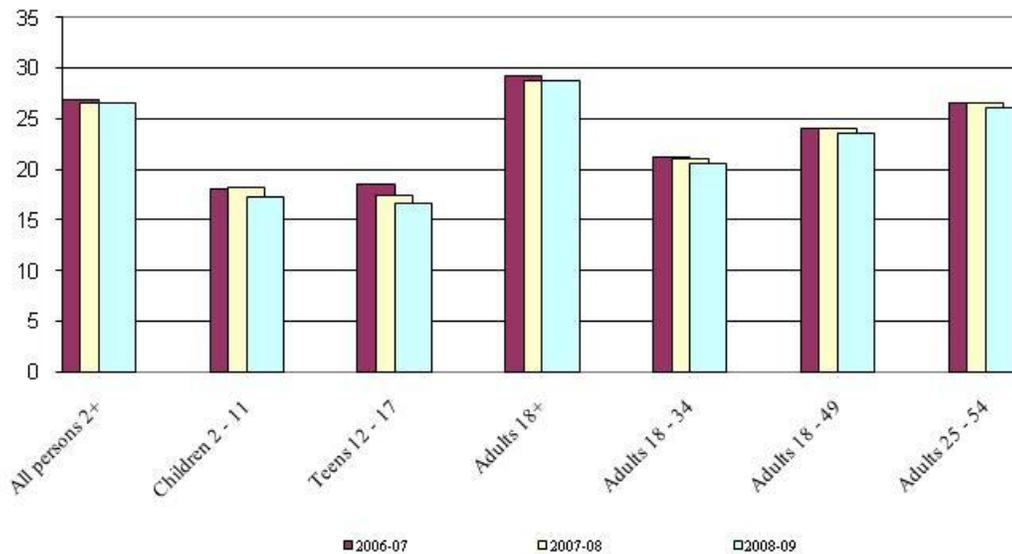
Table 4.3.3 National average weekly viewing hours, by age group

	2006-07	2007-08	2008-09
All persons 2+	26.8	26.6	26.5
<i>Annual growth</i>	-0.4%	-0.7%	-0.4%
Children 2-11	18.1	18.2	17.2
<i>Annual growth</i>	-0.5%	0.6%	-5.5%
Teens 12-17	18.5	17.4	16.6
<i>Annual growth</i>	-1.6%	-5.9%	-4.6%
18+	29.2	28.8	28.8
<i>Annual growth</i>	0.7%	-1.4%	0.0%
18-34	21.2	21.1	20.6
<i>Annual growth</i>	0.0%	-0.5%	-2.4%
18-49	24.0	24.0	23.5
<i>Annual growth</i>	-0.8%	0.0%	-2.1%
25-54	26.5	26.5	26.1
<i>Annual growth</i>	-1.9%	0.0%	-1.5%

Source: BBM Nielsen (meter data)

Note: Television seasons: 28 August 2006 to 26 August 2007; 27 August 2007 to 31 August 2008; September 1, 2008 to August 30, 2009. All persons 2+, Monday to Sunday, 6 a.m. to 6 a.m. (06-07 to 07-08). All persons 2+, Monday to Sunday, 2 a.m. to 2 a.m. (08-09).

Figure 4.3.1 National average weekly viewing hours by age group



Note: Television seasons: 28 August 2006 to 26 August 2007; 27 August 2007 to 31 August 2008; September 1, 2008 to August 30, 2009. All persons 2+, Monday to Sunday, 6 a.m. to 6 a.m. (06-07 to 07-08). All persons 2+, Monday to Sunday, 2 a.m. to 2 a.m. (08-09).

Source: BBM Nielsen (meter data)

Table 4.3.4 Viewing share of Canadian and non-Canadian services, by language and type of service – All Canada, excluding the Quebec Francophone market - 2005/2006 – 2008/2009 television seasons¹(Part 1 of 2)

Viewing share (%)	2005-2006	2006-2007	2007-2008	2008-2009	Change 2005/2006- 2008-2009
Canadian services					
English-language					
CBC	5.7	5.0	5.4	4.9	-0.8
Private conventional	26.9	25.6	23.9	22.2	-4.7
Specialty	28.9	28.4	28.4	29.4	0.5
Pay	4.3	4.8	5.3	5.1	0.8
Digital pay and specialty	2.9	3.4	4.2	4.6	1.7
Other services ²	2.7	2.7	2.6	2.4	-0.3
Total English-language	71.3	69.6	69.8	68.6	-2.7
<i>Percent growth</i>	<i>1%</i>	<i>-2%</i>	<i>0%</i>	<i>-2%</i>	
French-language					
SRC	0.5	0.7	0.6	0.5	0.0
Private conventional	0.5	0.6	0.6	0.5	0.0
Télé-Québec	0.0	0.0	0.1	0.0	0.0
Other services ³	0.0	0.0	0.1	0.0	0.0
Specialty	0.5	0.7	0.6	0.6	0.1
Pay	0.0	0.1	0.0	0.0	0.0
Digital pay and specialty	0.0	0.0	0.0	0.0	0.0
Total French-language	1.7	2.2	2.0	1.7	0.0
<i>Percent growth</i>	<i>21%</i>	<i>29%</i>	<i>-9%</i>	<i>-15%</i>	
Other languages					
Private conventional	1.2	1.2	1.4	1.4	0.2
Specialty	0.3	0.3	0.4	0.4	0.1
Digital	0.0	0.1	0.1	0.1	0.1
APTN	0.1	0.2	0.2	0.1	0
Total other languages	1.6	1.7	1.9	1.9	0.3
<i>Percent Growth</i>	<i>-11%</i>	<i>6%</i>	<i>12%</i>	<i>0%</i>	
Community services	0.9	0.9	1.0	1.1	0.2
VOD/PPV	0.4	0.4	0.5	0.8	0.4
Total Canadian services	75.9	74.9	75.3	74.0	-1.9
<i>Percent Growth</i>	<i>1%</i>	<i>-1%</i>	<i>1%</i>	<i>-2%</i>	

Table 4.3.4 Viewing share of Canadian and non-Canadian services by language and type of service – All Canada, excluding the Quebec Francophone market - 2005/2006 – 2008/2009 television seasons¹ (Part 2 of 2)

Viewing share (%)	2005-2006	2006-2007	2007-2008	2008-2009	Change 2005/2006-2008-2009
Non-Canadian services					
U.S. conventional	13.7	12.8	11.8	10.9	-2.8
U.S. specialty	8.4	9.7	9.4	9.7	1.3
International	0.1	0.1	0.2	0.3	0.2
Total non-Canadian services	22.2	22.6	21.4	21.0	-1.2
<i>Percent growth</i>	-4%	2%	-5%	-2%	
Miscellaneous	2.0	2.7	3.5	5.1	3.1
<i>Percent growth</i>	11%	35%	30%	46%	
Total viewing share	100	100	100	100	100
Total hours (millions)	654.0	659.2	644.2	650.1	-3.9
<i>Percent growth</i>	5%	1%	-2%	1%	

- Notes:
1. Television seasons: 29 August 2005 to 27 August 2006; 28 August 2006 to 26 August 2007; 27 August 2007 to 31 August 2008; September 1, 2008 to August 30, 2009. All persons 2+, Monday to Sunday, 6 a.m. to 6 a.m. (05-06 to 07-08). All persons 2+, Monday to Sunday, 2 a.m. to 2 a.m. (08-09).
 2. Includes Access, Knowledge, SCN, TVO, CTS, and CJIL
 3. Includes TFO
 4. Minor variances are due to rounding.

Source: Nielsen Media Research (05-06)
BBM Nielsen (06-07, 07-08, 08-09)

Table 4.3.5 Viewing share of Canadian and non-Canadian services, by language and type of service in the Quebec Francophone market 2005/2006 – 2008/2009 television seasons¹

Viewing share (%)	2005-2006	2006-2007	2007-2008	2008-2009	Change 2005/2006-2008-2009
Canadian services					
French-language					
SRC	14.5	12.8	13.8	13.4	-1.1
Private conventional	40.4	37.8	35.6	33.8	-6.6
Télé-Québec	3.2	3.1	3.5	3.6	0.4
Other services ²	0.2	0.2	0.2	0.1	-0.1
Specialty	29.7	34.0	34.4	36.1	6.4
Pay	4.1	4.5	4.5	3.8	-0.3
Digital pay and specialty	0.9	1.3	2.0	2.2	1.3
Total French-language	93.0	93.6	93.9	93.0	0.0
<i>Percent growth</i>	<i>1%</i>	<i>1%</i>	<i>0%</i>	<i>-1%</i>	
English-language					
CBC	0.6	0.5	0.5	0.6	0.0
Private conventional	2.0	2.0	1.7	1.8	-0.2
Specialty	1.9	1.7	1.9	2.3	0.4
Pay	0.0	0.0	0.0	0.3	0.3
Digital pay and specialty	0.0	0.0	0.0	0.2	0.2
Total English-language	4.6	4.2	4.2	5.2	0.6
<i>Percent growth</i>	<i>0%</i>	<i>-9%</i>	<i>0%</i>	<i>24%</i>	
Other – languages					
Private conventional	0.2	0.3	0.1	0.1	-0.1
Specialty	0.1	0.0	0.1	0.0	-0.1
Digital	0.0	0.0	0.0	0.0	0.0
APTN	0.0	0.0	0.0	0.1	0.1
Total other language	0.4	0.3	0.2	0.2	-0.2
Community services	0.3	0.3	0.2	0.2	-0.1
VOD/PPV	0.0	0.0	0.0	0.0	0.0
Total Canadian services	98.2	98.5	98.5	98.6	0.4
<i>Percent growth</i>	<i>0.4%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	
Non-Canadian services					
US conventional	1.0	0.8	0.8	0.8	-0.2
US specialty	0.8	0.8	0.6	0.6	-0.2
International	0.0	0.0	0.0	0.0	0.0
Total non-Canadian services	1.9	1.6	1.4	1.5	-0.4
<i>Percent growth</i>	<i>-14%</i>	<i>-16%</i>	<i>-13%</i>	<i>7%</i>	
Miscellaneous	0.0	0.0	0.1	0.0	0.0
Total viewing share	100	100	100	100	
Total hours (millions)	189.0	191.2	202.6	205.8	16.8
<i>Percent growth</i>	<i>2%</i>	<i>1%</i>	<i>6%</i>	<i>2%</i>	

Notes: 1. Television seasons: 2005/06: 29 August 2005 to 27 August, 2006; 2006/07: 28 August 2006 to 26 August 2007; 2007/08: 27 August 2007 to 31 August 2008; 2008/09: September 1, 2008 to August 30, 2009. All persons 2+, Monday to Sunday, 6 a.m. to 6 a.m. (05-06 to 07-08). All persons 2+, Monday to Sunday, 2 a.m. to 2 a.m. (08-09).

2. Includes TFO

3. Minor variances are due to rounding.

Source: BBM Canada

Table 4.3.6 Average weekly viewing hours of Canadian programs distributed by Canadian English- and French-language television services, by program origin, genre, and region

(millions)	English-language services All of Canada (excluding Quebec Francophone market)				French-language services Quebec Francophone market			
	2005-2006	2006-2007	2007-2008	2008-2009	2005-2006	2006-2007	2007-2008	2008-2009
News and analysis and interpretation	59.4	61.8	59.8	65.4	41.6	38.7	38.7	68.7
<i>Percent Canadian</i>	95.6%	95.7%	95.2%	95.0%	99.0%	99.0%	99.0%	99.5%
<i>Percent of total</i>	14.6%	15.3%	15.1%	17.2%	24.7%	22.9%	21.8%	32.8%
Long-form documentary	20.6	21.9	22.8	21.3	9.3	9.3	9.9	10.9
<i>Percent Canadian</i>	56.2%	53.9%	52.0%	51.1%	54.0%	53.2%	49.4%	48.8%
<i>Percent of total</i>	5.1%	5.4%	5.8%	5.6%	5.5%	5.5%	5.5%	5.2%
Sports	52.1	40.8	43.9	38.6	11.6	10.4	14.8	12.6
<i>Percent Canadian</i>	69.8%	68.5%	72.4%	67.8%	80.0%	78.3%	84.5%	77.4%
<i>Percent of total</i>	12.8%	10.1%	11.1%	10.2%	6.9%	6.1%	8.3%	6.0%
Drama and comedy	174.6	181.8	171.3	163.4	66.7	72.0	74.3	74.7
<i>Percent Canadian</i>	21.7%	20.0%	20.4%	21.3%	35.0%	36.6%	32.5%	31.9%
<i>Percent of total</i>	42.9%	45.0%	43.3%	43.1%	39.7%	42.5%	41.7%	35.7%
Music and dance and variety	16.5	10.8	10.2	9.3	6.0	5.1	4.1	5.1
<i>Percent Canadian</i>	75.5%	53.6%	49.7%	48.0%	100.0%	91.7%	78.0%	81.8%
<i>Percent of total</i>	4.0%	2.7%	2.6%	2.4%	3.6%	3.0%	2.3%	2.4%
Other	83.6	87.0	87.3	81.3	32.9	33.9	36.3	37.5
<i>Percent Canadian</i>	33.8%	35.2%	34.8%	37.7%	83.0%	82.5%	85.3%	78.8%
<i>Percent of total</i>	20.6%	21.5%	22.1%	21.4%	19.6%	20.0%	20.4%	17.9%
Total	406.7	404.1	395.3	379.3	168.1	169.4	178.1	209.5
<i>Percent Canadian</i>	45.1%	42.5%	43.3%	44.8%	66.0%	65.2%	64.1%	67.7%

Notes:

For English- and French-language services:

1. Based on Canadian services with available program level data that incorporates country of origin and program genre.
2. Television seasons: 29 August 2005 to 27 August 2006; 28 August 2006 to 26 August 2007; 27 August 2007 to 31 August 2008; September 1, 2008 to August 30, 2009. All persons 2+, Monday to Sunday, 6 a.m. to 6 a.m. (05-06 to 07-08). All persons 2+, Monday to Sunday, 2 a.m. to 2 a.m. (08-09).

For English-language services:

3. Includes viewing of ethnic stations
4. 2005 to 2007 figures have been revised to reflect a change in methodology

Source: Nielsen Media Research (05-06)
BBM Nielsen (06-07, 07-08, 08-09)

For French-language services:

Source: BBM Canada

Table 4.3.7 Average weekly viewing hours of Canadian programs distributed by Canadian English- and French-language private conventional services by program origin, genre, and region

(millions)	English-language services All of Canada (excluding Quebec Francophone market)				French-language services Quebec Francophone market			
	2005-2006	2006-2007	2007-2008	2008-2009	2005-2006	2006-2007	2007-2008	2008-2009
News and analysis and interpretation	34.5	33.6	32.5	23.9	28.4	26.1	27.1	24.6
<i>Percent Canadian</i>	97.5%	96.9%	97.0%	96.6%	100.0%	100.0%	100.0%	99.9%
<i>Percent of total</i>	22.1%	22.1%	23.2%	23.7%	37.6%	36.5%	37.9%	35.8%
Long-form documentary	2.0	2.1	2.3	1.7	1.4	0.6	0.5	0.6
<i>Percent Canadian</i>	80.9%	83.9%	65.9%	66.6%	100.0%	76.4%	86.5%	87.7%
<i>Percent of total</i>	1.2%	1.4%	1.6%	1.7%	1.9%	0.8%	0.8%	0.9%
Sports	3.5	2.6	2.5	1.8	0.9	0.7	0.9	1.0
<i>Percent Canadian</i>	6.5%	8.3%	2.8%	3.2%	100.0%	100.0%	100.0%	96.5%
<i>Percent of total</i>	2.2%	1.7%	1.8%	1.8%	1.2%	0.9%	1.3%	1.4%
Drama and comedy	68.2	64.0	55.7	39.6	25.5	24.9	24.6	23.9
<i>Percent Canadian</i>	7.3%	8.5%	11.0%	13.7%	25.0%	28.7%	27.9%	27.5%
<i>Percent of total</i>	43.6%	42.2%	39.7%	39.3%	33.7%	34.7%	34.5%	34.7%
Music and dance and variety	4.6	4.9	4.4	4.3	2.4	1.4	1.0	2.8
<i>Percent Canadian</i>	28.3%	20.6%	17.5%	17.9%	100.0%	97.9%	47.2%	79.2%
<i>Percent of total</i>	2.9%	3.2%	3.1%	4.2%	3.2%	2.0%	1.1%	4.0%
Other	43.8	44.6	42.8	29.6	17.0	18.0	17.3	15.9
<i>Percent Canadian</i>	19.9%	20.6%	19.9%	24.2%	85.0%	82.8%	88.0%	79.5%
<i>Percent of total</i>	28.0%	29.4%	30.6%	29.3%	22.5%	25.1%	24.2%	23.1%
Total	156.4	151.9	140.0	100.9	75.6	71.6	71.4	68.8
<i>Percent Canadian</i>	32.3%	33.1%	34.6%	37.3%	71.0%	70.7%	71.4%	69.2%

Notes:

For English and French-language services:

1. Based on Canadian services with available program level data that incorporates country of origin and program genre.
2. Television seasons: 29 August 2005 to 27 August 2006; 28 August 2006 to 26 August 2007; 27 August 2007 to 31 August 2008; September 1, 2008 to August 30, 2009. All persons 2+, Monday to Sunday, 6 a.m. to 6 a.m. (05-06 to 07-08). All persons 2+, Monday to Sunday, 2 a.m. to 2 a.m. (08-09).

For English-language services:

3. Includes viewing of ethnic stations
4. 2005 to 2007 figures have been revised to reflect a change in methodology

Source: Nielsen Media Research (05-06)
BBM Nielsen (06-07, 07-08, 08-09)

For French-language services:

Source: BBM Canada

Table 4.3.8 Average weekly viewing hours of Canadian programs distributed by Canadian English- and French-language CBC conventional services by program origin, genre, and region

(millions)	English-language services All of Canada (excluding Quebec Francophone market)				French-language services Quebec Francophone market			
	2005-2006	2006-2007	2007-2008	2008-2009	2004-2005	2005-2006	2006-2007	2008-2009
News and analysis and Interpretation	4.9	5.3	5.4	6.4	7.8	7.3	6.9	7.5
<i>Percent Canadian</i>	98.5%	100.0%	100.0%	99.8%	100.0%	100.0%	100.0%	99.9%
<i>Percent of total</i>	14.7%	17.6%	15.5%	21.0%	28.8%	30.0%	24.8%	27.2%
Long-form documentary	1.1	1.3	1.4	1.4	0.4	0.5	0.4	0.5
<i>Percent Canadian</i>	87.6%	85.6%	86.9%	93.9%	100.0%	87.5%	91.3%	93.2%
<i>Percent of total</i>	3.3%	4.2%	4.0%	4.6%	1.5%	1.9%	1.3%	1.9%
Sports	15.3	10.8	15.2	7.8	1.6	0.2	2.4	0.7
<i>Percent Canadian</i>	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	92.6%
<i>Percent of total</i>	45.7%	35.9%	43.5%	25.5%	5.9%	0.8%	8.7%	2.5%
Drama and comedy	10.6	10.7	10.2	9.2	8.7	8.8	9.2	9.1
<i>Percent Canadian</i>	37.1%	31.3%	39.7%	44.9%	61.0%	62.7%	63.0%	62.0%
<i>Percent of total</i>	31.7%	35.3%	29.2%	30.1%	32.1%	36.1%	33.1%	33.1%
Music and dance and variety	0.3	0.1	0.2	0.2	0.7	0.8	0.8	0.5
<i>Percent Canadian</i>	95.2%	91.1%	89.3%	92.4%	100.0%	99.8%	99.7%	100.0%
<i>Percent of total</i>	1.0%	0.5%	0.7%	0.6%	2.6%	3.5%	2.8%	1.7%
Other	1.2	2.0	2.5	5.6	7.9	6.8	8.2	9.2
<i>Percent Canadian</i>	93.4%	94.9%	88.1%	41.8%	91.0%	99.6%	99.8%	100.0%
<i>Percent of total</i>	3.5%	6.6%	7.1%	18.3%	29.2%	27.8%	29.4%	33.6%
Total	33.4	30.2	34.9	30.5	27.1	24.3	27.9	27.4
<i>Percent Canadian</i>	79.1%	74.7%	80.9%	72.4%	85.0%	86.2%	87.6%	87.1%

Notes:

For English and French-language services:

1. Based on Canadian services with available program level data that incorporates country of origin and program genre.
2. Television seasons: 29 August 2005 to 27 August 2006; 28 August 2006 to 26 August 2007; 27 August 2007 to 31 August 2008; September 1, 2008 to August 30, 2009. All persons 2+, Monday to Sunday, 6 a.m. to 6 a.m. (05-06 to 07-08). All persons 2+, Monday to Sunday, 2 a.m. to 2 a.m. (08-09).

For English-language services:

Source: Nielsen Media Research (05-06)
BBM Nielsen (06-07, 07-08, 08-09)

For French-language services:

Source: BBM Canada

Table 4.3.9 Average weekly viewing hours of Canadian programs distributed by Canadian English- and French-language pay and specialty services by program origin, genre, and region

(millions)	English-language services							
	All of Canada (excluding Quebec Francophone market)				French-language services Quebec Francophone market			
	2005-2006	2006-2007	2007-2008	2008-2009	2004-2005	2005-2006	2006-2007	2008-2009
News and analysis and Interpretation	19.1	22.2	21.2	11.5	5.1	5.1	4.6	32.1
<i>Percent Canadian</i>	91.7%	92.7%	91.3%	83.2%	88.0%	92.7%	92.0%	98.9%
<i>Percent of total</i>	9.4%	10.6%	10.2%	5.6%	8.6%	7.5%	6.4%	31.6%
Long-form documentary	15.7	16.4	17.2	15.2	6.8	7.6	8.4	9.1
<i>Percent Canadian</i>	53.4%	49.3%	48.5%	47.0%	47.0%	49.7%	45.7%	44.4%
<i>Percent of total</i>	7.7%	7.8%	8.3%	7.4%	11.4%	11.3%	11.7%	9.0%
Sports	33.4	27.3	26.3	29.0	9.1	9.6	11.6	10.9
<i>Percent Canadian</i>	62.6%	61.8%	63.0%	63.3%	75.0%	76.4%	79.5%	74.7%
<i>Percent of total</i>	16.3%	13.1%	12.6%	14.2%	15.3%	14.2%	16.1%	10.7%
Drama and comedy	89.3	100.3	98.9	104.2	29.2	35.0	36.2	37.3
<i>Percent Canadian</i>	30.9%	25.9%	23.7%	22.1%	35.0%	34.2%	25.0%	24.9%
<i>Percent of total</i>	43.7%	48.0%	47.5%	51.0%	49.2%	51.8%	50.3%	36.7%
Music and dance and variety	11.4	5.7	5.5	4.4	2.7	2.6	2.1	1.5
<i>Percent Canadian</i>	94.1%	80.6%	73.5%	78.4%	79.0%	85.0%	81.4%	77.4%
<i>Percent of total</i>	5.6%	2.7%	2.7%	2.2%	4.5%	3.9%	2.9%	1.5%
Other	35.6	37.1	39.0	39.9	6.5	7.7	9.2	10.6
<i>Percent Canadian</i>	47.5%	48.3%	46.1%	46.7%	69.0%	66.6%	68.0%	59.2%
<i>Percent of total</i>	17.4%	17.7%	18.7%	19.5%	10.9%	11.4%	12.7%	10.5%
Total	204.6	209.1	208.2	204.3	59.4	67.5	72.0	101.6
<i>Percent Canadian</i>	49.9%	45.0%	43.1%	39.5%	53.0%	52.0%	47.5%	60.0%

Notes:

For English and French-language services:

1. Based on Canadian services with available program level data that incorporates country of origin and program genre.
2. Television seasons: 29 August 2005 to 27 August 2006; 28 August 2006 to 26 August 2007; 27 August 2007 to 31 August 2008; September 1, 2008 to August 30, 2009. All persons 2+, Monday to Sunday, 6 a.m. to 6 a.m. (05-06 to 07-08). All persons 2+, Monday to Sunday, 2 a.m. to 2 a.m. (08-09).

For English-language services:

3. Includes viewing of ethnic stations
4. 2005 to 2007 figures have been revised to reflect a change in methodology

Source: Nielsen Media Research (05-06)
BBM Nielsen (06-07, 07-08, 08-09)

For French-language services:

Source: BBM Canada

Table 4.3.10 Viewing share of Canadian services by ownership group in the English-language and French-language markets (Part 1 of 2)

Viewing share (%)	2006-2007			2007-2008			2008-2009		
	Conventional	Discretionary	Total	Conventional	Discretionary	Total	Conventional	Discretionary	Total
Canadian English-language market									
All of Canada, excluding the Quebec francophone market									
CTVglobemedia ¹⁰	18.5	15.6	34.0	17.7	15.7	33.4	17.1	16.4	33.5
<i>English services</i>	18.5	15.4		17.7	15.6		17.1	16.2	
<i>French services</i>	-	0.2		-	0.1		-	0.2	
Canwest ^{14, 15}	13.1	2.2	15.3	11.4	11.5	22.8	9.2	12.9	22.1
<i>English services</i>	13.1	2.2		11.4	11.5		9.2	12.9	
<i>French services</i>	-	-		-	-		-	-	
Corus ^{9, 10, 15}	0.4	9.7	10.1	0.3	9.6	10.0	0.4	9.5	10.0
<i>English services</i>	0.4	9.7		0.3	9.6		0.4	9.5	
<i>French services</i>	-	-		-	-		-	-	
CBC ^{8, 12}	7.2	1.7	8.8	7.7	1.9	9.5	6.8	2.0	8.8
<i>English services</i>	6.2	1.4		6.9	1.7		6.1	1.8	
<i>French services</i>	1.0	0.2		0.8	0.2		0.7	0.2	
Rogers ¹³	1.5	2.5	3.9	5.6	2.8	8.3	5.2	2.8	7.9
<i>English services</i>	1.5	2.5		5.6	2.8		5.2	2.8	
<i>French services</i>	-	-		-	-		-	-	
Astral ¹⁵	-	5.8	5.8	-	6.2	6.2	-	5.7	5.7
<i>English services</i>	-	5.4		-	5.9		-	5.4	
<i>French services</i>	-	0.4		-	0.3		-	0.3	
Other ^{12, 15, 16}	7.1	14.8	21.9	3.4	6.3	9.7	4.4	7.5	11.9
<i>English services</i>	6.3	14.5		2.5	6.0		3.7	7.3	
<i>French services</i>	0.9	0.3		1.0	0.3		0.7	0.3	
Total hours (millions)	225.8	246.6	472.5	213.8	249.5	463.4	199.5	262.9	462.4
Canadian French-language market									
Quebec francophone market									
Quebecor ¹⁵	25.5	3.3	28.9	25.6	4.1	29.7	26.3	4.7	31.0
<i>French services</i>	25.5	3.3		25.6	4.1		26.3	4.7	
<i>English services</i>	-	-		-	-		0.0	0.0	
SRC ^{8, 12}	12.4	4.1	16.5	14.4	3.3	17.7	14.0	4.6	18.6
<i>French services</i>	11.9	4.1		13.9	3.2		13.5	4.5	
<i>English services</i>	0.5	0.0		0.5	0.0		0.6	0.1	
Astral ¹⁵	-	17.3	17.3	-	17.4	17.4	-	17.3	17.3
<i>French services</i>	-	17.3		-	17.4		-	17.0	
<i>English services</i>	-	-		-	-		-	0.3	
CTVglobemedia ¹⁰	1.3	6.5	7.8	1.0	7.2	8.2	1.1	7.0	8.1
<i>French services</i>	-	5.4		-	6.1		-	5.7	
<i>English services</i>	1.3	1.1		1.0	1.1		1.1	1.3	
Remstar (TQS) ¹¹	10.7	-	10.7	8.4	-	8.4	5.8	-	5.8
<i>French services</i>	10.7	-		8.4	-		5.8	-	
<i>English services</i>	-	-		-	-		-	-	
Other ^{12, 14, 15}	7.7	11.1	18.9	6.8	11.8	18.5	6.9	12.4	19.3
<i>French services</i>	6.6	10.4		6.0	10.9		6.1	11.1	
<i>English services</i>	1.1	0.6		0.8	0.8		0.8	1.3	
Total hours (millions)	107.9	79.3	187.2	111.7	86.8	198.5	109.5	92.5	202.0

Source: BBM Nielsen / BBM Canada

Table 4.3.10 Viewing share of Canadian services by ownership group in the English-language and French-language markets (Part 2 of 2)

Notes:

1. The 2006-2007 viewing share for CTVglobemedia, Canwest, Quebecor, Astral and SRC set out in Broadcasting Public Notice 2008-4 has been restated in order to align the methodology with the one used in this report.
2. Minor variances are due to rounding.
3. Television seasons: 2006-2007: 28 August 2006 to 26 August 2007; 2007-2008: 27 August 2007 to 31 August 2008; 2008-2009: 1 September 2008 to 30 August 2009.
4. For 2006-2007 and 2007-2008, calculations are based on the total average weekly viewing hours to Canadian services, for all persons 2+, Monday to Sunday, 6 a.m. to 6 a.m. For 2008-2009, calculations are based on the total average viewing hours to Canadian services, for all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.
5. Total viewing is based on viewing to all Canadian conventional stations (including ethnic stations) and Canadian discretionary services (specialty, pay, and the on-demand versions of same, excludes PPV services).
6. Canadian French-language market refers to the BBM Canada Québec francophone market. Canadian English-language market refers to the BBM Canada All Canada market minus the Québec francophone market.
7. Ownership is based on the date of the approval decision, not the official closing date of the transaction. With the exception of the TQS stations in 2006-2007 (see note 11), viewing for the entire television season is attributed to the ownership group holding direct and indirect voting interests greater than 50% on 31 August of each year.
8. Stations owned and operated by the CBC/SRC.
9. Corus: excludes viewing to Teletatino.
10. Viva (formerly Canadian Learning Television) is included with Corus' total for 2007-08 following a change in effective control from CTVgm (Broadcasting Decision 2008-206, issued 22 August 2008).
11. Remstar acquired effective control of TQS inc., licensee of the following stations: CFJP-TV Montréal (including CFJP-DT), CFAP-TV Québec, CFKM-TV Trois-Rivières, CFKS-TV Sherbrooke, CFRS-TV Saguenay and the TQS network (Broadcasting Decision 2008-129, issued 26 June 2008). The 2006-2007 viewing share for these stations has been provided for comparison purposes.
12. SRC's 2007-2008 (and 2008-2009) viewing share includes the CKSH-TV Sherbrooke, CKTM-TV Trois-Rivières, and CKTV-TV Saguenay stations following an acquisition of assets (Broadcasting Decision 2008-130, issued 26 June 2008). These stations are included in "Other" for the 2006-2007 television season.
13. Rogers' total for 2007-2008 *Includes*: Outdoor Life Network following a change in control (Broadcasting Decision 2008-138, issued 7 July 2008); the Citytv stations (CHMI, CKAL, CITY, CKVU and CKEM) following a change in control (Broadcasting Decision 2007-360, issued 28 September 2007); Channel M (CHNM-TV), following an acquisition of assets (Broadcasting Decision 2008-72, issued 31 March 2008). *Excludes*: CHNU-TV Fraser Valley and CIIT-TV Winnipeg stations sold to Christian Channel Inc. (Broadcasting Decision CRTC 2008-71, issued 31 March 2008).
14. Canwest's total for 2007-2008 *Includes* the Alliance Atlantis properties following a change in control (Broadcasting Decision 2007-429, issued 20 December 2007). Canwest's total for 2008-2009 *Excludes*: CHCH-TV Hamilton following an acquisition of assets (Broadcasting Decision 2009-537, issued 28 August 2009) and CJNT-TV Montréal following an acquisition of assets (Broadcasting Decision 2009-536, issued 28 August 2009)
15. Included in "Other" are the following discretionary services that are held equally between Canadian partners:

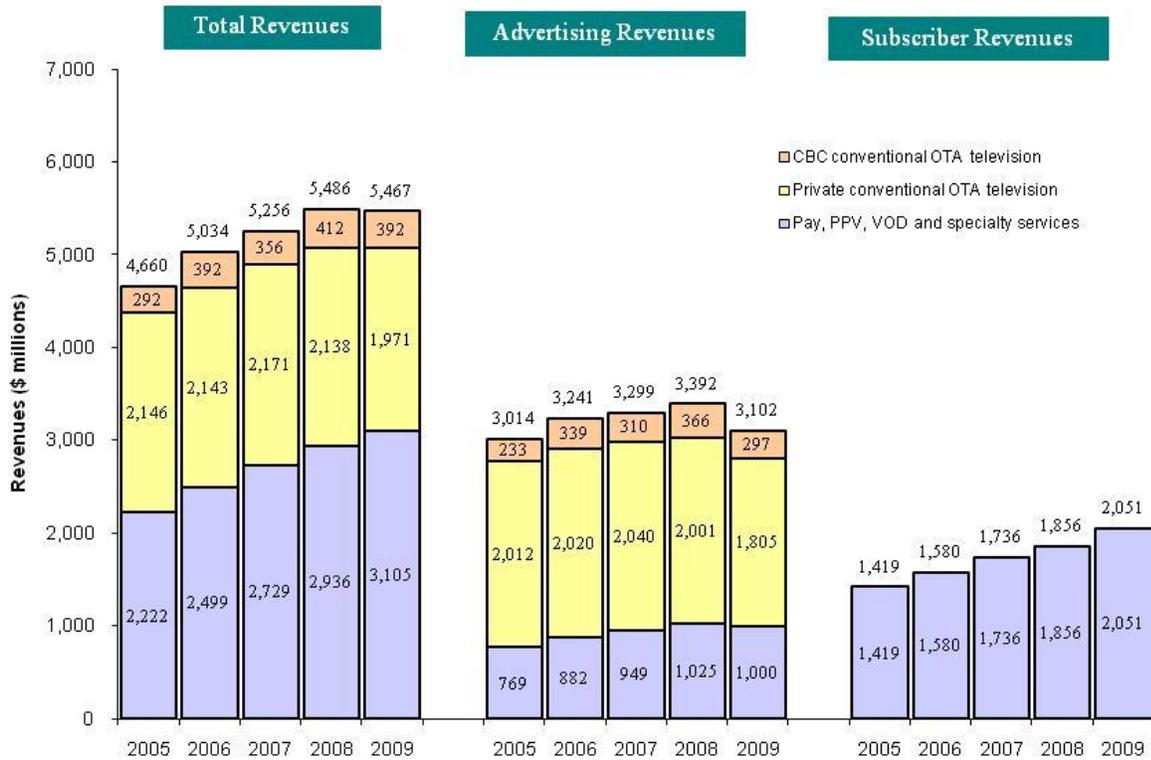
Viewing share (%)	Canadian English-language market			Canadian French-language market		
	All of Canada, excluding Quebec franco market			Quebec franco market		
	2006-2007	2007-2008	2008-2009	2006-2007	2007-2008	2008-2009
Astral 50% / Canwest 50%						
• <i>Historia [Fr.]</i>	0.02	0.10	0.02	1.42	1.64	1.74
• <i>Séries + [Fr.]</i>	0.02	0.02	0.03	3.32	3.69	3.58
Astral 50% / Corus 50%						
• <i>Teletoon [Eng.]</i>	2.18	1.83	1.77	0.07	0.09	0.06
• <i>Télétoon [Fr.]</i>	0.03	0.04	0.03	3.51	3.18	3.21
• <i>Teletoon Rétro [Eng.]</i>	nm	0.39	0.43	nm	nm	nm
• <i>Télétoon Retro [Fr.]</i>	n/o	n/o	0.01	n/o	n/o	0.22
• <i>HBO Canada</i> ¹⁷	n/a	n/a	0.32	n/a	n/a	nm
Canwest 50% / Quebecor 50%						
• <i>Mystery [Eng.]</i>	0.32	0.49	0.59	nm	nm	0.01

nm = not meaningful n/o= not in operation n/a= not available

16. Also included in "Other" for the English-language market in 2006/07 is the viewing to the Citytv stations and Alliance Atlantis discretionary services.

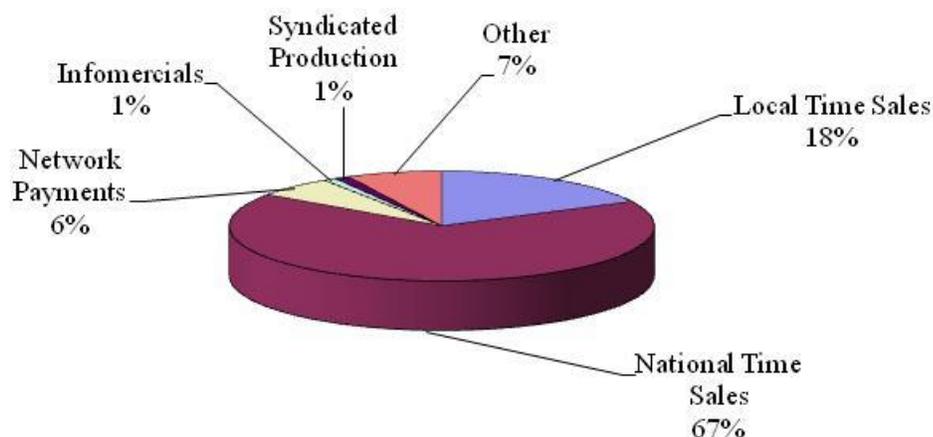
17. Due to software limitations, separate feeds for HBO Canada East (Astral) and HBO Canada West (Corus) are no longer available.

Figure 4.3.2 Television revenues: CBC and private conventional television, pay, PPV, VOD, and specialty services



Source: CRTC data collection

- Notes:
1. Advertising revenue includes infomercial sales. Includes CBC commercial revenues only – does not include parliamentary appropriations. Total revenue includes “other revenue.”
 2. 2005-2008 figures have been updated to reflect current 31 August aggregate results.
 3. Minor variances are due to rounding.

Figure 4.3.3 Source of revenues for conventional television (2009)


Source: CRTC data collection

Table 4.3.11 Advertising and other revenues: CBC conventional television stations (owned and operated)

Revenues (\$ millions)	2005	2006	2007	2008	2009	CAGR 2005-2009
CBC conventional television						
Advertising revenues						
English-language stations	133	224	203	253	192	10%
<i>Annual growth</i>	-41%	69%	-10%	25%	-24%	
French-language stations	100	115	108	113	105	1%
<i>Annual growth</i>	8%	14%	-6%	5%	-7%	
Advertising total	233	339	310	366	297	6%
<i>Annual growth</i>	-26%	45%	-8%	18%	-19%	
Other revenues	59	53	45	46	95	13%
<i>Annual growth</i>	-1%	-10%	-15%	2%	107%	
Total	292	392	356	412	392	7.6%
<i>Annual growth</i>	-22%	34%	-9%	16%	-5%	

Notes:

1. "Other revenues" includes commercial revenues only – does not include parliamentary appropriations.
2. Minor variances are due to rounding.
3. In 2009, "Other revenues" also includes corporate revenues. If these revenues were included in 2008, the annual growth rate in 2009 would have been -20% instead of -5%.

Source: CRTC data collection

Table 4.3.12 Advertising and other revenues: Private conventional television stations

Revenues (\$ millions)						CAGR
	2005	2006	2007	2008	2009	2005-2009
English-language stations*						
Advertising	1,683	1,693	1,717	1,679	1,520	-3%
<i>Annual growth</i>	4%	1%	1%	-2%	-9%	
<i>Percentage of subtotal</i>	95%	96%	96%	96%	94%	
Other	81	63	73	75	101	6%
<i>Annual growth</i>	3%	-22%	16%	3%	35%	
<i>Percentage of subtotal</i>	5%	4%	4%	4%	6%	
Subtotal	1,764	1,756	1,790	1,754	1,621	-2%
<i>Annual growth</i>	4%	0%	2%	-2%	-8%	
French-language stations						
Advertising	329	327	323	322	286	-3%
<i>Annual growth</i>	1%	-1%	-1%	0%	-11%	
<i>Percentage of subtotal</i>	86%	84%	85%	84%	82%	
Other	54	60	58	62	64	4%
<i>Annual growth</i>	13%	11%	-3%	7%	3%	
<i>Percentage of subtotal</i>	14%	16%	15%	16%	18%	
Subtotal	383	387	381	384	350	-2%
<i>Annual growth</i>	3%	1%	-2%	1%	-9%	
Total						
Advertising	2,012	2,020	2,040	2,001	1,806	-3%
<i>Annual growth</i>	4%	0%	1%	-2%	-10%	
<i>Percentage of total</i>	94%	94%	94%	94%	92%	
Other	134	123	131	137	165	5%
<i>Annual growth</i>	6%	-9%	7%	5%	20%	
<i>Percentage of total</i>	6%	6%	6%	6%	8%	
Total	2,146	2,143	2,171	2,138	1,971	-2%
<i>Annual Growth</i>	4%	0%	1%	-2%	-8%	

Notes: 1. * Includes revenues from ethnic conventional stations, as a significant portion of their revenues are derived from English-language programming.
 2. Minor variances are due to rounding.

Source: CRTC data collection

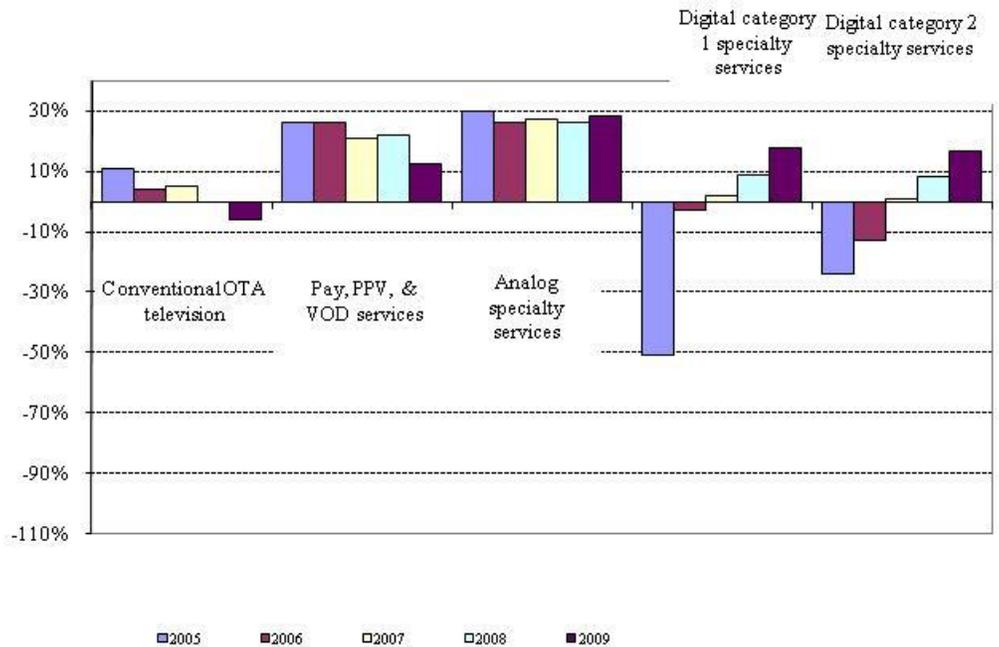
Table 4.3.13 Revenues: Pay, PPV, VOD and specialty analog and digital services

Services	Revenues (\$ thousands)			PBIT (\$ thousands)			PBIT margin		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
<i>Specialty services</i>									
<i>English-language*</i>									
Analogue	1,505,592	1,582,809	1,615,683	406,865	409,870	468,121	27.0%	25.9%	29.0%
Digital category 1	67,726	74,756	83,324	1,120	5,967	14,274	1.7%	8.0%	17.1%
Digital category 2	147,337	177,409	208,587	3,493	16,120	40,156	2.4%	9.1%	19.3%
Subtotal	1,720,654	1,834,974	1,907,594	411,479	431,957	522,551	23.9%	23.5%	27.4%
<i>French-language</i>									
Analogue	374,889	397,470	406,620	103,905	98,823	101,644	27.7%	24.9%	25.0%
Digital category 1	11,181	14,144	17,309	186	2,177	3,391	1.7%	15.4%	19.6%
Digital category 2	2,338	4,232	7,579	-976	-1,523	-978	-42.0%	-36%	-12.9%
Subtotal	388,408	415,847	431,508	103,115	99,476	104,057	26.5%	23.9%	24.1%
<i>Ethnic and third-language</i>									
Analogue	64,129	65,393	62,485	17,577	18,072	17,862	27.4%	27.6%	28.6%
Digital category 1									
Digital category 2	8,545	8,090	7,746	-1,035	89	-1,340	-12%	1.1%	-17.3%
Subtotal	72,674	73,483	70,231	16,542	18,161	16,522	22.8%	24.7%	23.5%
<i>Total specialty services</i>									
Analogue	1,944,609	2,045,672	2,084,788	528,348	526,766	587,627	27.2%	25.8%	28.2%
Digital category 1	78,907	88,900	100,633	1,306	8,143	17,665	1.7%	9.2%	17.6%
Digital category 2	158,220	189,732	223,912	1,482	14,686	37,838	0.9%	7.7%	16.9%
Subtotal	2,181,736	2,324,304	2,409,333	531,136	549,595	643,130	24.3%	23.6%	26.7%
<i>Pay, PPV, and VOD services</i>									
Pay services	349,797	360,103	402,237	93,882	96,557	47,931	26.8%	26.8%	11.9%
PPV services-Terrestrial & DTH	118,951	129,277	139,650	16,850	18,280	17,512	14.2%	14.1%	12.5%
VOD	78,805	122,649	153,675	5,732	21,702	20,090	7.3%	17.7%	13.1%
Subtotal	547,553	612,028	695,562	116,465	136,539	85,533	21.3%	22.3%	12.3%
Total	2,729,289	2,936,333	3,104,895	647,600	686,135	728,663	23.7%	23.4%	23.5%

Notes: 1. * Includes bilingual services.

Source: CRTC data collection

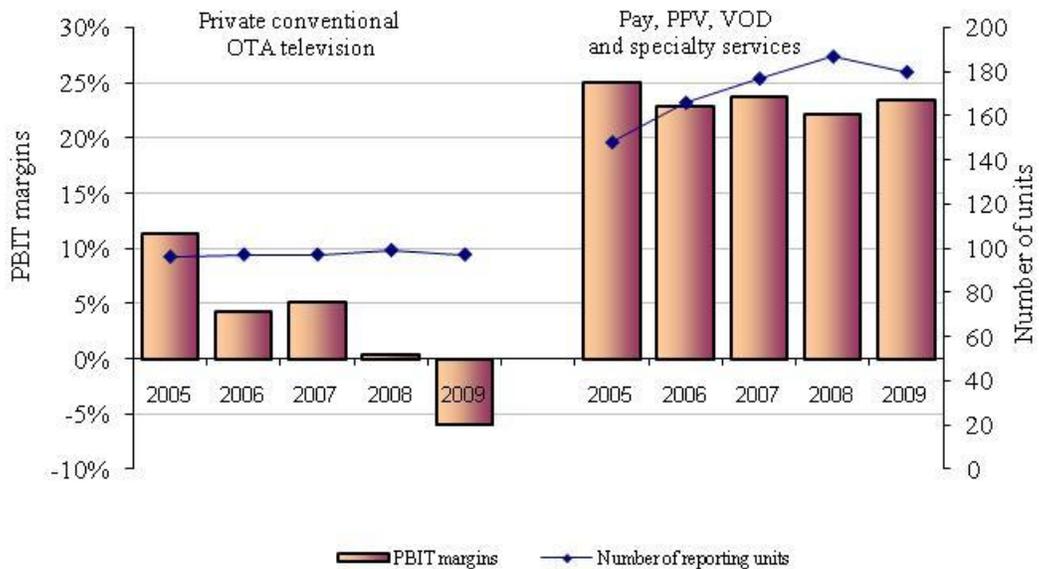
Figure 4.3.4 Aggregate PBIT margins for private commercial conventional television, pay, PPV & VOD services, analog, digital Category 1 and Category 2 specialty services



Source: CRTC Data Collection

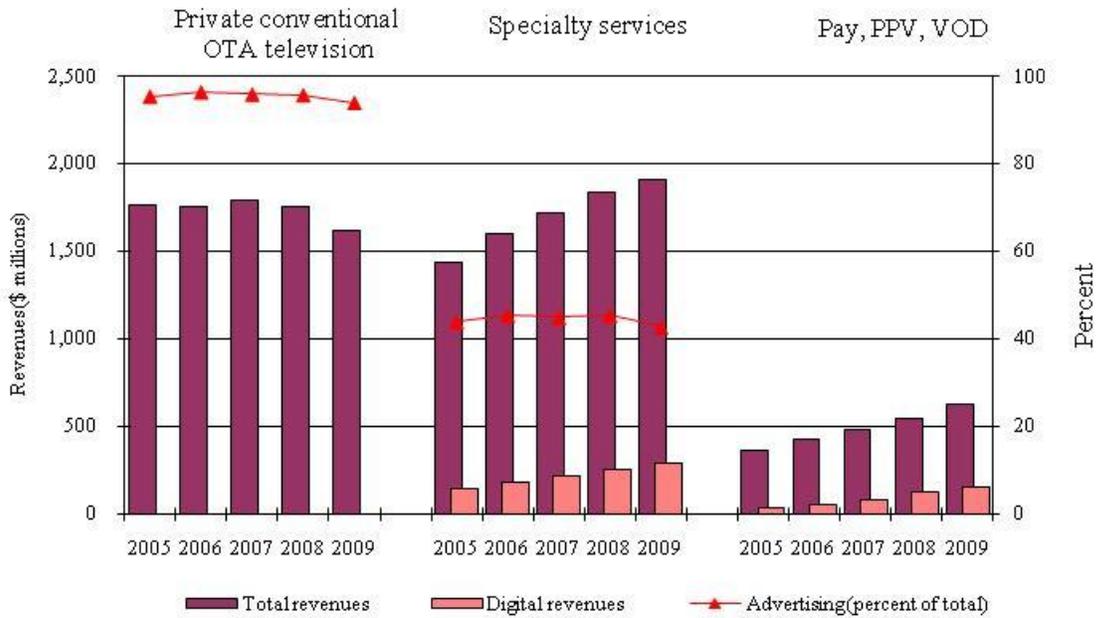
Note: 2004-2008 figures have been updated to reflect current 31 August aggregate results.

Figure 4.3.5 Aggregate PBIT margins for private conventional television, pay, PPV, VOD, and specialty services



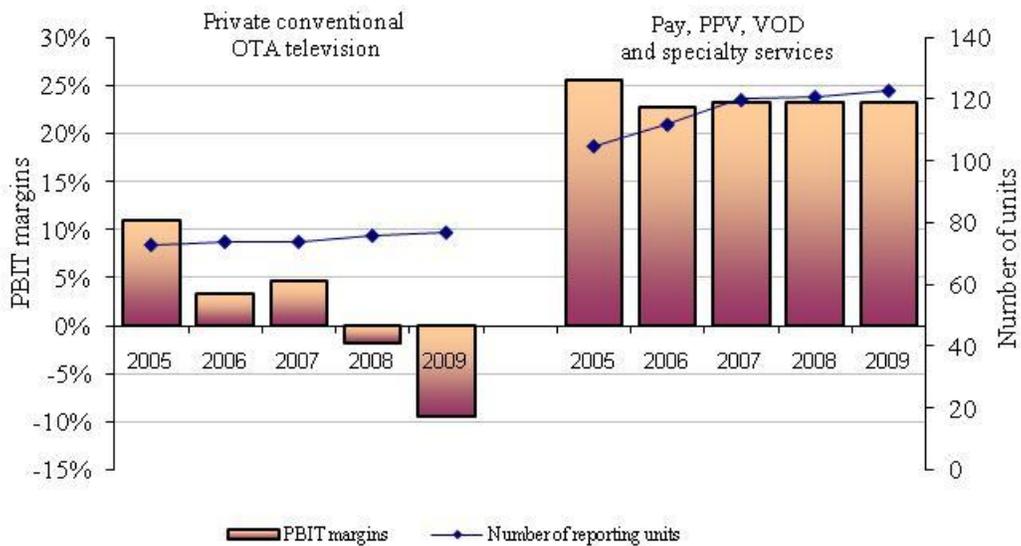
Source: CRTC data collection

Figure 4.3.6 Revenues of English-language private conventional television, specialty, pay, PPV, and VOD services



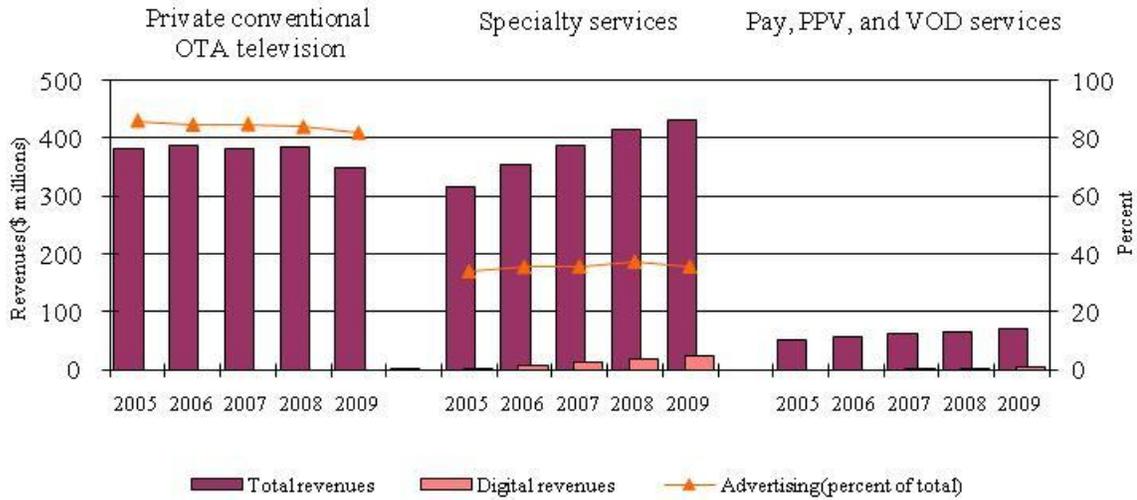
Source: CRTC data collection

Figure 4.3.7 Aggregate PBIT margins for English-language private conventional television, pay, PPV, VOD, and specialty services



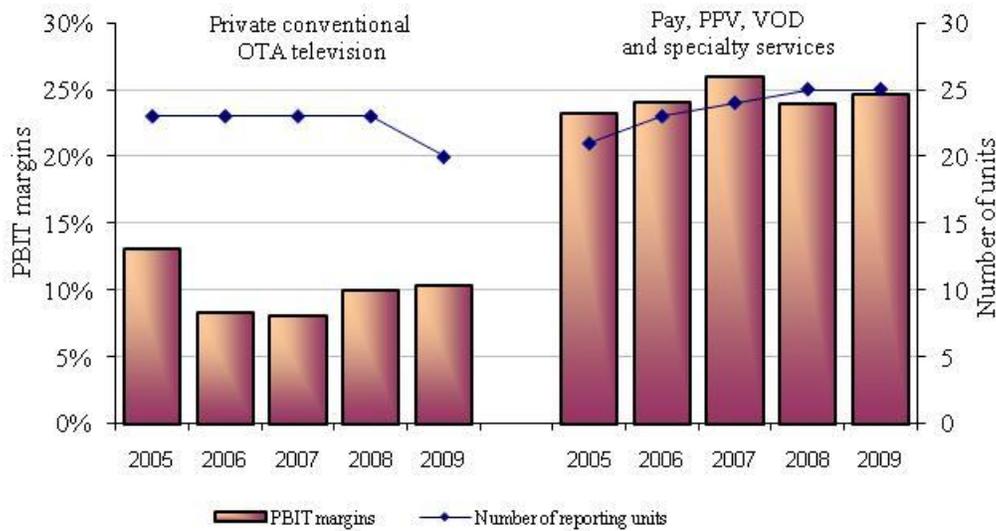
Source: CRTC Data Collection

Figure 4.3.8 Revenues of French-language private conventional television, specialty, pay, PPV, and VOD services



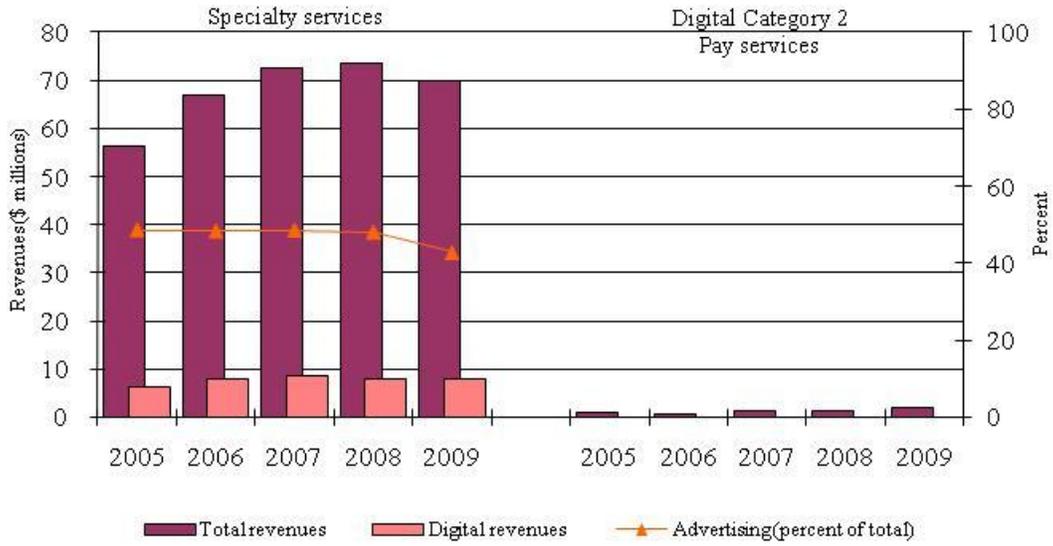
Source: CRTC Data Collection

Figure 4.3.9 Aggregate PBIT of French-language private conventional television, pay, PPV, VOD, and specialty services



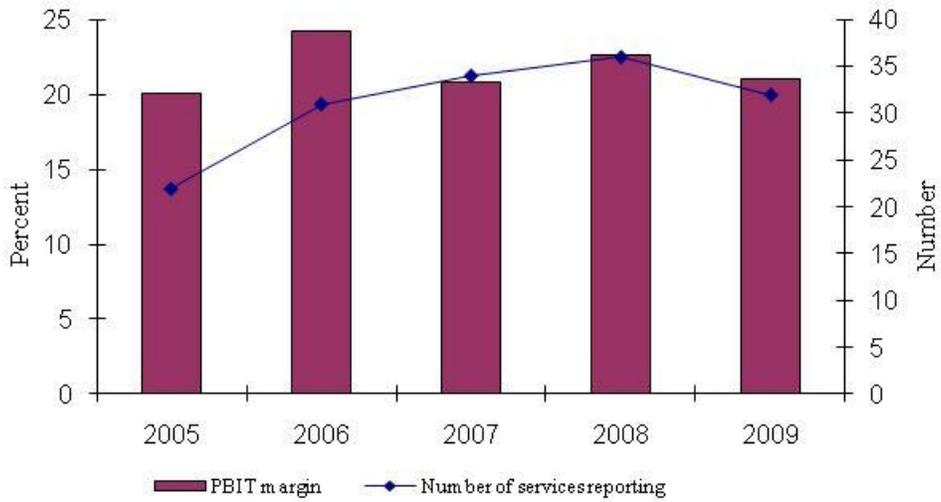
Source: CRTC Data Collection

Figure 4.3.10 Revenues of ethnic and third-language specialty and digital Category 2 pay services



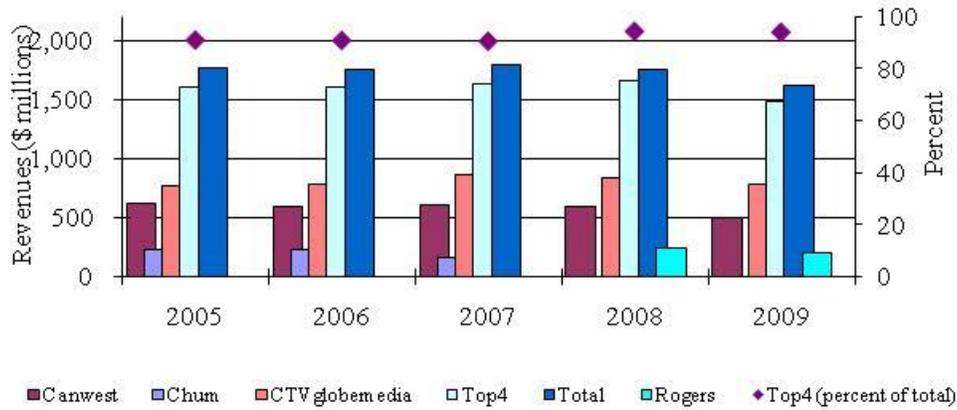
Source: CRTC Data Collection

Figure 4.3.11 PBIT margins of ethnic and third-language specialty and digital Category 2 pay services



Source: CRTC data collection

Figure 4.3.12 Revenues of large English-language private conventional television ownership groups

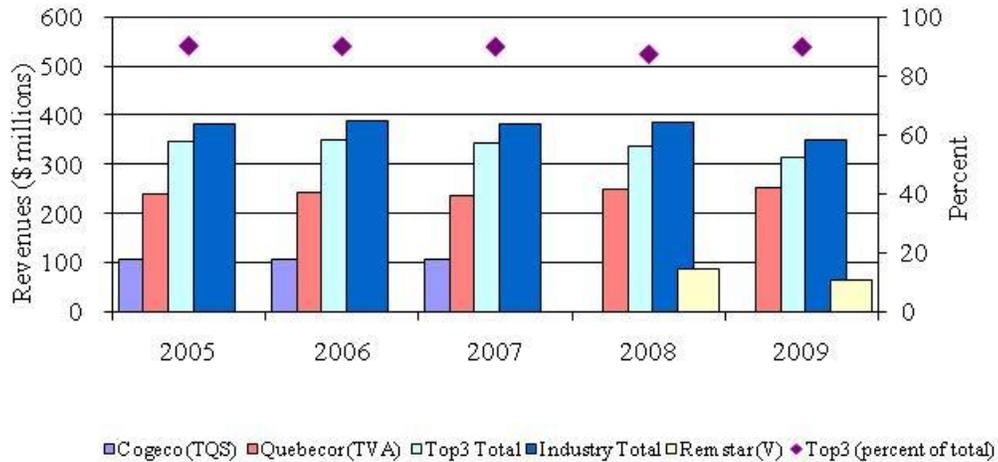


Source: CRTC Data Collection

Notes:

1. Based on conventional OTA stations owned or controlled by the ownership group on 31 August of each year. Ownership is based on the date of the approving Decision, not the official closing date of the transaction. The station's entire annual revenue is attributed to the ownership group that was deemed to be its owner as of 31 August.
2. CTVglobemedia and CHUM Limited's results reflect the *Transfer of effective control of CHUM Limited to CTVglobemedia Inc.*, Broadcasting Decision CRTC 2007-165, 8 June 2007.
3. Canwest's total for 2009 excludes CHCH-TV Hamilton following an acquisition of assets (Broadcasting Decision 2009-537, issued 28 August 2009) and CJNT-TV Montréal following an acquisition of assets (Broadcasting Decision 2009-536, issued 28 August 2009).

Figure 4.3.13 Revenues of large French-language private conventional television ownership groups

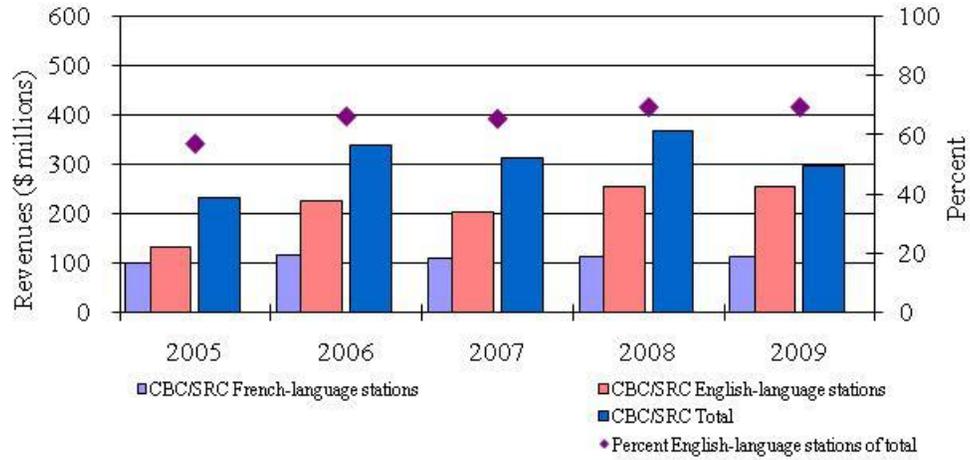


Source: CRTC Data Collection

Notes:

1. Based on conventional stations owned or controlled by the ownership group on 31 August of each year. Ownership is based on the date of the approval decision, not the official closing date of the transaction. The station’s entire annual revenue is attributed to the ownership group that was deemed to be its owner as of 31 August.
2. In *Change in the effective control of TQS inc. and licence renewals of the television programming undertakings CFJP-TV Montréal, CFJP-DT Montréal, CFAP-TV Québec, CFKM-TV Trois-Rivières, CFKS-TV Sherbrooke, CFRS-TV Saguenay and of the TQS network*, Broadcasting Decision CRTC 2008-129, 26 June 2008, the Commission approved, subject to certain conditions, the acquisition by Remstar Diffusion inc. of TQS’s network and television stations in Montréal, Québec, Trois-Rivières, Sherbrooke, and Saguenay. TQS was changed to V.
3. In *Acquisition of assets*, Broadcasting Decision CRTC 2008-130, 26 June 2008, the Commission approved the acquisition by CBC of the assets of the French-language television programming undertakings CKSH-TV Sherbrooke, CKTM-TV Trois-Rivières, and CKTV-TV Saguenay and its transmitter CKTV-TV-1 Saint-Fulgence, Quebec, from TQS inc.

Figure 4.3.14 Advertising revenues: CBC/SRC conventional television stations (owned & operated)



Source: CRTC Data Collection

Table 4.3.14 Ownership group with significant ownership interest in specialty, pay, PPV, and VOD services as of 31 December 2009 (Part 1 of 6)

				31 August 2009 financial results (Thousands)				
		Type of service	Language	Direct / indirect voting interest	# of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
Astral								
✓	Canal D	Sp. A	f	100%	2,554	35,784	17,318	48.4%
✓	Canal Vie	Sp. A	f	100%	2,264	41,322	18,204	44.1%
	CINÉPOP	Pay 2	f	100%	557	4,219	-798	-18.9%
✓	Family Channel	Pay	e	100%	5,887	59,277	19,625	33.1%
✓	Mpix (Moviepix!)	Pay	e	100%	1,513	22,898	12,357	54.0%
✓	Super Écran	Pay	f	100%	607	61,754	20,929	33.9%
✓	TMN (Movie Network, The)	Pay	e	100%	1,152	122,668	28,158	23.0%
✓	VRAK.TV	Sp. A	f	100%	2,561	24,651	9,096	36.9%
✓	Ztélé	Sp. A	f	100%	1,966	18,061	5,144	28.5%
	Viewers Choice Canada	PPV**	e	50.10%	2,084	16,865	3,114	18.5%
✓	Historia	Sp. A	f	50%	1,975	16,535	6,630	40.1%
✓	Musimax	Sp. A	f	100%	2,108	9,247	434	6.9%
✓	MusiquePlus	Sp. A	f	100%	2,508	12,112	-2,367	-15.8%
✓	Séries+	Sp. A	f	50%	1,979	28,068	16,597	59.1%
✓	Teletoon/Télétoon	Sp. A	b	50%	7,717	76,268	35,279	46.3%
	Teletoon retro English	Sp. D2	e	50%	5,155	3,856	2,088	54.1%
	Télétoon rétro French *	Sp. D2	f	50%	867	187	-450	-240.6%

* Launched 4 September 2008

				31 August 2009 financial results (Thousands)				
		Type of service	Language	Direct / indirect voting interest	# of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
BCE*								
✓	Bell TV Vu!	PPV**	b	100%	1,858	52,799	7,326	13.9%
✓	Bell TV On Demand	PPV	b	100%	575	0	0	n/a
✓	Bell TV On Demand	VOD	b	100%	575	0	0	n/a
✓	Câblevision du Nord de Québec inc.***	VOD	f	100%	15	389	95	24.4%

* BCE Inc. holds 15% voting interest in CTVglobemedia Inc.

***BCE has a direct and indirect interest of approximately 44%, but has the right to appoint the majority of the Directors of the ultimate parent of Câblevision du Nord de Québec Inc.

Table 4.3.14 Ownership group with significant ownership interest in specialty, pay, PPV, and VOD services as of 31 December 2009 (Part 2 of 6)

	Type of service	Language	Direct / indirect voting interest	31 August 2009 financial results (Thousands)			
				# of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
Canwest							
DejaView	Sp. D2	e	100%	1,385	5,983	1,638	27.4%
Fox Sports World Canada	Sp. D2	e	100%	1,127	5,024	-242	-4.8%
MovieTime**	Sp. D2	e	100%	1,445	6,124	1,628	26.6%
Xtreme Sports*	Sp. D2	e	100%	0	467	-41	-8.9%
TVtropolis (Prime TV)	Sp. A	e	66.67%	6,302	46,492	13,382	28.8%
Mystery	Sp. D1	e	50%	1,625	11,341	3,151	27.8%
MenTV	Sp. D1	e	49%	910	4,885	-23	-0.5%
✓ History Television	Sp. A	e	100%	6,949	49,692	27,264	54.9%
Independent Film Channel Canada	Sp. D1	e	100%	2,569	8,471	1,562	18.4%
✓ Showcase	Sp. A	e	100%	7,652	62,837	19,466	31.0%
Showcase Action	Sp. D2	e	100%	2,753	11,865	6,699	56.5%
Showcase Diva	Sp. D2	e	100%	2,661	11,902	5,855	49.2%
✓ Slice (Life Network, The)	Sp. A	e	100%	6,385	39,424	7,923	20.1%
Fine Living***	Sp. D2	e	80.24%	1,933	4,503	865	19.2%
✓ HGTV Canada (Home and Garden)	Sp. A	e	80.24%	7,455	63,477	20,958	33.0%
BBC Canada	Sp. D2	e	80%	2,298	7,905	2,068	26.2%
BBC Kids	Sp. D2	e	80%	2,100	4,784	-297	-6.2%
Discovery Health Network	Sp. D1	e	80%	2,005	6,186	1,931	31.2%
✓ National Geographic Channel	Sp. D2	e	64%	4,516	12,638	3,757	29.7%
✓ Food Network Canada	Sp. A	e	57.58%	6,009	40,888	19,070	46.7%
✓ Historia	Sp. A	f	50%	1,975	16,535	6,630	40.1%
✓ Séries+	Sp. A	f	50%	1,979	28,068	16,597	59.1%
✓ Dusk (formerly Scream)	Sp. D2	e	49%	1,435	6,516	1,657	25.4%
One: The Body, Mind & Spirit Channel	Sp. D1	e	37.77%	961	3,934	1,015	25.8%
✓ The Score ****	Sp. A	e	21.96%	6,598	35,897	629	1.8%

* Xtreme Sports ceased operations 9 Oct 2008

** Lonestar name changed to MovieTime, 6 October 2008

***Fine Living ceased operations 19 October 2009

****7 April 2009, CanWest Media Inc. completed the sale of its Score Media Inc. holdings.

	Type of service	Language	Direct / indirect voting interest	31 August 2009 financial results (Thousands)			
				# of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
CBC							
✓ Bold	Sp. D1	e	100%	1,047	4,078	667	16.3%
✓ CBC News Network (formerly CBC Newsworld)	Sp. A	e	100%	10,648	79,100	17,859	22.6%
Galaxie (Pay audio)	Audio	b	100%	n/a	n/a	n/a	n/a
✓ RDI – Réseau de l'information	Sp. A	f	100%	10,381	49,378	3,919	7.9%
✓ ARTV	Sp. A	f	60.7%	2,099	15,643	166	1.1%
✓ Documentary	Sp. D1	e	82%	1,249	5,190	208	4.0%

Table 4.3.14 Ownership group with significant ownership interest in specialty, pay, PPV, and VOD services as of 31 December 2009 (Part 3 of 6)

	Type of service	Language	Direct / indirect voting interest	31 August 2009 financial results (Thousands)			
				# of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
Cogeco							
Cogeco On Demand	VOD	b	100%	n/a	n/a	n/a	n/a
	Type of service	Language	Direct / indirect voting interest	31 August 2009 financial results (Thousands)			
				# of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
Corus¹							
✓ Encore Avenue	Pay	e	100%	2,686	18,501	9,616	52.0%
✓ MovieCentral	Pay	e	100%	953	96,877	20,231	20.9%
TreeHouse TV	Sp. A	e	100%	8,235	14,835	6,214	41.9%
W Network	Sp. A	e	100%	8,130	85,707	41,339	48.2%
YTV	Sp. A	e	100%	10,875	80,223	21,270	26.5%
CMT (formerly Country Music Television)	Sp. A	e	90%	10,237	26,571	9,681	36.4%
Discovery Kids	Sp. D2	e	80%	951	3,894	466	12.0%
✓ Dusk (formerly Scream)	Sp. D2	e	51%	1,435	6,516	1,657	25.4%
Sky TG24 Canada (formerly Network Italia) (Italian)	Sp. D2	o	50.50%	4	112	32	28.4%
Telelatino (Italian & Hispanic/Spanish)	Sp. A	o	50.50%	4,884	20,095	9,247	46.0%
✓ Teletoon/Télétoon**	Sp. A	b	50%	7,717	76,268	35,279	46.3%
Teletoon retro English**	Sp. D2	e	50%	5,155	3,856	2,088	54.1%
Télétoon rétro French *	Sp. D2	f	50%	867	187	-450	-240.6%
✓ Food Network Canada	Sp. A	e	22.58%	6,009	40,888	19,070	46.6%
MaxTrax (Pay audio service)***	Audio	b	100%	n/a	n/a	n/a	n/a
VIVA	Sp. A	e	100%	5,200	18,984	9,441	49.7%
Cosmopolitan TV	Sp. D2	e	67%	2,732	3,829	-2,956	-77.2%
Sundance Channel (formerly Drive-In Classics ²)	Sp. D2	e	100%	1,328	4,847	3,214	66.3%
W Movies (formerly Sex TV: The Channel ³)	Sp. D2	e	100%	779	3,383	1,907	56.4%

¹Launched 4 September 2008

²20% of the 50% voting interest is held by Nelvana Limited, a company that produces and distributes children and family productions.

Corus Entertainment Inc. holds 100% voting interest in Nelvana Limited.

³*** Discontinued as of March 2009

Table 4.3.14 Ownership group with significant ownership interest in specialty, pay, PPV, and VOD services as of 31 December 2009 (Part 4 of 6)

	Type of service	Language	Direct / indirect voting interest	31 August 2009 financial results (Thousands)			
				# of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
CTVglobemedia*							
✓ CTV News Channel (CTV Newsnet)	Sp. A	e	100%	8,515	23,021	6,677	29.0%
✓ MTV Canada	Sp. A	e	100%	6,475	22,248	-5,365	-24.1%
✓ BNN (Business News Network)	Sp. A	e	100%	5,857	27,904	12,200	43.7%
✓ TCN (Comedy Network, The)	Sp. A	e	100%	6,150	51,475	12,388	24.1%
✓ travel + escape (CTV Travel)	Sp. D1	e	100%	968	5,353	1,594	29.8%
ESPAN Classic Canada	Sp. D2	e	80%	982	2,736	462	16.9%
✓ RDS - Réseau des Sports	Sp. A	f	80%	2,920	105,729	17,073	16.2%
RIS - Réseau Info Sports	Sp. D1	f	80%	1,325	9,639	3,370	35.0%
✓ TSN (Sports Network, The)	Sp. A	e	80%	11,652	220,518	40,264	18.3%
Animal Planet	Sp. D2	e	64%	1,427	4,899	1,030	21.0%
✓ Discovery Channel, The	Sp. A	e	64%	8,048	87,421	25,376	29.0%
Discovery Civilization Channel	Sp. D2	e	64%	1,303	3,691	564	15.3%
✓✓ Discovery HD	Sp. D2	e	64%	1,021	18,187	8,564	47.1%
Viewers Choice Canada	PPV**	e	19.96%	2,084	16,865	3,114	18.5%
NHL Network, The	Sp. D2	e	17.14%	1,076	10,928	4,483	41.0%
✓ Book Television	Sp. D1	e	100%	983	4,213	1,945	46.2%
✓ Bravo!	Sp. A	e	100%	7,021	46,603	20,955	45.0%
✓ CourtTV Canada	Sp. D2	e	100%	936	4,992	2,758	55.3%
✓ FashionTelevisionChannel	Sp. D1	e	100%	901	4,676	-1,421	-30.4%
MuchLoud	Sp. D2	e	100%	182	467	190	40.7%
✓ MuchMoreMusic	Sp. A	e	100%	6,126	18,084	6,669	36.9%
MuchMoreRetro	Sp. D2	e	100%	230	856	616	71.9%
✓ MuchMusic	Sp. A	e	100%	8,246	41,186	7,030	17.1%
MuchVibe	Sp. D2	e	100%	570	846	531	62.8%
✓ CablePulse 24 (CP24)	Sp. A	e	100%	2,905	15,355	-566	-3.7%
PunchMuch	Sp. D2	e	100%	263	790	431	54.6%
✓ MTV2	Sp. D1	e	100%	924	5,208	340	6.5%
✓ SPACE	Sp. A	e	100%	6,836	45,000	21,269	47.3%
✓ Star! TV	Sp. A	e	100%	5,681	22,093	6,352	28.8%
TV Land	Sp. D2	e	80.10%	912	3,215	1,290	40.1%

*In September 2009, CTVglobemedia sold its shares in Maple Leaf Sports & Entertainment Inc., licensee of Leafs TV and Raptors NBA TV.

Table 4.3.14 Ownership group with significant ownership interest in specialty, pay, PPV, and VOD services as of 31 December 2009 (Part 5 of 6)

	Type of service	Language	Direct / indirect voting interest	31 August 2009 financial results (Thousands)			
				# of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
Quebecor							
✓ Illico sur demande	VOD	b	100%	1,011	41,898	10,972	26.2%
ARGENT	Sp. D1	f	100%	887	3,636	42	1.1%
✓ LCN – Le Canal Nouvelles	Sp. A	f	100%	2,226	24,725	8,323	33.7%
✓ Mystère	Sp. D1	f	100%	601	4,035	-21	-0.5%
Prise 2 (Nostalgie)	Sp. D2	f	100%	552	3,561	-59	-1.7%
MenTV	Sp. D1	e	51%	910	4,885	-23	-0.5%
Mystery	Sp. D1	e	50%	1,625	11,341	3,151	27.8%
Les idées de ma maison	Sp. D2	f	100%	420	2,682	-774	-28.9%
✓ Canal Indigo	PPV**	f	100%	n/a	3,550	-182	-5.1%
Canal Évasion	Sp. A	f	8.31%	1,967	9,921	1,073	10.8%

	Type of service	Language	Direct / indirect voting interest	31 August 2009 financial results (Thousands)			
				# of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
Rogers							
Biography Channel, The	Sp. D1	e	100%	1,227	6,139	1,529	24.9%
Rogers On Demand	VOD	b	100%	1,604	51,373	10,502	20.4%
✓ Rogers Sportsnet	Sp. A	e	100%	8,805	186,010	40,667	21.9%
✓ Rogers Sportsnet PPV	PPV**	e	100%	52	13,783	2,451	17.8%
G4TechTV	Sp. D1	e	100%	1,222	6,965	1,599	23.0%
Viewers Choice Canada	PPV**	e	24.95%	2,084	16,865	3,114	18.5%
✓ OLN (Outdoor Life Network)	Sp. A	e	100%	6,228	14,920	5,736	38.5%
TVtropolis (Prime TV)	Sp. A	e	33.33%	6,302	46,492	13,382	28.8%
Rogers Pay Audio	Sp. A	b	100%	n/a	n/a	n/a	n/a
Setanta Sports (Canada)	Sp. D2	e	53.40%	68	7,016	940	13.4%

	Type of service	Language	Direct / indirect voting interest	31 August 2009 financial results (Thousands)			
				# of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
Shaw							
✓ Shaw Pay-Per-View	PPV**	e	100%	n/a	30,143	2,462	8.2%
✓ Shaw Pay-Per-View	PPV	e	100%	n/a	11,604	1,802	15.5%
Shaw on Demand	VOD	b	100%	n/a	42,403	9,702	22.9%

Table 4.3.14 Ownership group with significant ownership interest in specialty, pay, PPV, and VOD services as of 31 December 2009 (Part 6 of 6)

Notes to table 4.3.14:

- Percentage of ownership interest indicated is related to the percentage of direct and indirect voting interest. Table 4.3.14 is based on the date of the approving decision as of 31 December 2009, and not the official closing date of the transaction.
 - Includes only Category 2 services that have been launched as of 31 December 2009.
1. Shaw Communications Inc. is affiliated with Corus Entertainment Inc. as J.R. Shaw has voting control of both companies.
 2. In Broadcasting Decision 2009-706, the Commission approved the sale from CTVglobemedia to Corus of the English-language category 2 specialty television programming undertakings known as SexTV: The Channel and Drive-In Classics.

Legend:

- √ Indicates that the service has been authorized to make available an upgraded HD format version. Reflects decisions issued up to 11 December 2009.
- √√ Indicates high definition (HD) programming undertaking. Reflects decisions issued up to 11 December 2009.
- Type of service:
 - Sp. A = Specialty analog service
 - Sp. D1 = Specialty digital category 1 service
 - Sp. D2 = Specialty digital category 2 service
 - Pay = Pay analogue service
 - Pay 2 = Pay digital category 2 service
 - DTH = Direct-to-home
 - PPV = Pay-per-view
 - PPV** = Holds both a terrestrial and DTH PPV licence
 - VOD = Video-on-demand
- Language: e = English; f = French; o = Other; b=English/French
n/a=not applicable or not available

Source: CRTC Ownership records and CRTC data collection

Table 4.3.15 Canadian Programming Expenditure (CPE) - CBC English- and French-language conventional television

Genre (\$ Thousands)	2005	2006	2007	2008	2009	Annual growth %			
						2006	2007	2008	2009
News (category 1)	108,753	116,559	119,552	132,457	165,717	7%	3%	11%	25%
Other information (categories 2 to 5)	76,111	76,908	84,881	94,782	109,418	1%	10%	12%	15%
Sports (category 6)	*	141,489	97,781	189,427	151,315	*	-31%	94%	-20%
Drama and comedy (category 7)	104,622	116,809	112,132	137,363	131,640	12%	-4%	23%	-4%
Music and variety (categories 8 & 9)	28,674	35,514	26,648	27,059	22,760	24%	-25%	2%	16%
Game show (category 10)	1,349	165	823	13,373	13,803	-88%	399%	1,525%	3%
Human interest (category 11)	44,367	43,466	53,490	74,584	63,295	-2%	23%	39%	15%
Other (categories 12 to 15)	-	-	-	-	-41	-	-	-	-
Total (categories 1 to 15)	*	530,910	495,307	669,045	657,907	*	-7%	35%	-2%

- Notes:
- *Sports and Total programming expenditures for 2005 are confidential.
 - Expenditures exclude indirect and facility cost allocations. Certain programming related expenses are included as programming costs beginning in 2008 consistent with CRTC guidelines.
 - Minor variances are due to rounding.

Source: CRTC data collection

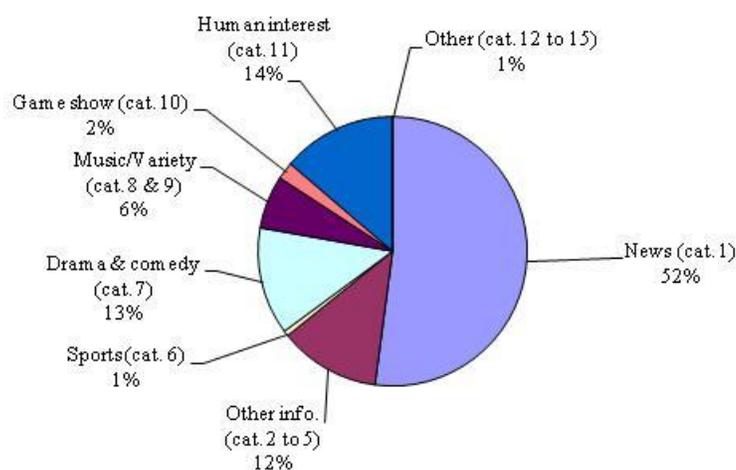
Table 4.3.16 Canadian Programming Expenditure (CPE) - Private conventional television

Genre (\$ Thousands)	2005	2006	2007	2008	2009	Annual growth %			
						2006	2007	2008	2009
News (category 1)	310,225	328,078	324,772	322,997	312,106	6%	-1%	-1%	-3%
Other information (categories 2 to 5)	59,400	66,288	62,014	67,190	72,840	12%	-6%	8%	8%
Sports (category 6)	8,892	9,336	8,600	7,510	3,803	5%	-8%	13%	-49%
Drama and comedy (category 7)	86,553	73,857	76,452	88,334	77,372	-15%	4%	16%	-12%
Music and variety (categories 8 & 9)	29,156	35,047	23,897	24,706	38,182	20%	-32%	3%	55%
Game show (category 10)	4,909	5,678	12,158	16,559	12,510	16%	114%	36%	-24%
Human interest (category 11)	83,099	101,637	104,473	90,443	82,293	22%	3%	13%	-9%
Other (categories 12 to 15)	4,775	3,827	3,647	1,905	276	-20%	-5%	0%	-86%
Total (categories 1 to 15)	587,009	623,747	616,013	619,643	599,383	6%	-1%	1%	-3%
% of total revenue	27.35%	29.11%	28.38%	28.98%	30.42%				

- Notes:
- Amounts include expenditures on Canadian programs telecast, writedowns of Canadian inventory, script and concept and loss on equity Canadian programs.
 - Excludes CTF “top-up” funding reported by OTA stations. Includes expenditures relating to ownership transfer benefits and to commitments made at the time of licensing.
 - Minor variances are due to rounding.

Source: CRTC data collection

Figure 4.3.15 Canadian Programming expenditures (CPE) - distribution by genre for private conventional television (2009)



Source: CRTC data collection

Table 4.3.17 Expenditures on non-Canadian programming - Private conventional television

Genre (\$ Thousands)	2005	2006	2007	2008	2009	Annual growth %			
						2006	2007	2008	2009
News (category 1)	12	6	10	5	20	-48%	74%	-48%	300%
Other information (categories 2 to 5)	9,159	9,340	8,800	11,973	18,574	2%	-6%	36%	55%
Sports (category 6)	10,097	10,419	9,164	11,261	13,746	3%	-12%	23%	22%
Drama and comedy (category 7)	402,249	480,349	507,689	524,235	596,598	19%	6%	3%	14%
Music and variety (categories 8 & 9)	12,482	21,096	29,123	28,825	31,554	69%	38%	-1%	10%
Game show (category.10)	50,279	35,332	45,112	47,892	14,243	-30%	28%	6%	-70%
Human interest (category.11)	125,868	131,588	120,649	151,667	155,130	5%	-8%	26%	2%
Other (categories 12 to 15)	3,077	142	1,380	-619	517	-95%	872%	-145%	183%
Total (categories 1 to 15)	613,224	688,273	721,927	775,240	830,383	12%	5%	7%	7%
% of total revenues	28.57%	32.12%	33.26%	36.25%	42.14%				

Notes: 1. Amounts include expenditures on non-Canadian programs telecast and writedowns of non-Canadian programming.

2. Minor variances are due to rounding.

Source: CRTC data collection

Table 4.3.18 Expenditures on Canadian and non-Canadian programming by genre reported by pay and specialty services (Part 1 of 2)

Genre (\$ Thousands)	Eligible Expenditures on Canadian Programming (CPE) ²			Expenditures on non-Canadian programming		
	2008	2009	Growth	2008	2009	Growth
<i>Number of services reporting</i>	102	111		102	111	
English-language services*						
News (category 1)	101,691	112,140	10%	542	579	7%
Other information (categories 2 to 5)	183,887	167,639	-9%	27,027	40,369	49%
Sports (category 6)	222,388	237,637	7%	40,756	43,681	7%
Drama and comedy (category 7)	184,226	151,854	-18%	215,349	262,036	22%
Music and variety (categories 8 & 9)	32,231	28,973	-10%	1,157	2,025	75%
Game show (category 10)	4,292	7,650	78%	636	814	28%
Human interest (category 11)	61,661	63,300	3%	15,408	24,552	59%
Other (categories 12 to 15)	19,451	25,465	31%	31	436	1306%
Total (categories 1 to 15)	809,827	794,658	-2%	300,906	374,492	24%
<i>Number of services reporting</i>	22	23		22	23	
French-language services						
News (category 1)	42,299	48,539	15%	54	46	-15%
Other information (categories 2 to 5)	48,003	53,777	12%	6,559	7,576	16%
Sports (category 6)	51,396	54,963	7%	4,753	5,200	9%
Drama & comedy (category 7)	34,052	34,701	2%	35,677	35,667	0%
Music/Variety (category 8 & 9)	13,859	9,673	-30%	2,309	571	-75%
Game show (category 10)	6	742	12,267%	27	73	170%
Human interest (category 11)	5,807	6,580	13%	1,024	853	-17%
Other (category 12 to 15)	5,557	9,082	63%	370	469	27%
Total (categories 1 to 15)	200,979	218,057	8%	50,773	50,455	-1%
<i>Number of services reporting</i>	36	39		36	39	
Ethnic or third-language services						
News (category 1)	2,685	2,393	-11%	380	512	35%
Other information (categories 2 to 5)	4,149	3,877	-7%	739	719	-3%
Sports (category 6)	725	588	-19%	179	496	177%
Drama and comedy (category 7)	2,281	3,004	32%	2,884	3,118	8%
Music and variety (categories 8 & 9)	8,273	7,855	-5%	736	1,814	146%
Game show (category 10)	30	142	373%	72	87	21%
Human interest (category 11)	4,198	2,831	-33%	740	1,871	153%
Other (categories 12 to 15)	55	160	191%	255	150	-41%
Total (categories 1 to 15)	22,394	20,850	-7%	5,986	8,768	46%

Table 4.3.18 Expenditures on Canadian and non-Canadian programming by genre reported by pay and specialty services (Part 2 of 2)

Genre (\$ Thousands)	Eligible Expenditures on Canadian Programming (CPE) ²			Expenditures on non-Canadian programming		
	2008	2009	Growth	2008	2009	Growth
<i>Number of services reporting</i>	160	173		160	173	
Total pay and specialty services						
News (category 1)	146,675	163,072	11%	976	1,137	16%
Other information (categories 2 to 5)	236,039	225,293	-5%	34,325	48,664	42%
Sports (category 6)	274,509	293,188	7%	45,688	49,377	8%
Drama and comedy (category 7)	220,559	189,559	-14%	253,910	300,821	18%
Music and variety (categories 8 & 9)	54,362	46,501	-14%	4,203	4,410	5%
Game show (category 10)	4,328	8,534	97%	736	974	32%
Human interest (categories 11)	71,666	72,711	1%	17,172	27,276	59%
Other (categories 12 to 15)	25,063	34,707	38%	656	1,055	61%
Total (categories 1 to 15)	1,033,200	1,033,565	0%	357,665	433,714	21%

Notes: 1 * Includes bilingual services.

2 Excludes CTF “top-up” funding reported by pay and specialty services. Includes expenditures relating to tangible benefits and to commitments made at the time of licensing.

Source: CRTC data collection

Table 4.3.19 Canadian programming expenditures (CPE) reported by the PPV and VOD services¹

Genre (\$ Thousands)	Eligible Expenditures on Canadian Programming (CPE)		
	2008	2009	Growth
<i>Number of services reporting</i>	22	27	
Total PPV and VOD services	21,350	31,204	46%

Notes: 1. Programming expenditures by genre for PPV and VOD services are not available.

2. Excludes CTF “top-up” funding reported by PPV and VOD services. Includes expenditures relating to ownership transfer benefits and to commitments made at the time of licensing.

Source: CRTC data collection

Table 4.3.20 Number of hours of Canadian priority programming broadcast annually - 7 p.m. to 11 p.m.

This table sets out the number of hours of Canadian priority programming broadcast during the peak viewing period of 7 p.m. to 11 p.m. by CFTO-TV (CTV) Toronto, CIII-TV (Canwest) Toronto, and CFTM-TV (TVA) Montréal for each of the 2004/05 to 2008/09 broadcast years.

(hours)	Broadcast years *					Annual growth %			
	04/05	05/06	06/07	07/08	08/09	06	07	08	09
CFTM-TV (TVA) Montréal (French-language station)									
Long-form documentary (cat. 2b)	31	48	22	19	52	55%	-55%	-14%	174%
Drama and comedy (cat. 7)	247	253	270	328	299	2%	7%	21%	-9%
Music and dance (cat. 8a)	38	24	6	8	7	-37%	-75%	33%	-13%
Variety (cat. 9)	30	65	10	8	40	117%	-84%	-20%	400%
Regionally produced	-	-	-	-	6	-	-	-	-
Entertainment magazine	50	42	39	29	16	-16%	-7%	-26%	-45%
Total hours	396	432	347	392	429	9%	-20%	13%	13%
<i>Number of Drama and comedy hours reported as:</i>									
<i>eligible for the 50% time credit</i>	129	119	153***	142	159	-8%	29%	-7%	12%
<i>eligible for the 25% time credit</i>	-	-	-	-	-	-	-	-	-
<i>not eligible for the time credit</i>	118	135	117***	186	140	14%	-13%	59%	-25%
CFTO-TV (CTV) Toronto (English-language station)									
Long-form documentary (cat. 2b)	45	51	53	63	64	13%	5%	19%	2%
Drama and comedy (cat. 7)	196	189	182	204	168	-4%	-3%	12%	-18%
Music and dance (cat. 8a)	3	2	2	1	21	-33%	-	-50%	2,000%
Variety (cat. 9)	35	32	30	26	30	-9%	-6%	-13%	15%
Regionally produced	2	2	2	2	-	-	-	-	-100%
Entertainment magazine	113	116	105	96	107	3%	-9%	-9%	11%
Total hours	394	392	375	392	390	-1%	-4%	5%	5%
<i>Number of Drama and comedy hours reported as:</i>									
<i>eligible for the 50% time credit</i>	132	120	128	122	88	-9%	6%	-5%	-28%
<i>eligible for the 25% time credit</i>	48	31	16	6	17	-35%	-48%	-63%	183%
<i>not eligible for the time credit</i>	16	38	39	76	63	138%	2%	95%	-17%
CIII-TV (Canwest) Toronto (English-language station)									
Long-form documentary (cat. 2b)	111	92	151	104	119	-17%	64%	-31%	14%
Drama and comedy (cat. 7)	245	161	147	207	163	-34%	-9%	41%	-21%
Music and dance (cat. 8a)	1	1	-	1	-	0%	-100%	-	-100%
Variety (cat. 9)	-	-	2	-	-	-	-	-	-
Regionally produced	1	4	12	3	12	350%	166%	-75%	300%
Entertainment magazine	3	71	127**	103	106	2,283%	78%	-19%	3%
Total hours	361	330	438	418	400	-9%	33%	-5%	-5%
<i>Number of Drama and comedy hours reported as:</i>									
<i>eligible for the 50% time credit</i>	81	98	34	34	37	21%	-65%	0%	9%
<i>eligible for the 25% time credit</i>	88	12	15	11	35	-86%	29%	-27%	218%
<i>not eligible for the time credit</i>	76	51	97	162	91	-33%	90%	67%	-44%

Notes:

- 1 * Reflects hours broadcast from 1 September to 31 August.
- 2 **Entertainment magazine programming hours in 06/07 include programming required to make up for 05/06 shortfall in qualifying *ET Canada* episodes.
- 3 The results are based on the definitions of priority programming that came into effect September 2000 (Public Notice CRTC 1999-205, 23 December 1999).
- 4 *** Reflects updated results
5. Minor variances are due to rounding.

Source: Licensees

Table 4.3.21 Value of television transactions and corresponding tangible benefits for the period 11 June 1999 to 31 December 2009

(\$ millions)	English-language services			French-language services			Total benefits
	# of Trans.	Value of the transaction*	Benefits	# of Trans.	Value of the transaction*	Benefits	
11 Jun. 99 to 31 Mar. 05	28	4,604.0	480.0	5	631.0	63.0	543.0
1 Apr. 05 to 31 Mar. 06	5	18.0	1.8	-	-	-	1.8
1 Apr. 06 to 31 Dec. 06	3	7.0	0.7	-	-	-	0.7
1 Jan. 07 to 31 Dec. 07**	9	2,877.0	287.7	1	34.0	3.4	291.1
1 Jan. 08 to 31 Dec. 08	7	180.1	17.4	4	31.9***	0.20	17.6
1 Jan. 09 to 31 Dec. 09	7	54.8	5.8	0	-	-	5.8
Total	59	7,740.9	793.4	10	696.9	66.6	860.0

Notes:

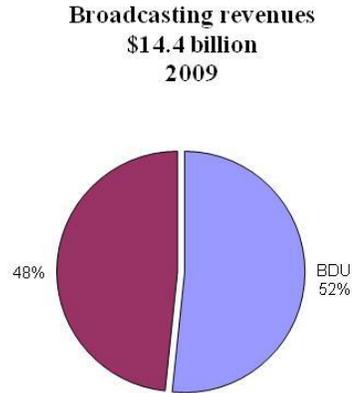
- 1 * Value determined by the Commission for the purpose of calculating tangible benefits.
- 2 ** In 2007, three major ownership transactions (CTVglobemedia/CHUM, Rogers / CHUM's five Citytv stations and Canwest / Alliance Atlantis) (CRTC Broadcasting Decisions 2007-165, 2007-360 and 2007-429) resulted in \$286 million in tangible benefits.
- 3 *** Applicant was prepared to commit \$1 M in tangible benefits; however, the Commission exempted the applicant from paying the tangible benefits due to unprofitable operations (Broadcasting Decision 2008-129)
- 4 Minor variances are due to rounding.

Source: CRTC Decisions and Administrative approvals

4.4 Broadcasting distribution

Sector overview

Broadcasting distribution refers to the distribution of basic and non-basic programming service activities provided by BDUs. This includes the distribution of programming from conventional television stations, radio stations, pay audio services, and pay, PPV, VOD and specialty television services. The sector consists of approximately 222 cable companies operating 1,946 cable BDUs,¹¹ 2 national DTH distributors, and 21 MDS operators.¹² The sector is dominated by 5 large companies utilizing either cable or satellite facilities, capturing over 90% of programming distribution revenues. Other services provided by the BDUs, such as Internet and telephony, are discussed in sections 3.1 and 5.3 of this report.



Broadcasting distribution at a glance

	2008	2009	Growth 2008-2009
Revenues (billions)	6.9 #	7.5	7.4%
Subscribers (millions)	11.0 #	11.3	2.2%
Revenues per subscriber per month	\$53.36	\$56.14	5.2%
Percent of households subscribing	89.8%	90.1%	
Market share (subscriber)			
Top 4 major cable operators	65%	64%	
DTH operators	25%	25%	
Affiliation payments per subscription dollar	\$0.33	\$0.33	
EBITDA Margin	25.3%	24.4%	
Cable and IPTV	28.1%	25.9%	
DTH and MDS	19.0%	21.0%	

¹¹ This number is comprised of approximately 121 systems with 20,000 subscribers or more and approximately 1,825 systems with fewer than 20,000 subscribers. Most systems with fewer than 20,000 subscribers are eligible for exemption from licensing requirements.

¹² Sources: September 2009, Mediastats and CRTC APP1205 report dated June 30, 2010

Statistical Information - Broadcast distribution undertakings
Table 4.4.1 Broadcast distribution – Basic and non-basic revenues, subscribers, monthly revenues per subscriber, and percent of households subscribing to BDUs (Part 1 of 2)

	2005	2006	2007	2008	2009	CAGR 2005- 2009
Revenues (millions)						
Cable and IPTV	3,522.3	4,008.2	4,333.7	4,761.8	5,122.7	
<i>Percent of total</i>	66.3%	69.2%	68.7%	68.5%	68.7%	
<i>Annual Growth</i>		-	8.1%	9.9%	7.6%	
DTH and MDS	1,437.9	1,641.1	1,834.1	2,036.2	2,189.2	
<i>Percent of total</i>	27.1%	28.3%	29.1%	29.3%	29.4%	
<i>Annual Growth</i>		-	11.8%	11.0%	7.5%	
Reporting BDUs subtotal	4,960.2	5,649.3	6,167.7	6,797.9	7,311.9	
<i>Percent of total</i>	93.4%	97.5%	97.8%	97.8%	98.1%	
<i>Annual Growth</i>		-	9.2%	10.2%	7.6%	
Non-reporting BDUs	353.5 #	143.7 #	144.0 #	143.4 #	143.4	
<i>Percent of total</i>	6.7%	2.5%	2.3%	2.1%	1.9%	
<i>Annual Growth</i>	15.1%	-	0.3%	-0.5%	0.0%	
Total revenues	5,313.7 #	5,792.9 #	6,311.8 #	6,941.3 #	7,455.3	8.8%
<i>Annual Growth</i>	5.4%	9.0%	9.0%	10.0%	7.4%	
Subscribers (thousands)						
Cable and IPTV	6,862.6	7,484.4	7,691.3	7,916.6	8,093.5	
<i>Percent of total</i>	67.3%	71.1%	71.6%	71.6%	71.7%	
<i>Annual Growth</i>		-	2.8%	2.9%	2.2%	
DTH and MDS	2,488.6	2,627.7	2,631.0	2,699.3	2,760.9	
<i>Percent of total</i>	24.4%	25.0%	24.5%	24.4%	24.5%	
<i>Annual Growth</i>		-	0.1%	2.6%	2.3%	
Reporting BDUs subtotal	9,351.2	10,112.0	10,322.3	10,615.9	10,854.3	
<i>Percent of total</i>	91.7%	96.0%	96.0%	96.0%	96.2%	
<i>Annual Growth</i>		-	2.1%	2.8%	2.2%	
Non-reporting BDUs and estimates	851.0 #	426.5 #	435.9 #	429.8 #	429.8	
<i>Percent of total</i>	8.3%	4.0%	4.1%	3.9%	3.8%	
<i>Annual Growth</i>	4.8%	-	2.2%	-1.4%	0.0%	
Total subscribers	10,202.2 #	10,538.5 #	10,758.2 #	11,046.0 #	11,284.1	2.6%
<i>Annual Growth</i>	2.2%	3.3%	2.1%	2.7%	2.2%	

Table 4.4.1 Broadcast distribution – Basic and non-basic revenues, subscribers, monthly revenues per subscriber and percent of households subscribing to BDUs (Part 2 of 2)

Monthly Revenues/Subscriber	2005	2006	2007	2008	2009	<i>CAGR 2005-2009</i>
Cable and IPTV	42.77	44.63	46.95	50.12	52.75	5.4%
<i>Annual Growth</i>	3.4%	4.3%	5.2%	6.8%	5.2%	
DTH and MDS	48.15	52.05	58.09	62.86	66.08	8.2%
<i>Annual Growth</i>	0.8%	8.1%	11.6%	8.2%	5.1%	
Reporting BDUs subtotal	44.20	46.56	49.79	53.36	56.14	6.2%
<i>Annual Growth</i>	2.8%	5.3%	7.0%	7.2%	5.2%	
Subscribing households	88.0%	89.3%	88.7%	89.0% #	90.1%	

Notes:

1. Based on the 12-month period ending 31 August
2. n/a: not available
3. n/m: not meaningful
4. Minor variances are due to rounding.
5. During the 2002 to 2005 period, pursuant to Broadcasting Decisions CRTC 2002-45, 2002-88 and 2004-382, the Commission exempted a large number of BDU licensees with fewer than 6,000 subscribers. These systems were no longer required to file annual financial returns with the CRTC.
6. In 2006, 2007, 2008 and 2009, licensees began reporting on all systems, including exempted system, held by the licensee. Total revenue and subscriber levels for 2006, 2007, 2008 and 2009 are therefore not comparable to the previous years.
7. Figures may have been restated for 2005-2008

Source: CRTC data collection, Statistics Canada. Percent of households subscribing to BDUs: Statistics Canada, “*Spending Patterns in Canada*”, 62-202-X, 2009 for years 2005-2008, with CRTC projection for 2009

Table 4.4.2 Top Canadian distributors and number of subscribers (thousands)

Corporations	2006	2007	2008	2009	2010	CAGR
						2006-2010
Rogers Cable Communications Inc ¹	2,260	2,278	2,295	2,312	2,296	0.4%
<i>Growth</i>	0.5%	0.8%	0.7%	0.7%	-0.7%	
Shaw Communications Inc. ²	2,179	2,220	2,242	2,274	2,329	1.7%
<i>Growth</i>	1.9%	1.9%	1.0%	1.4%	2.4%	
Videotron Ltd. ¹	1,520	1,583	1,652	1,729	1,786	4.1%
<i>Growth</i>	4.5%	4.1%	4.4%	4.7%	3.3%	
Cogeco Cable Inc ²	836	855	859	868	874	1.1%
<i>Growth</i>	0.6%	2.2%	0.5%	1.0%	0.7%	
Subtotal - Cable	6,795	6,936	7,048	7,183	7,284	1.8%
<i>Growth</i>	1.8%	2.1%	1.6%	1.9%	1.4%	
Star Choice Television Network Inc ^{2,3}	862	873	886	897	903	1.2%
<i>Growth</i>	3.9%	1.3%	1.5%	1.2%	0.7%	
Bell Canada Enterprises. ^{1,4}	1,739	1,824	1,823	1,864	1,969	3.2%
<i>Growth</i>	13.5%	4.9%	-0.1%	2.2%	5.6%	
Subtotal – DTH and IPTV	2,601	2,697	2,709	2,761	2,872	2.5%
<i>Growth</i>	10.1%	3.7%	0.4%	1.9%	4.0%	
Total – Top Canadian distributors	9,396	9,633	9,757	9,944	10,156	2.0%
<i>Growth</i>	4.0%	2.5%	1.3%	1.9%	2.1%	
<i>% of All Subscribers</i>	90.7%	90.6%	89.5%	89.1%	n/a	

- Notes:
1. As of 31 March each year
 2. As of 28 February each year
 3. Star Choice Television Network Inc. is controlled by Shaw Communications Inc.
 4. Bell Canada Enterprises includes Bell ExpressVu LLP DTH and Bell Canada VDSL based IPTV.

Source: Corporate quarterly reports

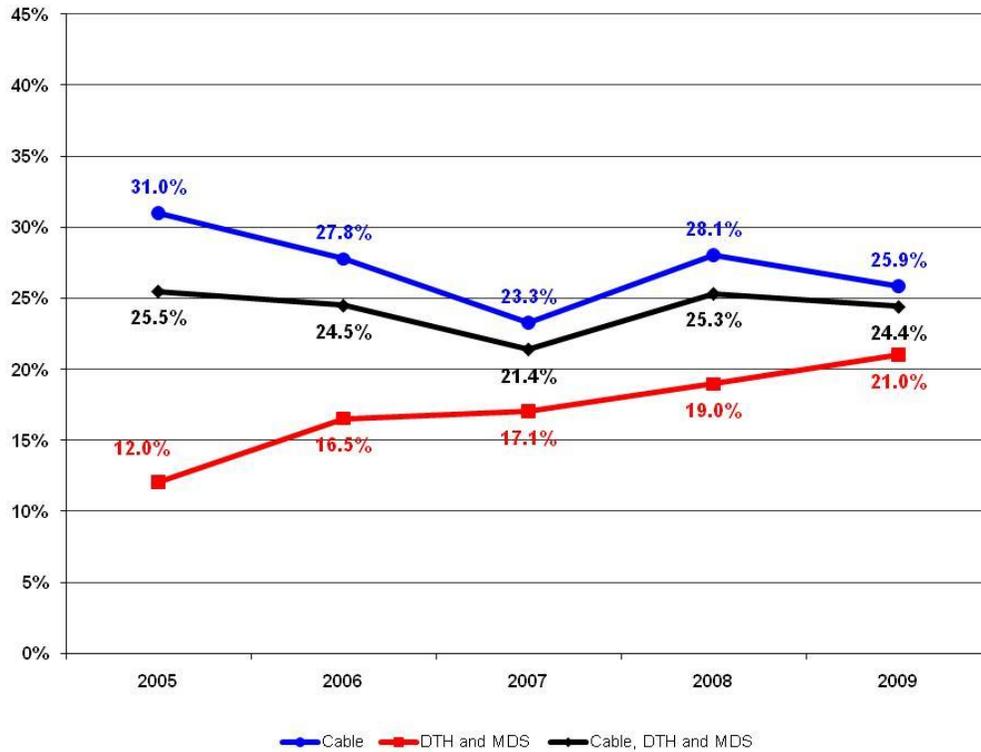
Table 4.4.3 Number of subscribers receiving digital services (thousands)

	Cable		DSL		Subtotal		DTH		MDS		Subtotal		Total	
	Number of Subscribers	Percent Growth												
September 2009														
English	3,417.8		289.0		3,706.8				11.2					
French	1,143.7		10.5		1,154.3				4.1					
Total	4,561.5	16.0%	299.6	41.6%	4,861.2	17.3%	2,749.5	3.7%	15.4	-15.5%	2,764.9	3.6%	7,626.1	11.9%
<i>Share of:</i>														
<i>Digital subscribers</i>	59.8%		3.9%		63.7%		36.1%		0.2%		36.3%		100.0%	
<i>All subscribers</i>	41.3%		2.7%		44.0%		24.9%		0.1%		25.0%		69.0%	
September 2008														
English	2,936.4		206.6		3,143.0				13.2					
French	996.2		4.9		1,001.1				5.0					
Total	3,932.6	17.5%	211.5	21.9%	4,144.3	17.7%	2,651.8	-1.8%	18.2	-21.8%	2,670.0	-2.0%	6,814.3	9.1%
<i>Share of:</i>														
<i>Digital subscribers</i>	57.7%		3.1%		60.8%		38.9%		0.3%		39.2%		100.0%	
<i>All subscribers</i>	35.6%		1.9%		37.5%		24.0%		0.2%		24.2%		61.6%	
September 2007														
English	2,523.0		171.8		2,694.8				17.1					
French	825.3		1.8		827.0				6.2					
Total	3,348.3	12.6%	173.5	34.8%	3,521.9	13.5%	2,700.5	1.6%	23.2	-21.7%	2,723.8	1.3%	6,245.7	7.9%
<i>Share of:</i>														
<i>Digital subscribers</i>	53.6%		2.8%		56.4%		43.2%		0.4%		43.6%		100.0%	
<i>All subscribers</i>	31.2%		1.6%		32.8%		25.2%		0.2%		25.4%		58.2%	
September 2006														
English	2,283.8		128.7		2,412.5				16.7					
French	689.2				689.2				13.0					
Total	2,973.0	13.0%	128.7	42.5%	3,101.8	14.0%	2,658.3	5.7%	29.7	-24.6%	2,688.1	5.2%	5,789.9	9.7%
<i>Share of:</i>														
<i>Digital subscribers</i>	51.3%		2.2%		53.6%		45.9%		0.5%		46.4%		100.0%	
<i>All subscribers</i>	28.2%		1.2%		29.4%		25.2%		0.3%		25.5%		54.9%	
September 2005														
English	2,116.8		90.3						26.4					
French	514.0								13.0					
Total	2,630.8	28.1%	90.3	87.3%	2,721.4	29.5%	2,514.9	9.3%	39.4	-16.2%	2,554.4	8.8%	5,275.8	18.5%
<i>Share of:</i>														
<i>Digital subscribers</i>	49.9%		1.7%		51.6%		47.7%		0.7%		48.4%		100.0%	
<i>All subscribers</i>	25.8%		0.9%		26.7%		24.7%		0.4%		25.0%		51.7%	

Note: English- and French-language DTH subscriber details are not available.

Source: Mediastats

Figure 4.4.1 EBITDA margins achieved from basic and non-basic programming services

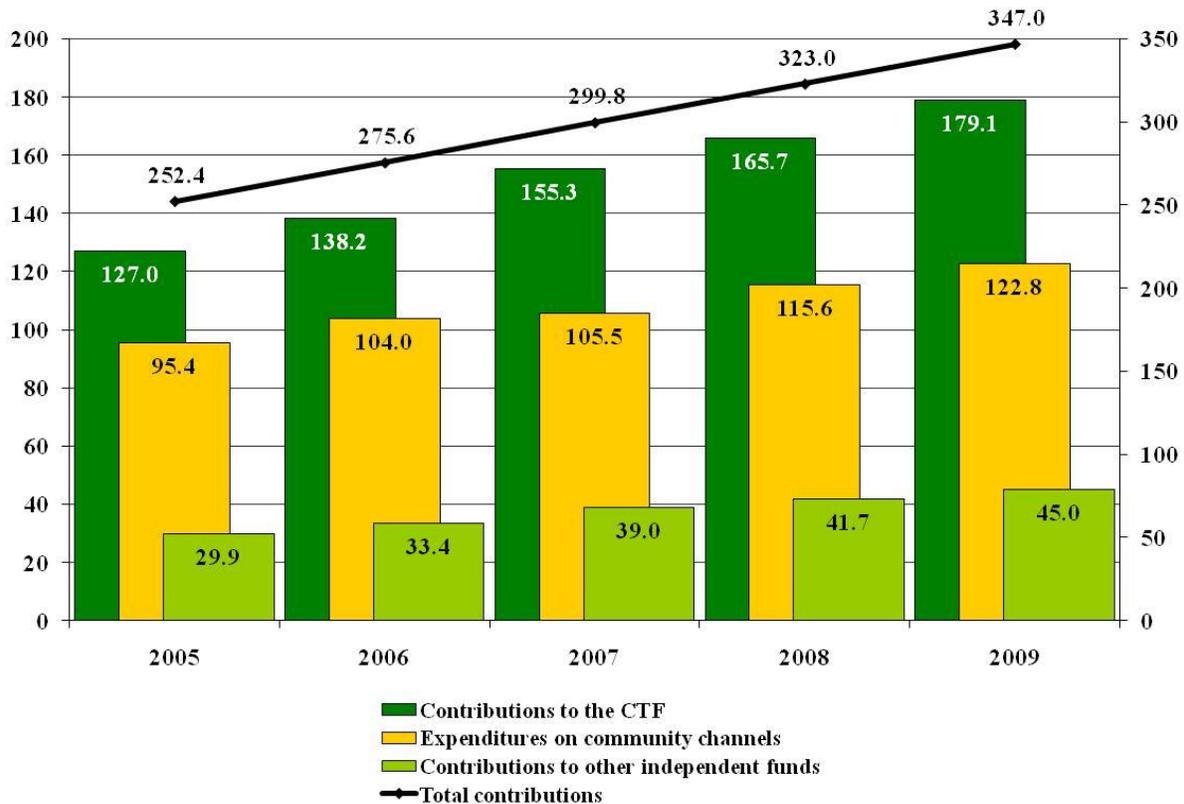


Source: CRTC data collection

Notes:

- 1 Based on the 12-month period ending 31 August
- 2 Figures may have been restated for 2005-2008 years.

Figure 4.4.2 Contributions to the CTF, other independent industry funds and expenditures on local expression (community channels) reported by broadcasting distribution undertakings (\$ millions)



Source: CRTC data collection

Notes:

1. Based on 31 August of each year.
2. Minor variances are due to rounding.
3. Broadcast distribution undertakings include contributions reported by cable, DTH, MDS, as well as satellite relay distribution undertakings (SRDU).

Table 4.4.4 Number of cable undertakings contributing to community channels

This table outlines the number of Class 1 licensees that have reported community channel expenses between 2005 and 2009. The figures do not necessarily represent the actual number of community channels in operation, as some channels are funded by more than one undertaking.

	2005	2006	2007	2008	2009
Class 1	134	134	131	139	131

Note: Based on 31 August of each year

Source: CRTC data collection

Table 4.4.5 Affiliation payments made to pay, PPV, VOD, and specialty services (Part 1 of 2)

The following table sets out affiliation payments to Canadian and non-Canadian pay and specialty services reported by BDUs.

(\$ millions)	2005	% of total	2006	% of total	2007	% of total	2008	% of total	2009	% of total	% annual incr. / decr.			
											06	07	08	09
Payments to Canadian affiliates														
Cable														
Pay	202	90%	261	91%	317	92%	342	92%	389	92%	29%	22%	8%	14%
Specialty	693	86%	830	87%	864	84%	963	84%	1,085	86%	20%	4%	11%	13%
Total	895	87%	1,091	88%	1,182	86%	1,304	86%	1,473	88%	22%	8%	10%	13%
DTH and MDS														
Pay	138	100%	154	100%	190	100%	200	98%	206	99%	12%	24%	5%	3%
Specialty	372	91%	415	89%	449	89%	478	89%	529	89%	11%	8%	6%	11%
Total	510	93%	568	92%	639	92%	678	92%	735	91%	11%	12%	6%	8%
Combined: Cable, DTH, and MDS														
Pay	340	94%	415	94%	507	95%	541	94%	595	94%	22%	22%	7%	10%
Specialty	1,066	88%	1,245	87%	1,314	85%	1,441	85%	1,614	87%	17%	6%	10%	12%
Total	1,405	89%	1,659	89%	1,821	88%	1,982	88%	2,208	89%	18%	10%	9%	11%
Payments to Non-Canadian affiliates														
Cable														
Pay	21	10%	24	9%	28	8%	29	8%	35	8%	15%	14%	5%	19%
Specialty	109	14%	127	13%	168	16%	189	16%	172	14%	17%	32%	13%	-9%
Total	130	13%	152	12%	196	14%	219	14%	207	12%	17%	29%	12%	-5%
DTH, and MDS														
Pay	0.1	0%	0.2	0%	0.1	0%	3.1	2%	3.1	1%	61%	-64%	3,722%	0%
Specialty	37	9%	52	11%	57	11%	60	11%	66	11%	38%	11%	4%	11%
Total	37	7%	52	8%	57	8%	63	8%	69	9%	38%	11%	9%	11%
Combined: Cable, DTH and MDS														
Pay	21	6%	25	6%	28	5%	32	6%	38	6%	15%	13%	16%	17%
Specialty	146	12%	179	13%	225	15%	249	15%	238	13%	22%	26%	11%	-4%
Total	168	11%	204	11%	253	12%	281	12%	276	11%	21%	24%	11%	-2%

Table 4.4.5 Affiliation payments made to pay, PPV, VOD, and specialty services (Part 2 of 2)

(\$ millions)	2005	% of total	2006	% of total	2007	% of total	2008	% of total	2009	% of total	% annual incr. / decr.					
											06	07	08	09		
Total affiliate payments																
Cable																
Pay	223	62%	286	65%	345	64%	371	65%	424	67%	28%	21%	7%	14%		
Specialty	802	66%	957	67%	1,032	67%	1,152	68%	1,256	68%	19%	8%	12%	9%		
Total	1,026	65%	1,243	67%	1,378	66%	1,523	67%	1,680	68%	21%	11%	11%	10%		
DTH and MDS																
Pay	138	38%	154	35%	190	36%	203	35%	209	33%	12%	23%	7%	3%		
Specialty	410	34%	466	33%	507	33%	538	32%	595	32%	14%	9%	6%	11%		
Total	547	35%	620	33%	697	34%	741	33%	804	32%	13%	12%	6%	9%		
Combined: Cable, DTH, and MDS																
Pay	361	23%	439	24%	535	26%	574	25%	633	25%	22%	22%	7%	10%		
Specialty	1,212	77%	1,424	76%	1,539	74%	1,690	75%	1,852	75%	17%	8%	10%	9%		
Total	1,573	100%	1,863	100%	2,074	100%	2,264	100%	2,485	100%	18%	11%	9%	10%		

Note: Based on 31 August of each year.

Source: CRTC data collection

4.5 New media

Broadcasting in new media involves the migration of digital broadcasting content to mobile and Internet distribution platforms. These platforms are providing Canadians with new programming experiences ranging from services resembling those of television and radio to new, highly interactive services or programs offering greater consumer control and choice.

This section examines this migration as well as the resultant consumer behaviour. It also looks at certain technologies as they relate to Canada's broadcasting and telecommunications sectors. As this is a growing and evolving industry, data contained in this section was gathered primarily from contracted research and publicly available data rather than industry questionnaires. One of the primary data sources was the Media Technology Monitor (MTM) 2009 survey, which examined the media habits and technology usage of 12,000 Canadians, eighteen years and older.

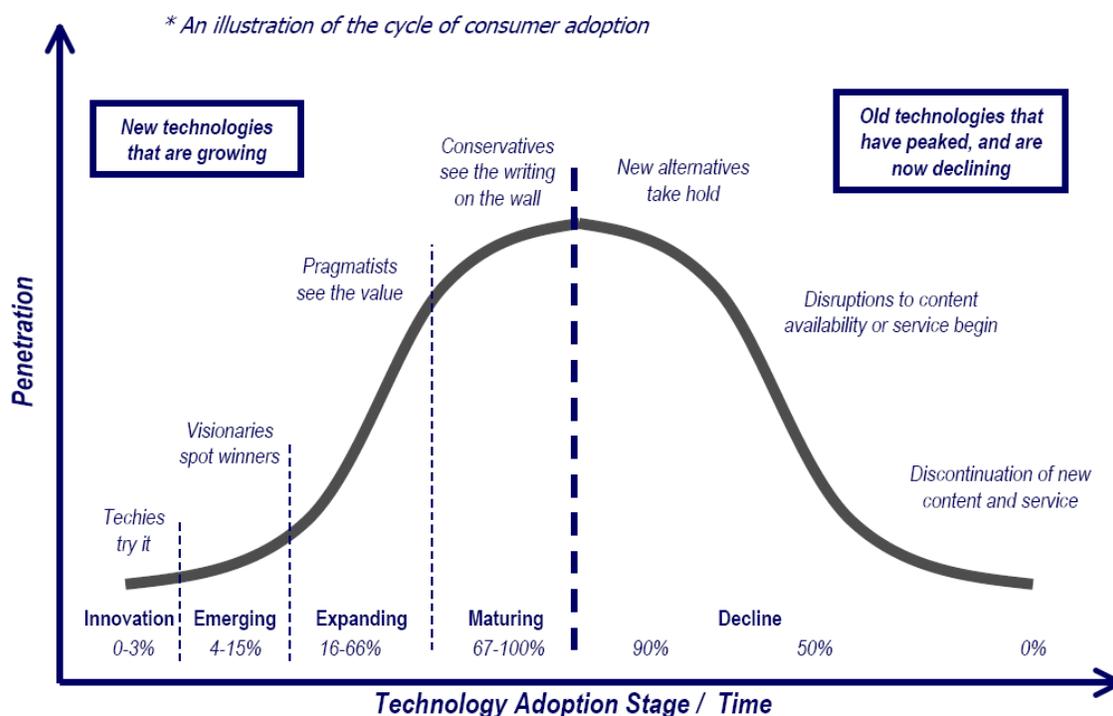
The Commission intends to monitor new media broadcasting through various means. The intent is to arrive at a recurring set of data which can be collected each year in order to present a picture of the new media broadcasting industry in Canada.

Fixed broadband is available to over 96% of households and mobile broadband (i.e., 3G or equivalent) is available to over 96% of households. Canadians are increasingly demanding access to content, whether audio, video, or data. Spurring this development is the availability of multi-function consumer devices. New media services are generally in the innovation, emerging or expanding stage of the product life cycle.

One indicator for the importance of new media and its role in the lives of Canadians is the level of technology adoption by Canadians. Legacy technologies which have been in use for a decade or more, such as VCR players and portable radios, demonstrate near-ubiquity in Canadian households. However, there are many new devices which allow users to more fully utilize new media broadcasting offerings, and the adoption rate of these devices and services is a good indicator of the usage of these new platforms.

Statistical Information – New Media

Figure 4.5.1 Cycle of consumer adoption / Product life cycle



Source: MTM 2009

Table 4.5.1 Website visits by Canadian unique visitors

	Unique Visitors (thousands)				Growth Feb 07- Feb 10	Total Minutes (millions)				Growth Feb 07- Feb 10
	Feb 07	Feb 08	Feb 09	Feb 10		Feb 07	Feb 08	Feb 09	Feb 10	
Total Internet	22,823	23,814	24,143	24,638	8.0%	57,524	63,578	62,544	61,308	6.6%

Source: ComScore MediaMetrix

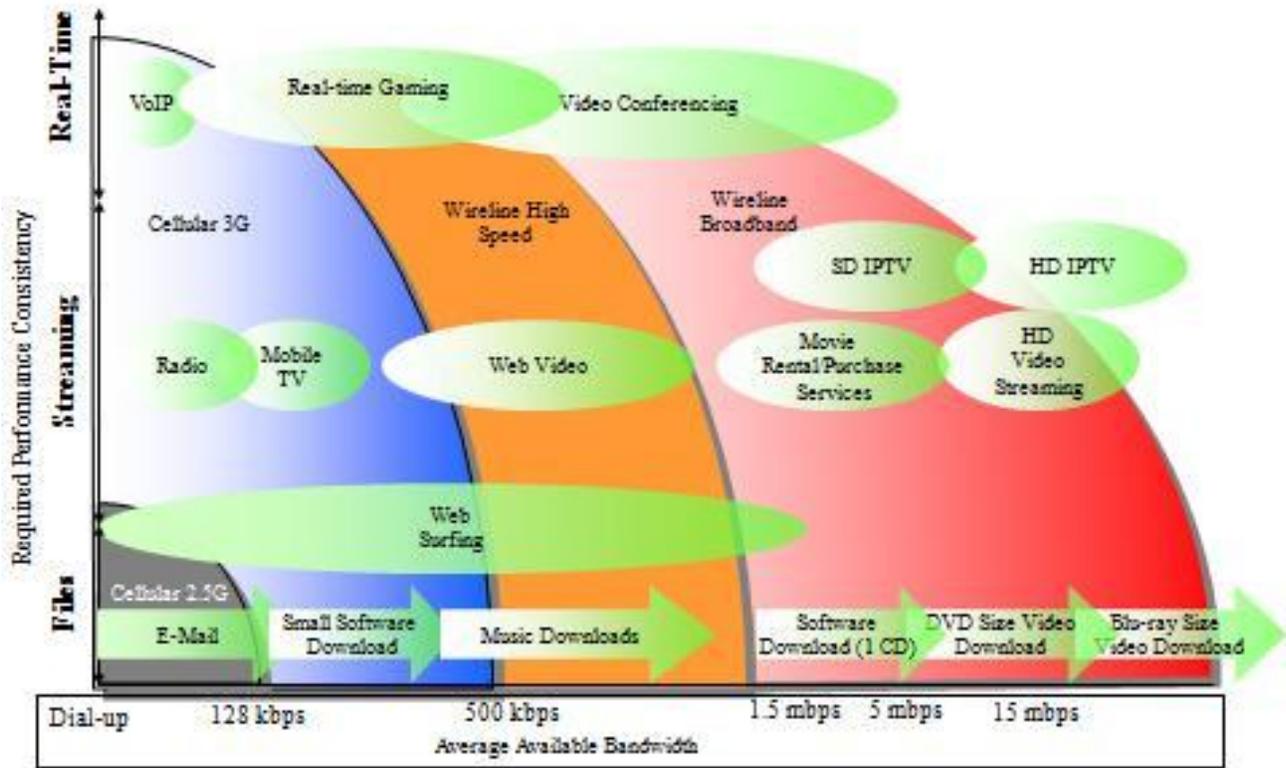
Table 4.5.2 Canadian Internet usage by linguistic group

	2003		2005		2007		2009	
	Anglo	Franco	Anglo	Franco	Anglo	Franco	Anglo	Franco
Overall Usage	68%	58%	77%	65%	81%	71%	83%	76%
18-34	84%	79%	91%	86%	95%	91%	94%	93%
35-49	78%	66%	84%	76%	89%	84%	91%	88%
50+	48%	34%	60%	43%	66%	51%	69%	59%

Source: MTM 2009 (Respondents: All)

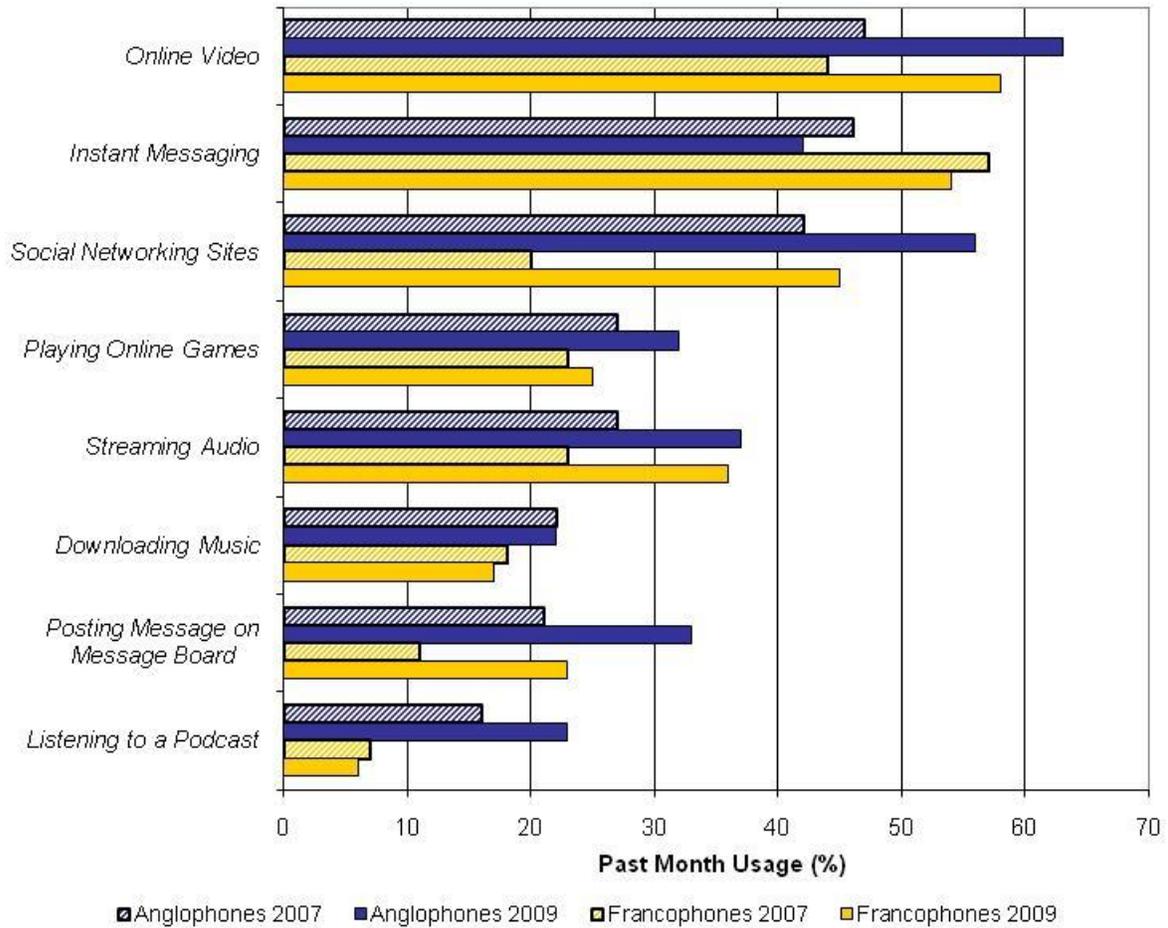
Note: Usage in past month

Figure 4.5.2 Internet applications – bandwidth requirements



Source: CRTC

Figure 4.5.3 Popular Internet activities for Canadian Internet users



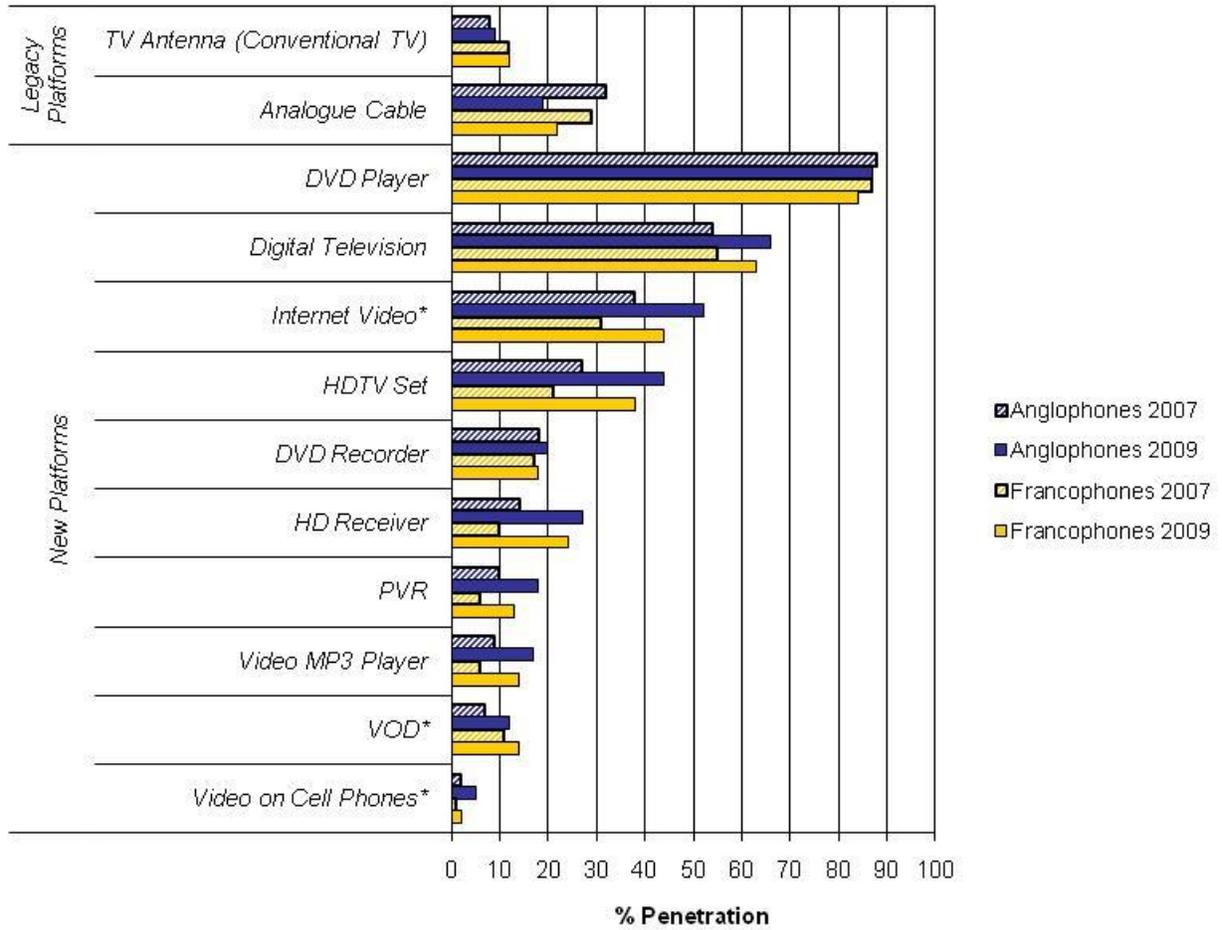
Source: MTM 2009 (Respondents: Internet Users)

Table 4.5.3 Average weekly hours spent online by Canadians Internet users

	1997	1999	2002	2005	2007	2008	2009
Anglophone	4.8	5.6	9.3	11.7	13.4	13.8	14.5
Francophones	4.1	6.3	7.7	9.1	9.8	11.1	11.8

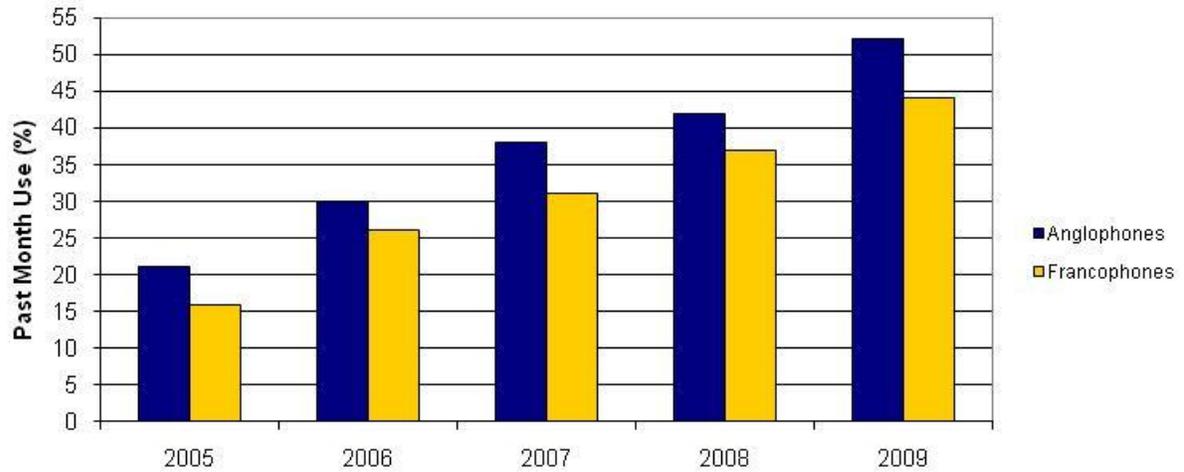
Source: MTM 2009 (Respondents: Internet Users)

Figure 4.5.4 Video technology penetration in Canada



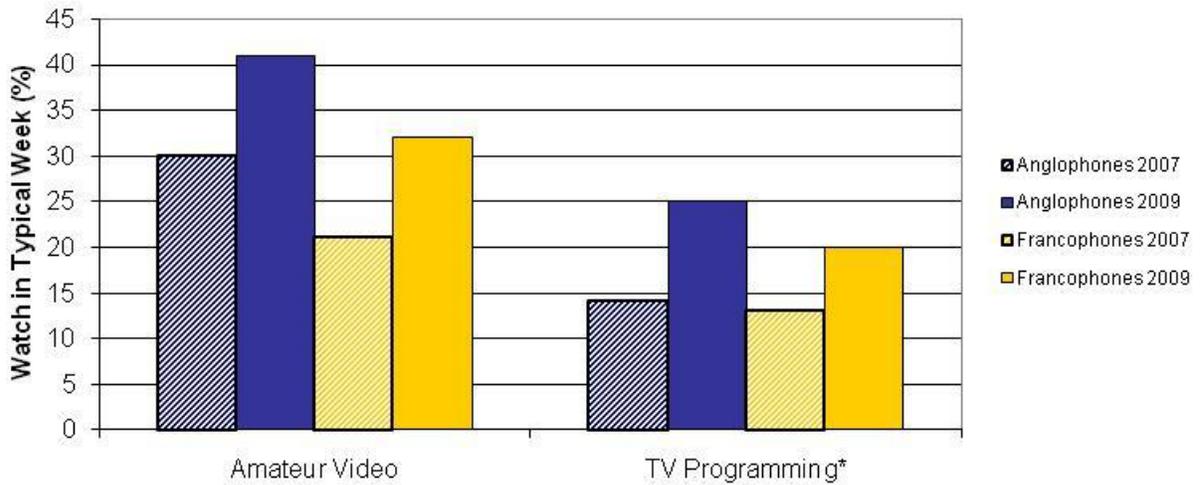
Source: MTM 2009 (Respondents: All)
 Note: * Past month use

Figure 4.5.5 Internet video viewing, by Canadians



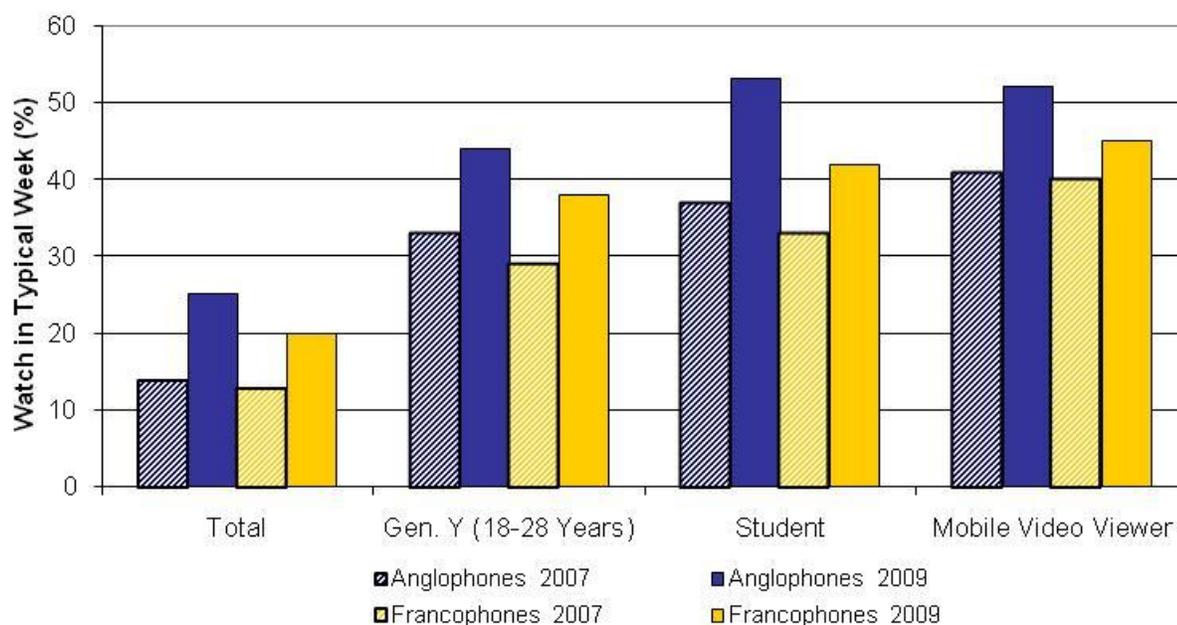
Source: MTM 2009 (Respondents: All)

Figure 4.5.6 Internet video viewing, by Canadians by type



Source: MTM 2009 (Respondents: All)

Note: * Watch a TV program or clip from a TV program available on the Internet

Figure 4.5.7 Penetration of Internet TV viewers, by selected demographic groups


Source: MTM 2009 (Respondents: All)

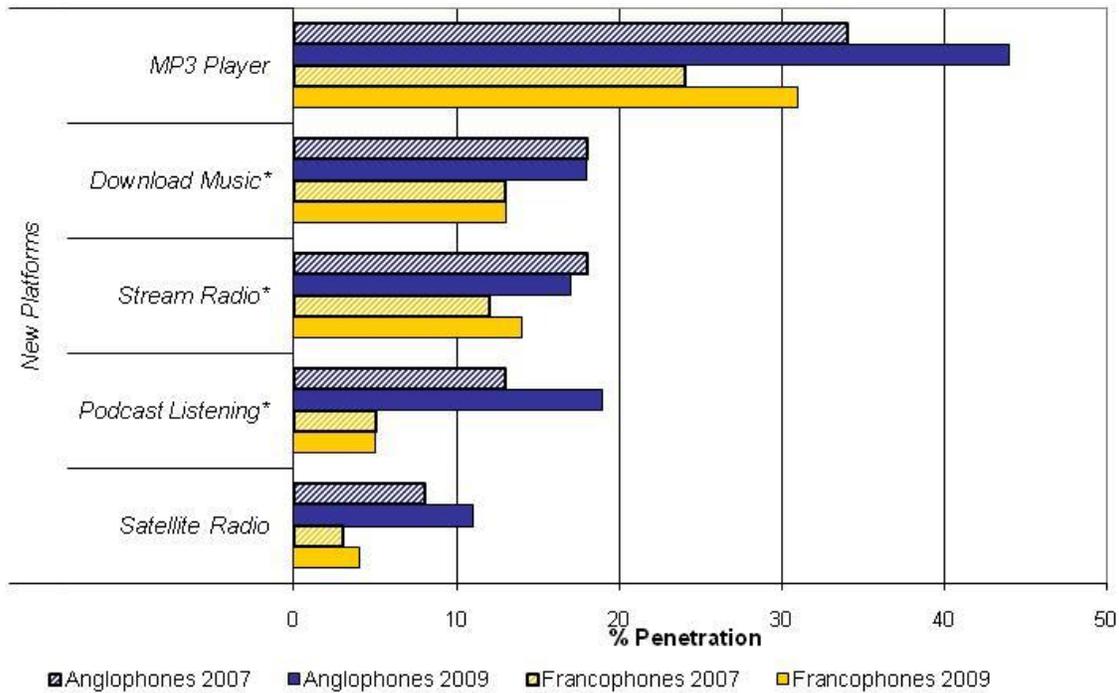
Table 4.5.4 Adoption and growth rate of various video technologies in Canada

	Adoption					Growth			
	2005	2006	2007	2008	2009	2006	2007	2008	2009
PVR									
Anglophones	4%	6%	10%	13%	18%	50%	67%	30%	38%
Francophones	2%	4%	6%	10%	13%	100%	50%	67%	30%
Watch Video on Demand*									
Anglophones	5%	6%	7%	9%	12%	20%	17%	29%	33%
Francophones	4%	7%	11%	12%	14%	75%	57%	9%	17%
Watch Internet Video*									
Anglophones	21%	30%	38%	42%	52%	43%	27%	11%	24%
Francophones	16%	26%	31%	37%	44%	63%	19%	19%	19%
Watch Video on Cellphone*									
Anglophones	-	-	2%	5%	5%	-	-	150%	0%
Francophones	-	-	1%	2%	2%	-	-	100%	0%

Source: MTM 2009 (Respondents: All)

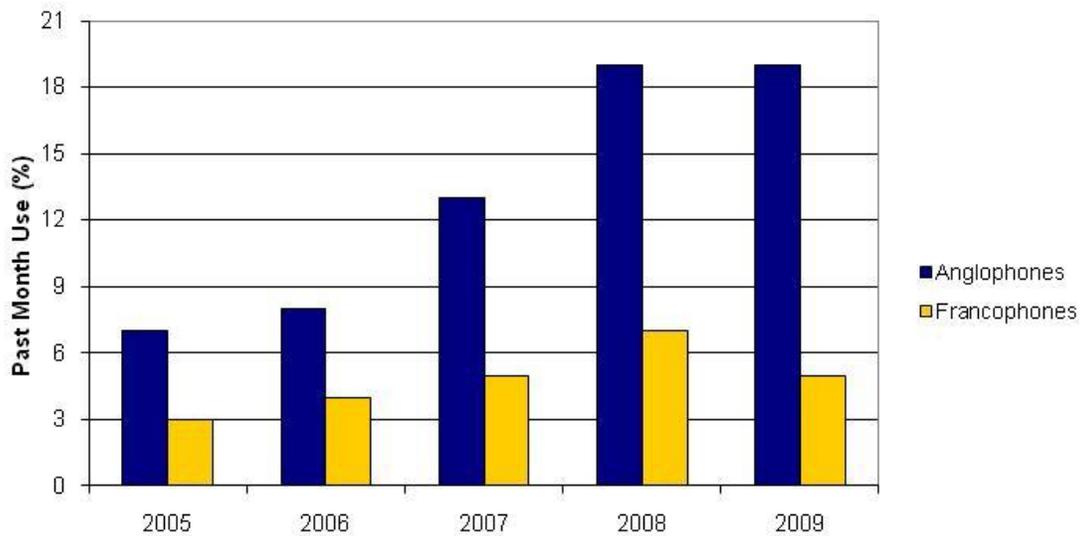
Note: *Past month use

Figure 4.5.8 Audio technology (excluding conventional radio) penetration in Canada



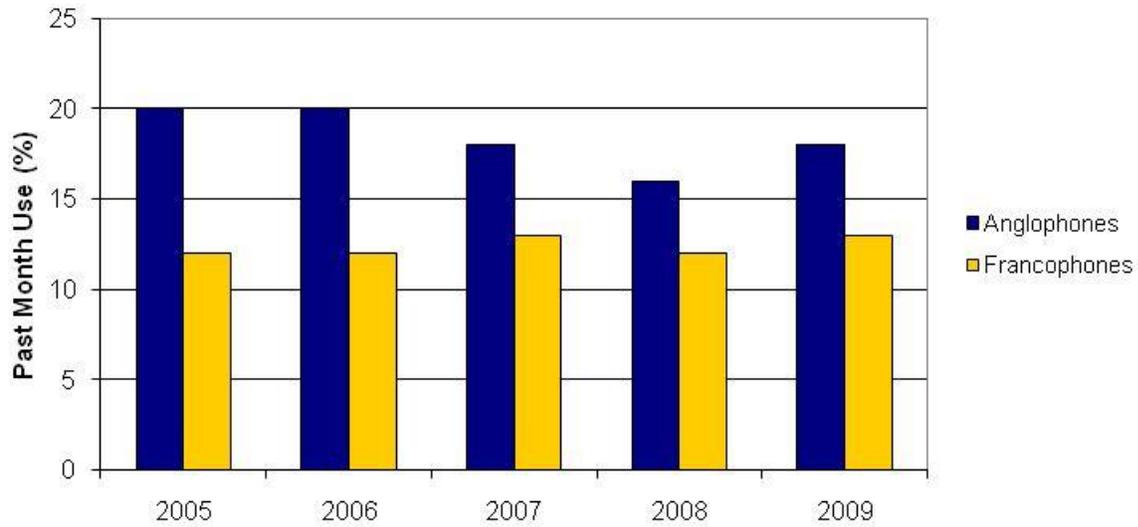
Source: MTM 2009 (Respondents: All)
*Past month use

Figure 4.5.9 Podcast usage in Canada



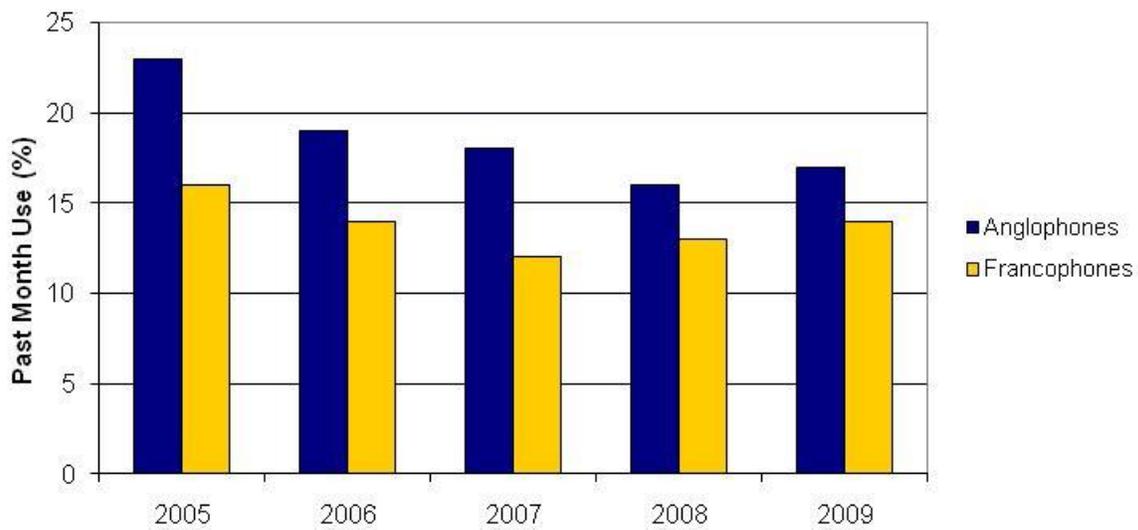
Source: MTM 2009 (Respondents: All)

Figure 4.5.10 Downloading Music in Canada



Source: MTM 2009 (Respondents: All)

Figure 4.5.11 Streaming radio in Canada



Source: MTM 2009 (Respondents: All)

Note: In this graph streaming radio is the proportion of Canadians that stream AM/FM radio stations.

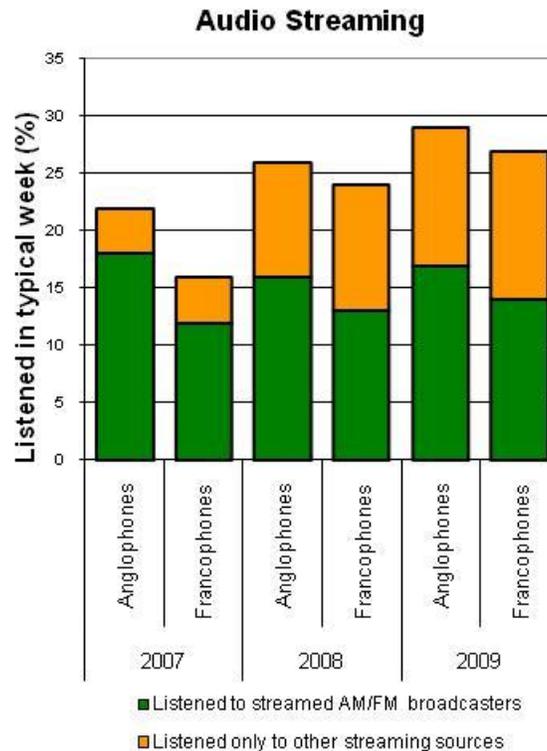
Table 4.5.5 Adoption and growth rates of various audio technologies in Canada

	Adoption					Growth			
	2005	2006	2007	2008	2009	2006	2007	2008	2009
MP3 player ownership									
Anglophones	23%	29%	34%	39%	44%	26%	17%	15%	13%
Francophones	14%	19%	24%	30%	31%	36%	26%	25%	3%
Podcast listening*									
Anglophones	7%	8%	13%	19%	19%	14%	63%	46%	0%
Francophones	3%	4%	5%	7%	5%	33%	25%	40%	-28%
Music downloading									
Anglophones	20%	20%	18%	16%	18%	0%	-10%	-11%	13%
Francophones	12%	12%	13%	12%	13%	0%	8%	-8%	8%
Streaming radio									
Anglophones	23%	19%	18%	16%	17%	-17%	-5%	-11%	6%
Francophones	16%	14%	12%	13%	14%	-13%	-14%	8%	8%

Source: MTM 2007, 2008 and 2009 (Respondents: All)

Note: *Past month use

Figure 4.5.12 AM/FM broadcasters as a source of audio material in streaming audio



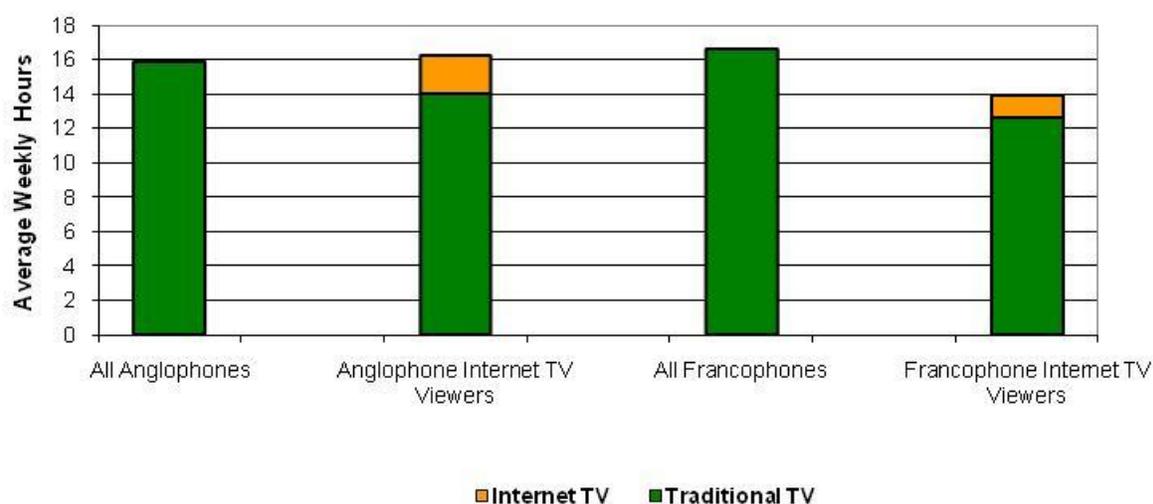
Source: MTM 2007, 2008 and 2009 (Respondents: Total respondents)

Table 4.5.6 Time spent by Canadian adopters using various technologies

	Hours per week		
	2007	2008	2009
Internet Usage*			
Anglophones	13.4	13.8	14.5
Francophones	9.8	11.1	11.8
Online TV Viewing			
Anglophones	2.1	1.5	2.2
Francophones	1.3	1.2	1.3
Streaming Online Audio			
Anglophones	6.0	5.3	5.5
Francophones	5.7	5.4	5.3
Streaming Online AM/FM Radio			
Anglophones	4.8	4.2	4.1
Francophones	5.3	4.6	4.6
Podcasting			
Anglophones	2.2	2.2	2.2
Francophones	2.6	2.5	2.0
Listening to Audio on iPod / MP3*			
Anglophones	6.7	7.1	7.0
Francophones	5.7	5.6	7.0
Satellite Radio Listening*			
Anglophones	11.0	9.7	10.1
Francophones	11.0	10.7	10.5

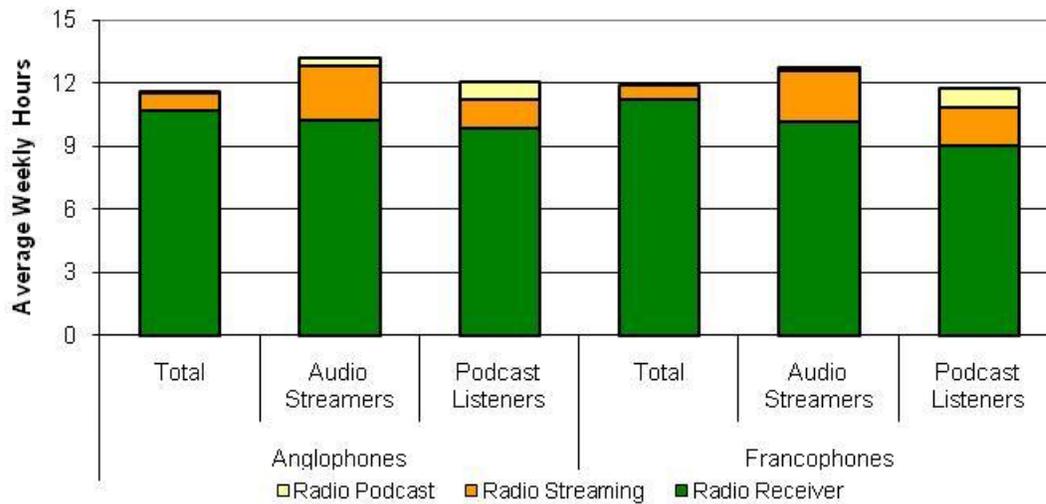
Source: MTM 2007, 2008 and 2009 (Respondents: typical week users of each listed technology)

* Past month users

Figure 4.5.13 Time spent watching TV – Average viewing hours of all Canadians as compared to those who report watching TV over the Internet


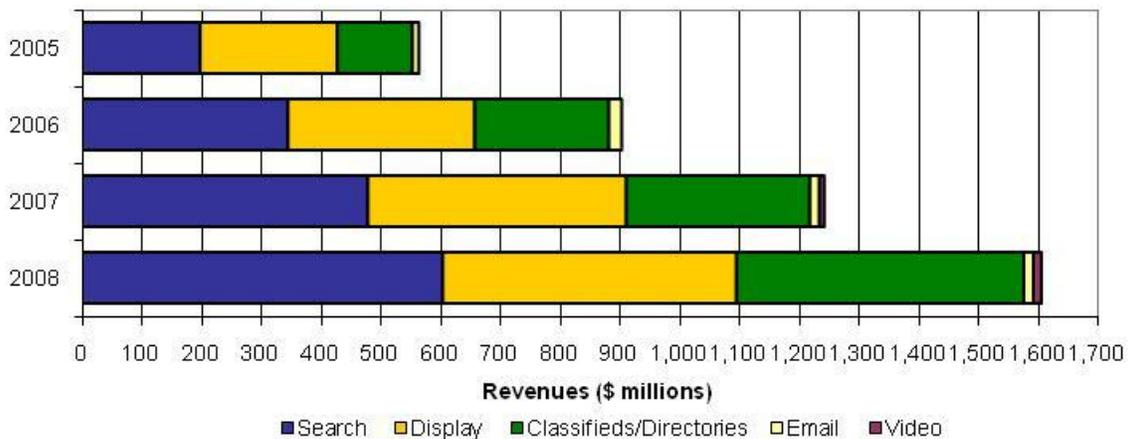
Source : MTM 2009 (Respondents :All)

Figure 4.5.14 Average hours Canadians spend listening to radio – Comparing average Canadian listening hours to those using the Internet to stream audio or listen to podcasts



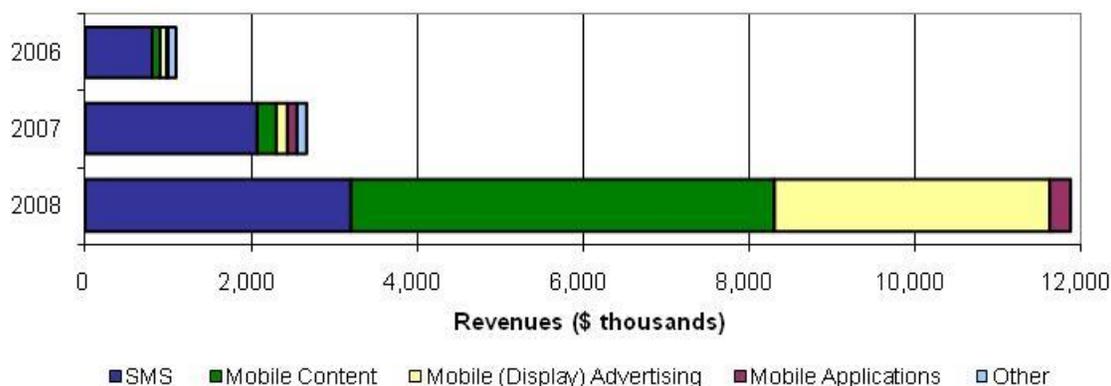
Source: MTM 2009 (Respondents: All)

Figure 4.5.15 Canadian online advertising revenues



Source: IAB Canada

Note: 2009 figures not available at time of printing

Figure 4.5.16 Canadian mobile advertising revenues


Source: IAB Canada

Note: 2009 figures not available at time of printing

Table 4.5.7 Various Canadian new media development funds (\$ millions)

	2005	2006	2007	2008	2009
Bell Broadcast and New Media Fund ¹	4.1	5.6	8.3	8.4	8.9
Telefilm Canada's Canada New Media Fund ²	14.1	9.6	14.5	14.5	14.5
OMDC Interactive Digital Media Fund ³	-	-	0.9	-	-
Canadian Film Centre's Telus Innovation Fund ⁴	-	0.3	0.3	0.3	0.3
Quebecor Funds ⁵	-	-	3.5	4.6	4.6
Total Contribution	18.2	15.5	27.5	27.8	28.3

- Notes:
- 1 Represents production of Interactive Digital Media projects
 - 2 Represents Product Assistance Grants (Reporting years run April - March)
 - 3 Funding limited to 2007-08. In the 2008-09 fiscal year, the Fund was re-designed and a later program cycle meant that no funding applications were received during the fiscal year. The \$1.8 million budgeted for the Fund in 2008-09 will be carried over into the 2009-10 fiscal year.
 - 4 Funding offered for 3 projects at \$100,000 each per year
 - 5 Estimate only for 2007

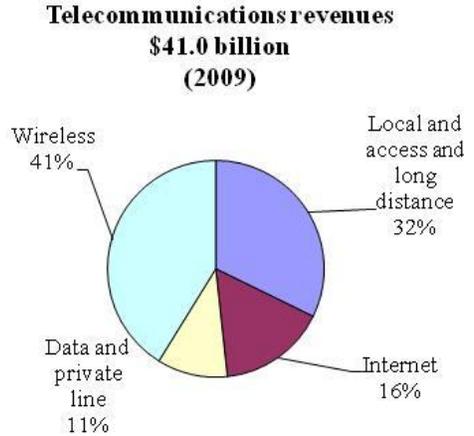
Source: Fund usage reports from each group

5.0 Telecommunications

5.1 Financial review

There are over 1,000 entities in the Canadian telecommunications service industry. This industry is dominated by a small number of large companies that collectively, with their affiliates, account for 94% of Canadian telecommunications revenues. The vast majority of the remaining entities are small entities with revenues of less than \$5 million.

In 2009, companies operating in all six market sectors of the telecommunications service industry (i.e. local and access, long distance, Internet, data, private line, and wireless) accounted for approximately 92% of Canadian telecommunications revenues. Those operating in only one market sector accounted for 1% of revenues.



This section provides a broad overview of the financial performance of the telecommunications service industry and examines various financial indicators such as revenue trends by market sector and by type of service provider, profitability, market share, capital intensity, average revenues per line, and penetration rates.

Telecommunications service industry at a glance

	2008	2009	Growth
Telecommunications revenues (\$ billions)	40.3	41.0	1.8%
Percent of total telecommunications revenues			
Top 5 ILECs	66%	66%	
Top 5 cable companies	26%	28%	
Top 5 resellers	2%	2%	
Capital expenditures (\$ billions)			
Wireline	5.9	5.7	-2.9%
Wireless	6.1	2.2	-63.0%
Earnings before interest, taxes, depreciation, and amortization margin (%)			
Wireline	24%	24%	
Wireless	45%	43%	
Average retail revenues per line per month ¹			
Wireless	\$59	\$58	-1.7%

Source: CRTC data collection

Note: 1. Total retail revenues divided by total retail lines divided by 12.

Statistical information – Telecommunications

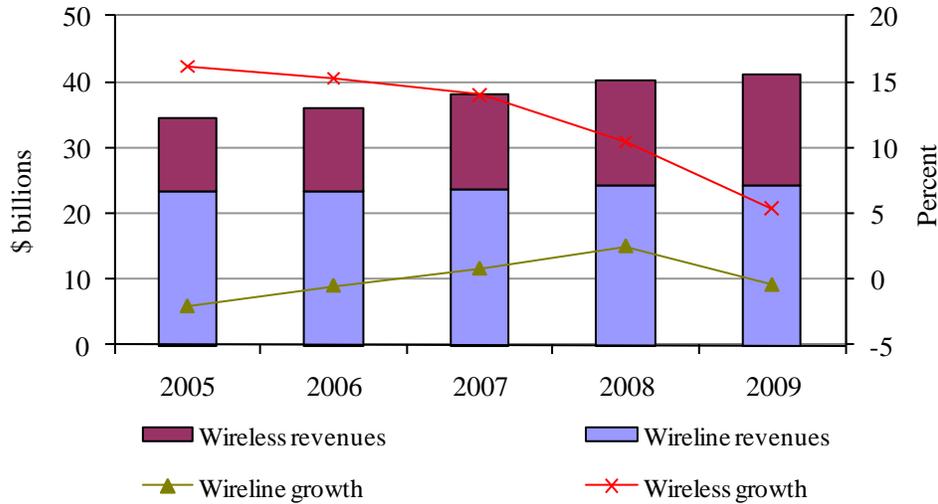
Table 5.1.1 Retail and wholesale telecommunications revenues¹ (\$ billions)

	2005	2006	2007	2008	2009	<i>Growth</i> 2008- 2009	<i>CAGR</i> 2005- 2009
Wireline							
Retail	20.6	20.5	20.8	21.1 #	21.1	-0.4%	0.5%
Wholesale	2.9	2.9	2.9	3.1 #	3.1	-1.3%	1.8%
Wireline total	23.5	23.4	23.7	24.2 #	24.1	-0.5%	0.7%
Wireless							
Retail	10.9	12.2	14.0	15.6	16.3	4.9%	10.6%
Wholesale	0.1	0.5	0.5	0.5	0.5	19.3%	53.8%
Wireless total	11.0	12.7	14.5	16.0	16.9	5.3%	11.3%
Retail total	31.6	32.7	34.8	36.7 #	37.4	1.9%	4.3%
Wholesale total	3.0	3.3	3.4	3.6 #	3.6	2.5%	5.2%
Total	34.5	36.1	38.2	40.3 #	41.0	1.8%	4.4%

Source: CRTC data collection

Note: 1 Estimates were used to capture the revenues of the smaller service providers that were not required to complete data forms. These estimates are based on the information provided by the service providers in their registration forms.

Figure 5.1.1 Telecommunications revenues and annual growth



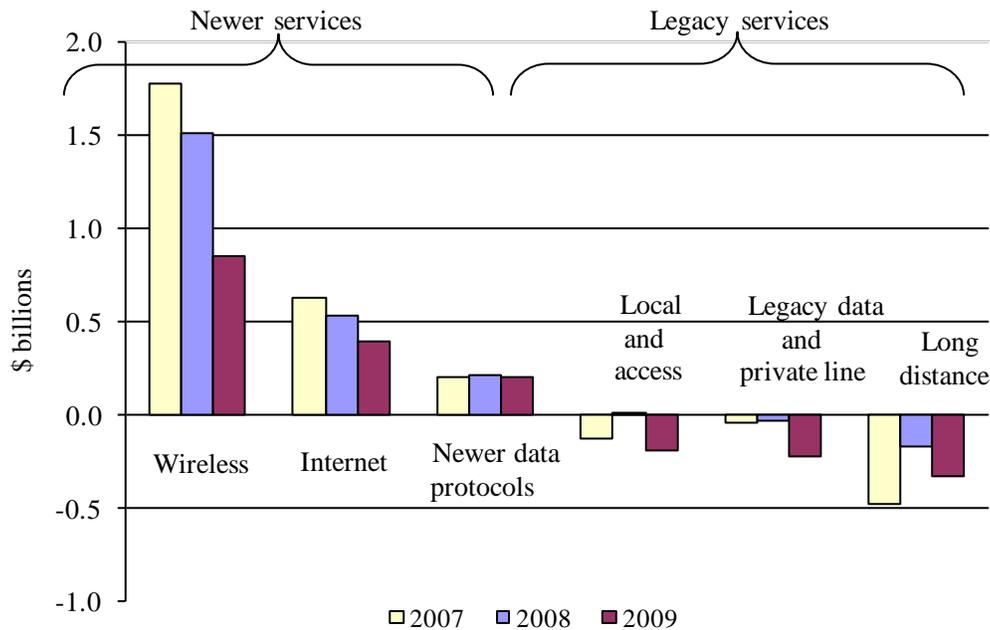
Source: CRTC data collection

Table 5.1.2 Telecommunications revenues, by market sector (\$ billions)

						<i>Growth</i>	<i>CAGR</i>
	2005	2006	2007	2008	2009	2008-2009	2005-2009
Wireline							
Local and access	9.8	9.6	9.5	9.6	9.4	-1.9%	-1.0%
Long distance	5.1	4.7	4.3	4.2 #	3.9	-7.1%	-6.8%
Voice subtotal	14.9	14.4	13.9	13.7	13.2	-3.5%	-2.9%
Internet	4.5	5.0	5.7	6.2	6.6	6.3%	9.8%
Data and private line							
Newer data protocols	0.7	0.9	1.1	1.4	1.5	12.2%	23.4%
Legacy data, private line and other	3.4	3.0	3.0	3.0	2.8	-7.3%	-5.1%
Data and private line total	4.1	4.0	4.2	4.3	4.3	-0.5%	1.3%
Non-voice subtotal	8.6	9.0	9.8	10.5	10.9	3.5%	6.0%
Wireline total	23.5	23.4	23.7	24.2 #	24.1	-0.5%	0.7%
Wireless	11.0	12.7	14.5	16.0	16.9	5.3%	11.3%
Total	34.5	36.1	38.2	40.3	41.0	1.8%	4.4%

Source: CRTC data collection

Figure 5.1.2 Annual revenue growth, by market sector



Source: CRTC data collection

Figure 5.1.3 Distribution of telecommunications revenues, by market sector

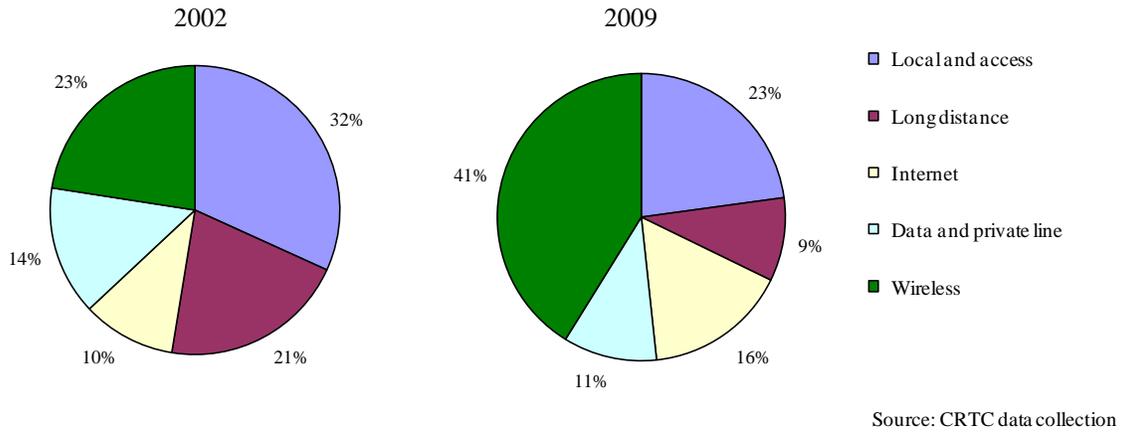


Figure 5.1.4 Total telecommunications revenue market share, by type of service provider (2009)

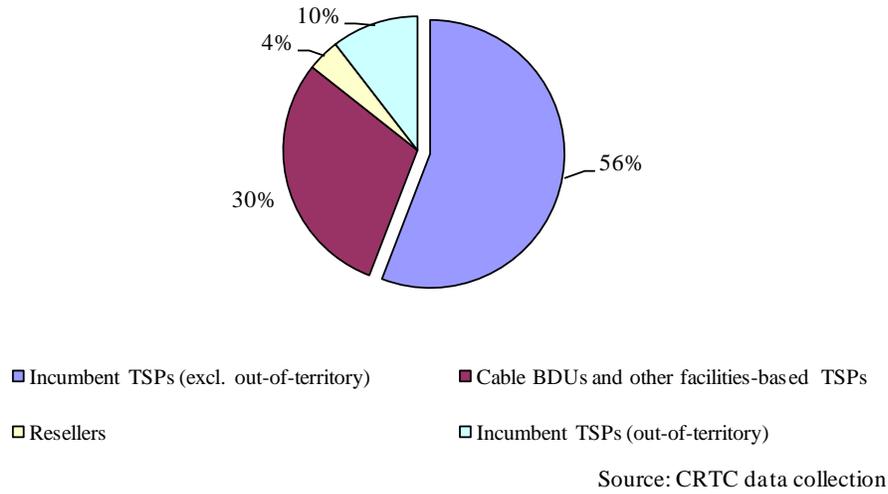
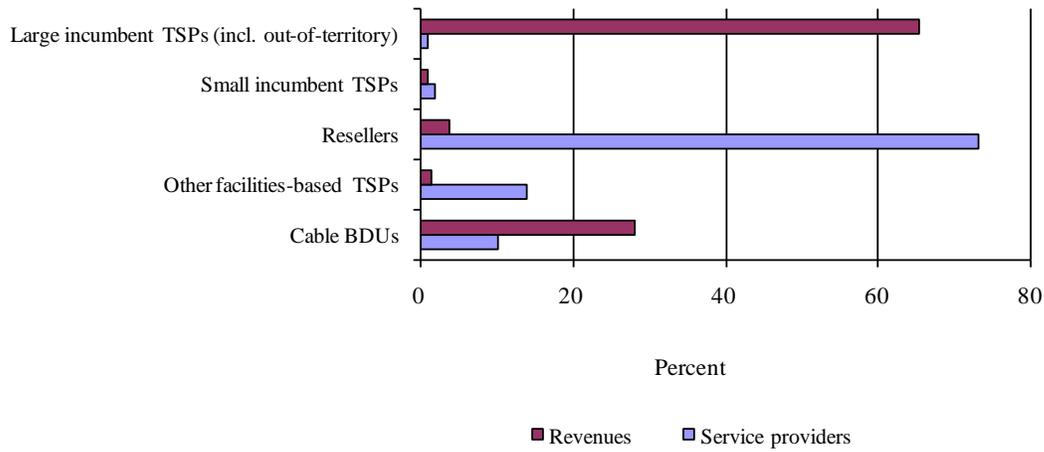


Figure 5.1.5 Total telecommunications revenue market share, by type of service provider (2009)



Source: CRTC data collection

Table 5.1.3 Percent of revenues from entities operating in one or more market sectors

Number of market sectors ¹	2008	2009
One	1%	1%
Two	1%	1%
Three	2%	2%
Four	4%	3%
Five	1%	1%
Six	91%	92%

Source: CRTC data collection

Note: 1 Market sectors include local and access, long distance, Internet, data, private line, and wireless.

Table 5.1.4 Total telecommunications revenues, by type of service provider (\$ millions)

	2006	2007	2008	2009
Incumbent TSPs				
Large incumbent TSPs	25,822.8	26,245.0	26,715.5 #	26,777.9
Small incumbent TSPs	372.5	465.2	436.0 #	401.8
Subtotal	26,195.4	26,710.2	27,151.5 #	27,179.7
Less: Incumbent TSPs (out-of-territory)	3,849.0	3,897.1 #	3,882.2 #	4,290.6
Incumbent TSPs (excl. out-of-territory)	22,346.4	22,813.2 #	23,269.3 #	22,889.1
Percent of total	62%	60% #	58% #	56%
Alternative TSPs				
Facilities-based alternative TSPs				
Incumbent TSPs (out-of-territory)	3,849.0	3,897.1 #	3,882.2 #	4,290.6
Cable BDUs	7,731.9	9,231.6	10,674.3 #	11,519.7
Utility telcos and other carriers	343.6	488.1	585.8 #	723.7
Subtotal alternative TSPs	11,924.5	13,616.8 #	15,142.3 #	16,534.0
Resellers	1,798.4	1,774.5	1,862.2 #	1,594.7
Total facilities-based alternative TSPs and resellers	13,722.9	15,391.3 #	17,004.4 #	18,128.6
Percent of total	38%	40% #	42% #	44%
Total	36,069.3	38,204.5	40,273.8 #	41,017.7

Source: CRTC data collection

Table 5.1.5 Wireline telecommunications revenue market share (%), by type of service provider (2009)

	Retail			Wholesale	Total
	Residential	Business	Total		
Incumbent TSPs (excl. out-of-territory)	58.6	68.2	63.0	66.2	63.4
Alternative TSPs					
Incumbent TSPs (out-of-territory)	0.1	13.2	6.1	17.1	7.5
Facilities-based non-incumbent TSPs	35.3	10.6	24.1	13.5	22.7
Resellers	5.9	8.0	6.9	3.2	6.4
Alternative TSP subtotal	41.4	31.8	37.0	33.8	36.6

Source: CRTC data collection

Table 5.1.6 Percent of revenues from forborne services

	2007	2008	2009
Local and access	73%	75%	71%
Long distance	95%	94%	96%
Internet	98%	98%	99%
Data and private line	75%	80%	82%
Wireless	100%	100%	100%
Overall	90%	90%	91%

Source: CRTC data collection

Table 5.1.7 Canadian penetration rates – Wireline and wireless subscribers (per 100 households)

Year	Wireline	Wireless	Wireline and/or wireless	Wireless (only)
2002	97.0	51.6	98.7	1.7
2003	96.3	53.9	98.8	2.5
2004	96.2	58.9	98.9	2.7
2005	94.0	n/a	98.8	4.8
2006	93.6	66.8	98.6	5.0
2007	92.5	71.9	98.8	6.3
2008	91.1	74.3	99.1	8.0
2009	n/a	n/a	n/a	n/a

Source: Statistics Canada (2002 to 2007) Affordability Study, 2008 to 2009 (Residential Telephone Survey Study)

n/a: not available

Table 5.1.8 Number of connections (millions)

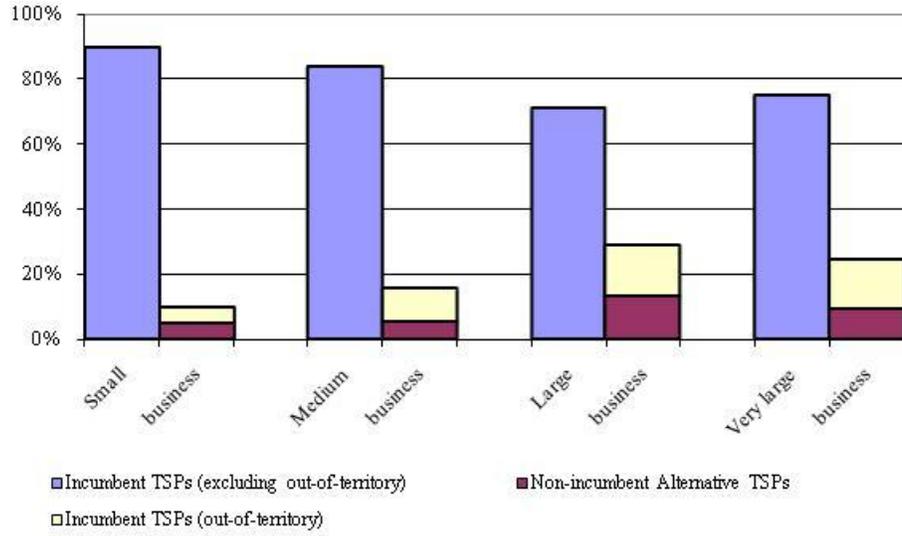
	2007	2008	2009	<i>Growth</i> 2008-2009	<i>CAGR</i> 2007-2009
Local and access ¹	19.3	19.3	18.7	-3.7%	-1.6%
Internet ²	9.3	9.8	10.1	3.1%	4.2%
Wireless ¹	20.3	22.1	23.8	7.7%	8.3%
Total	48.9	51.2	52.6	2.7%	3.7%

Source: CRTC data collection

Notes: 1 Includes residential and business connections

2 Excludes business connections

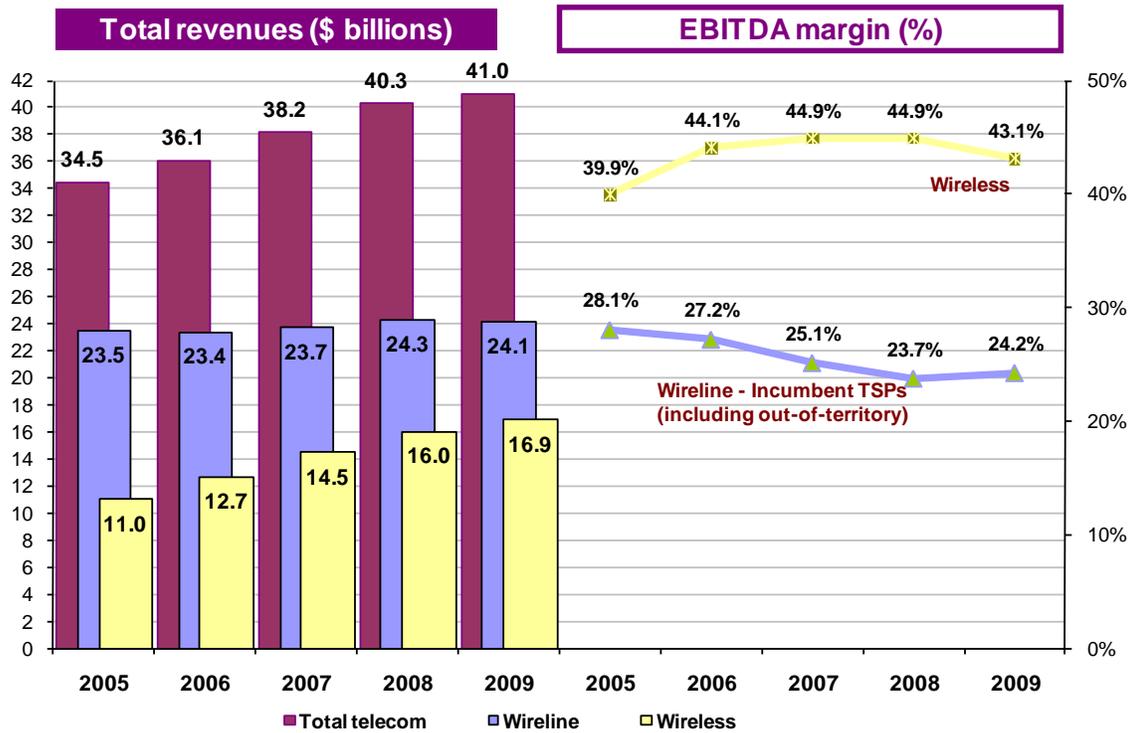
Figure 5.1.6 Total business market wireline revenue distribution, by customer size and type of provider (2009)



Source: CRTC data collection

1 Revenues include wireline revenues from local and access, long distance, and data and private line services.

Figure 5.1.7 Telecommunications revenues and EBITDA margins



Source: CRTC data collection

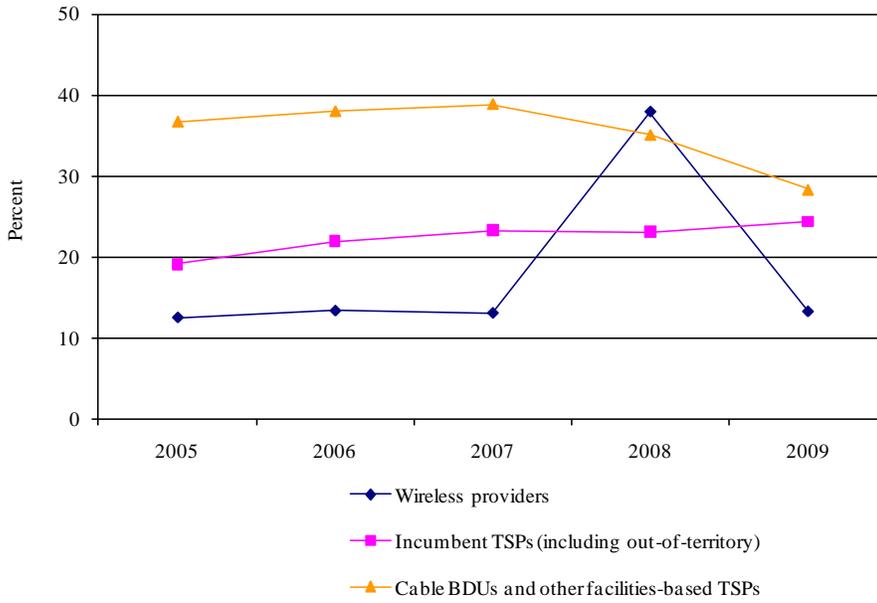
Table 5.1.9 Capital expenditures, by type of TSP (\$ billions)

	2005	2006	2007	2008	2009	Growth 2008-2009	CAGR 2005-2009
Wireline							
Incumbent TSPs (including out-of-territory)	3.6	4.0	4.2	4.1	4.2	1.4%	4.0%
Alternative TSPs							
Non-incumbent, facilities-based alternative TSPs	0.6	1.2	1.6	1.7	1.5	-10.7%	26.8%
Resellers	0.1	0.1	0.1	0.1	0.0	-59.0%	-17.1%
Alternative TSPs total	0.7	1.3	1.7	1.8	1.6	-12.8%	24.0%
Wireline total	4.2	5.3	5.9	5.9	5.7	-2.9%	8.0%
Wireless	1.4	1.7	1.9	6.1	2.2	-63.0%	13.0%
Wireline and wireless total	5.6	6.9	7.8	12.0	8.0	-33.4%	9.3%

Source: CRTC data collection

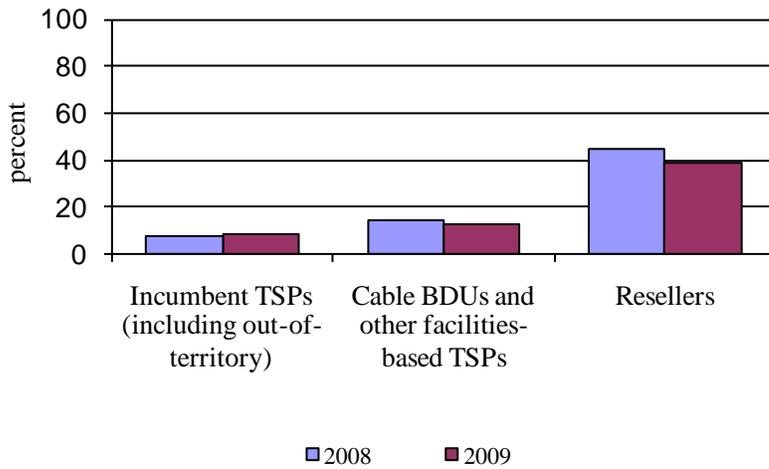
n/a: not available

Figure 5.1.8 Capital expenditures as a percentage of revenues, by type of TSP (includes AWS expenditures in 2009)



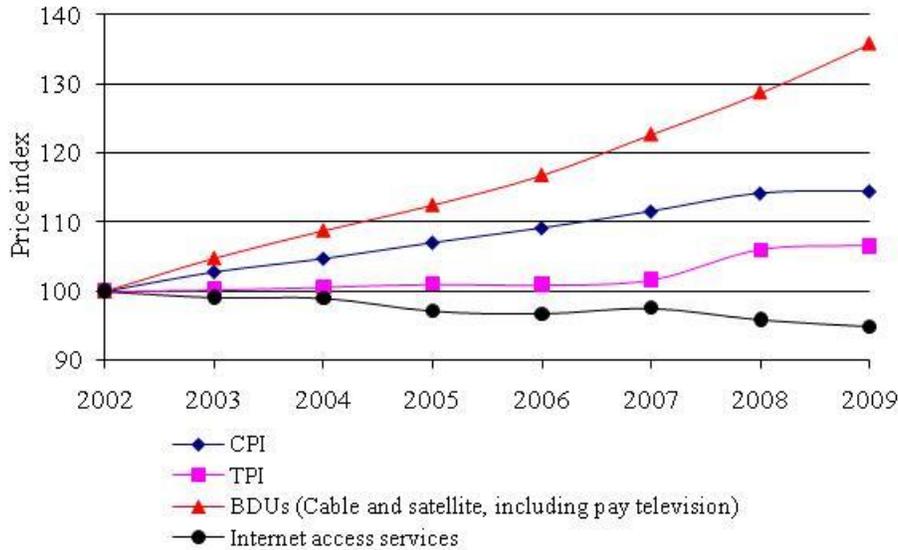
Source: CRTC data collection

Figure 5.1.9 Wireline inter-carrier expenses as a percentage of revenues, by type of TSP



Source: CRTC data collection

Figure 5.1.10 Price indices [TPI¹, BDU² (cable and satellite, including pay television), Internet access services, and CPI]



Source: Statistics Canada

- Notes: 1 The TPI reflects the price changes experienced by a household for a basket of telephone services. The basket of telephone services reflects a weighted-average of consumer expenditures on basic local service, other local services (such as options and features), and long distance, installation, and repair services. However, TPI does not include wireless or Internet service expenditures.
2. The BDU price index reflects the price changes experienced by a household for a basket of cable television service. The basket includes both ‘Basic’ and ‘Extended’ cable services. Basic cable service is the minimum service to which all customers must subscribe. Extended service is the most popular package of additional channels. The index does not account for ‘bundling discounts’.

Table 5.1.10 Percent of subscribers with local service bundled with other services

Number of services in a bundle ¹	2006	2007	2008	2009
Two or more services	15%	25%	25%	34%

Source: CRTC data collection

1 Local service bundled with Internet, wireless, and video distribution.

5.2 Local and access and long distance

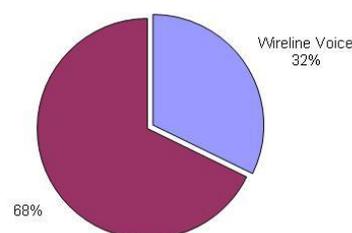
Sector overview

In 2009, 91% of Canadian households subscribed to wireline voice communications services.

There were over 100 providers of local and access services and over 150 providers of long distance services in 2009. These service providers include the following:

- large incumbent TSPs, who provide both local and long distance services, primarily over their own networks;
- small incumbent TSPs, who operate in limited areas of Ontario, Quebec, and British Columbia, and include municipally-owned, and public and private carriers;
- cable BDUs, who provide network-based local and long distance services; and
- resellers who do not own their own facilities and tend to concentrate on the long distance market by offering dial-around or prepaid card services.

Telecommunications revenues
\$41.0 billion
2009



Local and access and long distance sectors at a glance

	2008	2009	Percent Change
Revenues (\$ billions)	13.5	13.0	-3.4%
Local and access ¹	9.3	9.2	-1.7%
Long distance ²	4.2	3.9	-7.1%
Local lines (millions)	20.9	20.3	-2.9%
Monthly retail local and long distance revenues per line	\$50.81	\$50.71	-0.2%
Monthly retail local revenues per line	\$36.43	\$37.01	1.6%
Residence revenues per line	\$31.24	\$31.49	0.8%
Business revenues per line	\$47.18	\$48.64	3.1%
Retail long distance revenues per minute	\$0.071	\$0.066	-6.8%
Residence	\$0.085	\$0.077	-9.0%
Business	\$0.054	\$0.052	-4.0%
Incumbent revenue market share (excluding out-of-territory)			
Local and access	82%	79%	
Long distance	61%	60%	

- Notes: 1. Telephony services that do not involve connectivity to the PSTN (i.e. computer-to-computer communication) and wireline terminal equipment sales (telephones and PBX equipment) are not included.
2. Long distance calls originating from wireless phones are included in the wireless section of this report. Both wireline and wireless long distance calls associated with calling cards are part of the local and access and long distance market.

Source: CRTC data collection

Statistical information – Local and access, and long distance services

Table 5.2.1 Local and access, and long distance revenues, local lines, and long distance minutes

	2005	2006	2007	2008	2009	CAGR 2005 - 2009
Total local and access revenues (\$ millions)	9,762	9,618	9,544	9,550	9,365	-1.0%
<i>Annual Growth</i>	0.7%	-1.5%	-0.8%	0.1%	-1.9%	
Less: contribution revenues (\$ millions)	251	238	219	209	182	-7.8%
Local and access service revenues (\$ millions)	9,511	9,380	9,324	9,342	9,183	-0.9%
<i>Annual Growth</i>	0.6%	-1.4%	-0.6%	0.2%	-1.7%	
Long distance revenues (\$ millions)	5,109	4,742	4,318	4,153 #	3,856	-6.8%
<i>Annual Growth</i>	-10.5%	-7.2%	-8.9%	-3.8%	-7.1%	
Local and access and long distance revenues (\$ millions)	14,620	14,122	13,642	13,494	13,039	-2.8%
<i>Annual Growth</i>	-3.6%	-3.4%	-3.4%	-1.1%	-3.4%	
Local lines including access-independent VoIP lines (thousands)	20,780	21,000	20,926	20,947	20,348	-2.8%
<i>Annual Growth</i>	1.1%	1.1%	-0.4%	0.1%	-2.9%	
Access-independent VoIP lines (thousands)	-	161	167	153	161	-
<i>Annual Growth</i>			3.7	-8.5%	5.0%	
Long distance minutes (millions)	66,696	71,998	72,345	70,231 #	70,035	1.2%
<i>Annual Growth</i>	10.0%	7.9%	0.5%	-2.9%	-0.3%	

Source: CRTC data collection

Table 5.2.2 Local and access and long distance forborne revenues

	2007	2008	2009
Forborne revenues (Percent)			
Local and access	73%	75%	71%
Long distance	95%	94%	96%
Local lines forborne (Percent)			
Residential	73%	77%	77%
Business	65%	68%	68%

Source: CRTC data collection

Table 5.2.3 Local and access and long distance revenues, by service category (\$ millions)

	2006	2007	2008	2009	CAGR 2006-2009
Local and access					
Residential	4,947	4,847	4,869	4,794	-1.0%
<i>Annual Growth</i>	-2.7%	-2.0%	0.5%	-1.5%	
Business	3,514	3,581	3,552	3,514	0.0%
<i>Annual Growth</i>	1.2%	1.9%	-0.8%	-1.1%	
Subtotal retail	8,461	8,428	8,421	8,308	-0.6%
<i>Annual Growth</i>	-1.1%	-0.4%	-0.1%	-1.3%	
Wholesale	827	814	851	824	-0.1%
<i>Annual Growth</i>	-0.1%	-1.6%	4.6%	-3.2%	
Total local and access	9,288	9,242	9,272	9,132	-0.6%
<i>Annual Growth</i>	-1.0%	-0.5%	0.3%	-1.5%	
Long distance					
Residential	2,411	2,251	2,170 #	1,999	-6.1%
<i>Annual Growth</i>	-9.0%	-6.6%	-3.6%	-7.9%	
Business	1,464	1,299	1,156 #	1,077	-9.7%
<i>Annual Growth</i>	-5.5%	-11.3%	-11.0%	-6.9%	
Subtotal retail	3,875	3,550	3,326 #	3,076	-7.4%
<i>Annual Growth</i>	-7.7%	-8.4%	-6.3%	-7.5%	
Wholesale	867	768	827 #	780	-3.4%
<i>Annual Growth</i>	-4.8%	-11.4%	7.7%	-5.7%	
Total long distance	4,742	4,318	4,153 #	3,856	-6.7%
<i>Annual Growth</i>	-7.2%	-8.9%	-3.8%	-7.1%	
Local and long distance					
Residential	7,358	7,098	7,039	6,793	-2.6%
<i>Annual Growth</i>	-4.9%	-3.5%	-0.8%	-3.5%	
Business	4,978	4,880	4,708	4,591	-2.7%
<i>Annual Growth</i>	-0.9%	-2.0%	-3.5%	-2.5%	
Subtotal retail	12,336	11,978	11,747	11,384	-2.6%
<i>Annual Growth</i>	-3.3%	-2.9%	-1.9%	-3.1%	
Wholesale	1,694	1,582	1,678	1,604	-1.8%
<i>Annual Growth</i>	-2.6%	-6.6%	6.1%	-4.4%	
Total local and long distance	14,030	13,560	13,425	12,988	-2.5%
<i>Annual Growth</i>	-3.2%	-3.4%	-1.0%	-3.3%	

Source: CRTC data collection

Table 5.2.4 Local and access revenues, by type of TSP (\$ millions)

	2006	2007	2008	2009	CAGR 2006 - 2009
Residential					
Incumbent TSPs (excluding out-of-territory)	4,457	4,096	3,827	3,546	-7.3%
<i>Annual Growth</i>	-7.9%	-8.1%	-6.6%	-7.3%	
Incumbent TSPs (out-of-territory)	5	6	10	9	21.6%
<i>Annual Growth</i>	66.7%	12.7%	69.4%	-5.9%	
Non-incumbent, alternative TSPs (excluding cable BDUs)	71	86	126	140	25.2%
<i>Annual Growth</i>	-60.9%	20.0%	47.7%	10.7%	
Cable BDUs	414	659	906	1,099	38.5%
<i>Annual Growth</i>	550.9%	59.4%	37.4%	21.3%	
Total residential	4,947	4,847	4,869	4,794	-1.0%
<i>Annual Growth</i>	-2.7%	-2.0%	0.5%	-1.5%	
Business					
Incumbent TSPs (excluding out-of-territory)	3,023	3,114	3,096	3,017	-0.1%
<i>Annual Growth</i>	0.8%	3.0%	-0.6%	-2.6%	
Incumbent TSPs (out-of-territory)	313	323	309	309	-0.5%
<i>Annual Growth</i>	-0.9%	3.2%	-4.3%	-0.1%	
Non-incumbent, alternative TSPs	178	144	147	189	2.0%
<i>Annual Growth</i>	12.7%	-19.0%	2.0%	28.7%	
Total business	3,514	3,581	3,552	3,514	0.0%
<i>Annual Growth</i>	1.2%	1.9%	-0.8%	-1.1%	
Retail					
Incumbent TSPs (excluding out-of-territory)	7,480	7,210	6,923	6,563	-4.3%
<i>Annual Growth</i>	-4.5%	-3.6%	-4.0%	-5.2%	
Incumbent TSPs (out-of-territory)	318	329	319	318	0.0%
<i>Annual Growth</i>	-0.3%	3.4%	-3.1%	-0.3%	
Non-incumbent, alternative TSPs	663	889	1,180	1,428	29.1%
<i>Annual Growth</i>	64.1%	34.1%	32.7%	21.0%	
Total retail	8,461	8,428	8,421	8,308	-0.6%
<i>Annual Growth</i>	-1.1%	-0.4%	-0.1%	-1.3%	
Wholesale					
Incumbent TSPs (excluding out-of-territory)	667	664	686	660	-0.3%
<i>Annual Growth</i>	-4.4%	-0.4%	3.2%	-3.8%	
Incumbent TSPs (out-of-territory)	134	109	114	115	-5.1%
<i>Annual Growth</i>	28.8%	-18.3%	4.3%	0.4%	
Non-incumbent, alternative TSPs	26	40	51	49	23.7%
<i>Annual Growth</i>	0.0%	54.4%	27.2%	-3.7%	
Total wholesale	827	814	851	824	-0.1%
<i>Annual Growth</i>	-0.1%	-1.6%	4.6%	-3.2%	
Total					
Incumbent TSPs (excluding out-of-territory)	8,147	7,874	7,609	7,223	-3.9%
<i>Annual Growth</i>	-4.5%	-3.3%	-3.4%	-5.1%	
Incumbent TSPs (out-of-territory)	452	438	433	432	-1.5%
<i>Annual Growth</i>	6.9%	-3.0%	-1.2%	-0.1%	
Non-incumbent, alternative TSPs	689	929	1,231	1,477	28.9%
<i>Annual Growth</i>	60.2%	34.9%	32.4%	20.0%	
Total revenues	9,288	9,242	9,272	9,132	-0.6%
<i>Annual Growth</i>	-1.0%	-0.5%	0.3%	-1.5%	

Source: CRTC data collection

Table 5.2.5 Local and access lines, by type of TSP (thousands)

	2006	2007	2008	2009	CAGR 2006 - 2009
Residential					
Incumbent TSPs (excluding out-of-territory)	11,104	10,356	9,541	8,818	-7.4%
<i>Annual Growth</i>	-6.9%	-6.7%	-7.9%	-7.6%	
Incumbent TSPs (out-of-territory)	21	26	27	28	10.5%
<i>Annual Growth</i>	61.5%	25.4%	2.9%	4.6%	
Non-incumbent, alternative TSPs (excluding cable BDUs)	235	231	505	416	21.0%
<i>Annual Growth</i>	-57.5%	-1.6%	118.7%	-17.6%	
Cable BDUs	1,590	2,313	2,917	3,425	29.1%
<i>Annual Growth</i>	286.7%	45.5%	26.1%	17.4%	
Total residential	12,950	12,927	12,990	12,687	-0.7%
<i>Annual Growth</i>	0.4%	-0.2%	0.5%	-2.3%	
Business					
Incumbent TSPs (excluding out-of-territory)	5,264	5,252	5,270 #	4,968	-1.9%
<i>Annual Growth</i>	-1.3%	-0.2%	0.4%	-5.7%	
Incumbent TSPs (out-of-territory)	614	640	614 #	617	0.2%
<i>Annual Growth</i>	7.2%	4.2%	-4.0%	0.5%	
Non-incumbent, alternative TSPs	390	438	390	435	3.7%
<i>Annual Growth</i>	23.8%	12.4%	-11.1%	11.7%	
Total business	6,268	6,330	6,274	6,021	-1.3%
<i>Annual Growth</i>	0.7%	1.0%	-0.9%	-4.0%	
Retail					
Incumbent TSPs (excluding out-of-territory)	16,368	15,608	14,811 #	13,786	-5.6%
<i>Annual Growth</i>	-5.2%	-4.6%	-5.1%	-6.9%	
Incumbent TSPs (out-of-territory)	635	666	641 #	646	0.6%
<i>Annual Growth</i>	8.4%	4.9%	-3.8%	0.7%	
Non-incumbent, alternative TSPs	2,215	2,983	3,812	4,276	24.5%
<i>Annual Growth</i>	73.3%	34.7%	27.8%	12.2%	
Total retail	19,218	19,257	19,264	18,708	-0.9%
<i>Annual Growth</i>	0.5%	0.2%	0.0%	-2.9%	
Wholesale					
Incumbent TSPs (excluding out-of-territory)	451	551	623	533	5.7%
<i>Annual Growth</i>	-1.5%	22.1%	13.2%	-14.4%	
Incumbent TSPs (out-of-territory)	470	405	262 #	300	-13.9%
<i>Annual Growth</i>	55.1%	-13.9%	-35.4%	14.6%	
Non-incumbent, alternative TSPs	48	84	97	99	27.3%
<i>Annual Growth</i>	17.1%	75.6%	15.4%	1.7%	
Total wholesale	969	1,040	982	932	-1.3%
<i>Annual Growth</i>	20.8%	7.3%	-5.5%	-5.1%	
Total					
Incumbent TSPs (excluding out-of-territory)	16,819	16,159	15,434 #	14,319	-5.2%
<i>Annual Growth</i>	-5.1%	-3.9%	-4.5%	-7.2%	
Incumbent TSPs (out-of-territory)	1,105	1,071	903 #	946	-5.1%
<i>Annual Growth</i>	24.3%	-3.1%	-15.7%	4.7%	
Non-incumbent, alternative TSPs	2,263	3,067	3,909	4,375	24.6%
<i>Annual Growth</i>	71.6%	35.5%	27.5%	11.9%	
Total lines	20,187	20,297	20,246	19,640	-0.9%
<i>Annual Growth</i>	1.3%	0.5%	-0.2%	-3.0%	

Source: CRTC Data Collection

Table 5.2.6 Local and long distance retail monthly revenues per line

	2006	2007	2008	2009	CAGR 2006 - 2009
Local and long distance					
Residential	\$ 47.35	\$45.76	\$45.15	\$44.62	-2.0%
<i>Annual Growth</i>	-5.2%	-3.4%	-1.3%	-1.2%	
Business	\$66.18	\$64.24	\$62.53	\$63.55	-1.3%
<i>Annual Growth</i>	-1.6%	-2.9%	-2.7%	1.6%	
Total retail	\$53.49	\$51.83	\$50.81	\$50.71	-1.8%
<i>Annual Growth</i>	-3.8%	-3.1%	-2.0%	-0.2%	

Source: CRTC data collection

Table 5.2.7 Local and access retail monthly revenues, per line by type of TSP

	2006	2007	2008	2009	CAGR 2006-2009
Residential					
Incumbent TSPs (excluding out-of-territory)	\$33.45	\$32.96	\$33.43	\$33.51	0.1%
<i>Annual Growth</i>	-1.1%	-1.5%	1.4%	0.3%	
Incumbent TSPs (out-of-territory)	\$19.84	\$17.83	\$29.36	\$26.42	10.0%
<i>Annual Growth</i>	3.2%	-10.1%	64.7%	-10.0%	
Non-incumbent, alternative TSPs (excluding cable BDUs)	\$25.35	\$30.91	\$20.87	\$28.04	3.4%
<i>Annual Growth</i>	-8.0%	21.9%	-32.5%	34.4%	
Cable BDUs	\$21.67	\$23.75	\$25.88	\$26.73	7.2%
<i>Annual Growth</i>	68.3%	9.6%	9.0%	3.3%	
Total residential	\$31.83	\$31.25	\$31.24	\$31.49	-0.4%
<i>Annual Growth</i>	-3.1%	-1.9%	0.0%	0.8%	
Business					
Incumbent TSPs (excluding out-of-territory)	\$47.86	\$49.41	\$48.95	\$50.60	1.9%
<i>Annual Growth</i>	2.2%	3.2%	-0.9%	3.4%	
Incumbent TSPs (out-of-territory)	\$42.48	\$42.08	\$41.94	\$41.67	-0.6%
<i>Annual Growth</i>	-7.6%	-0.9%	-0.3%	-0.6%	
Non-incumbent, alternative TSPs	\$38.03	\$27.39	\$31.43	\$36.22	-1.6%
<i>Annual Growth</i>	-9.0%	-28.0%	14.7%	15.2%	
Total business	\$46.72	\$47.14	\$47.18	\$48.64	1.4%
<i>Annual Growth</i>	0.5%	0.9%	0.1%	3.1%	
Retail					
Incumbent TSPs (excluding out-of-territory)	\$38.08	\$38.49	\$38.95	\$39.67	1.4%
<i>Annual Growth</i>	0.7%	1.1%	1.2%	1.8%	
Incumbent TSPs (out-of-territory)	\$41.73	\$41.12	\$41.41	\$41.00	-0.6%
<i>Annual Growth</i>	-8.0%	-1.5%	0.7%	-1.0%	
Non-incumbent, alternative TSPs	\$24.94	\$24.84	\$25.79	\$27.82	3.7%
<i>Annual Growth</i>	-5.3%	-0.4%	3.8%	7.9%	
Total retail	\$36.69	\$36.47	\$36.43	\$37.01	0.3%
<i>Annual Growth</i>	-1.6%	-0.6%	-0.1%	1.6%	

Source: CRTC data collection

Table 5.2.8 Incumbent TSP provincial retail local market share, by line

Province	2007	2008	2009
British Columbia	85.0%	80.1%	75.6%
Alberta	79.4%	76.4%	71.7%
Saskatchewan	97.9%	95.9%	94.3%
Manitoba	91.7%	89.7%	87.1%
Ontario	78.9%	77.4%	73.4%
Quebec	78.6%	72.5%	67.0%
New Brunswick	94.2%	92.9%	87.5%
Nova Scotia	75.4%	73.8%	70.4%
Prince Edward Island	84.5%	82.5%	79.2%
Newfoundland and Labrador	92.7%	91.8%	90.6%
All provinces	81.2%	78.1%	73.8%

Source: CRTC data collection

Table 5.2.9 Incumbent TSP residential and business local market share, by line for major centres¹

Province	Major centre	Residential lines		Business lines	
		2008	2009	2008	2009
British Columbia	Vancouver	72.4%	67.0%	75.3%	73.6%
	Victoria	66.0%	56.3%	83.5%	81.4%
Alberta	Calgary	62.6%	58.3%	71.7%	70.1%
	Edmonton	71.2%	65.0%	74.8%	72.8%
Saskatchewan	Saskatoon	87.3%	83.0%	99.0%	97.9%
	Regina	88.8%	88.5%	99.5%	99.0%
Manitoba	Winnipeg	75.5%	70.3%	98.6%	97.1%
Ontario	Toronto	66.2%	62.5%	79.5%	76.0%
	Ottawa/Gatineau	69.4%	64.2%	90.9%	89.1%
	Hamilton	67.7%	62.9%	85.8%	80.8%
	London	68.0%	64.5%	80.7%	76.9%
	Kitchener/Waterloo	67.3%	63.3%	79.3%	77.0%
	St. Catharines/Niagara	78.0%	72.8%	86.8%	83.2%
	Windsor	81.3%	74.5%	79.1%	73.4%
Quebec	Oshawa	64.8%	60.5%	89.2%	86.1%
	Montréal	61.5%	55.5%	76.6%	74.6%
	Québec	60.6%	51.3%	74.4%	71.5%
New Brunswick	Fredericton	81.6%	76.4%	99.6%	99.3%
Nova Scotia	Halifax	54.0%	51.3%	81.8%	77.0%
Prince Edward Island	Charlottetown	63.7%	60.7%	89.5%	84.2%
Newfoundland and Labrador	St. John's	89.1%	81.6%	78.4%	85.4%

Note: 1. Major centre boundaries are defined using Statistics Canada's census metropolitan area and census agglomeration definitions.

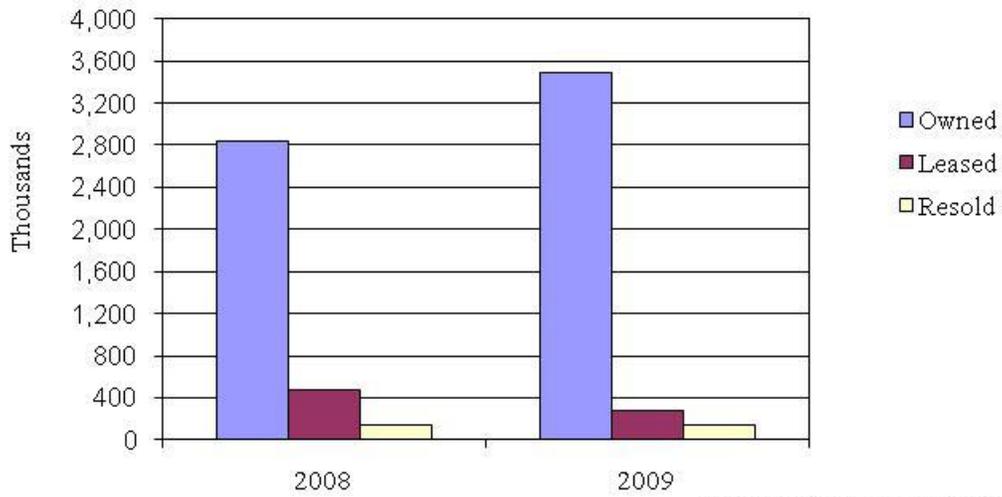
Source: CRTC data collection

Table 5.2.10 Local wholesale revenues, by major component (\$ millions)

	2005	2006	2007	2008	2009	CAGR 2005-2009
Interconnection	322	293	273	281	280	-3.5%
Centrex	107	106	104	97	97	-2.4%
PSTN access	237	256	261	280	290	24.0%
Unbundled loops	110	119	120	116	92	-4.2%
Other revenues	53	53	45	47	33	-11.2%
Total	829	827	802	821	792	-1.1%

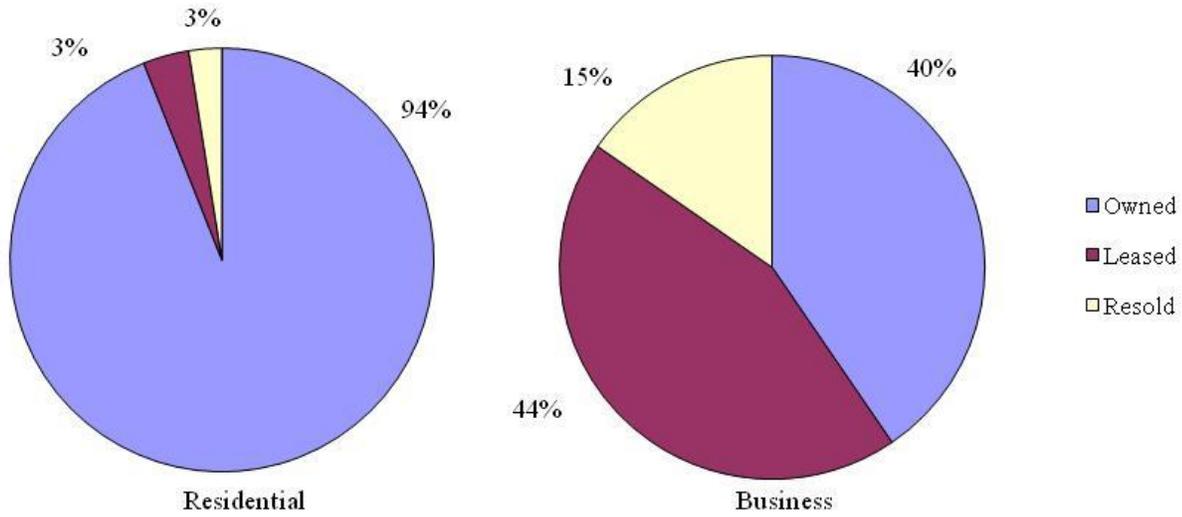
Source: CRTC data collection

Figure 5.2.1 Alternative TSP local retail lines (excluding incumbent out-of-territory), by type of facility



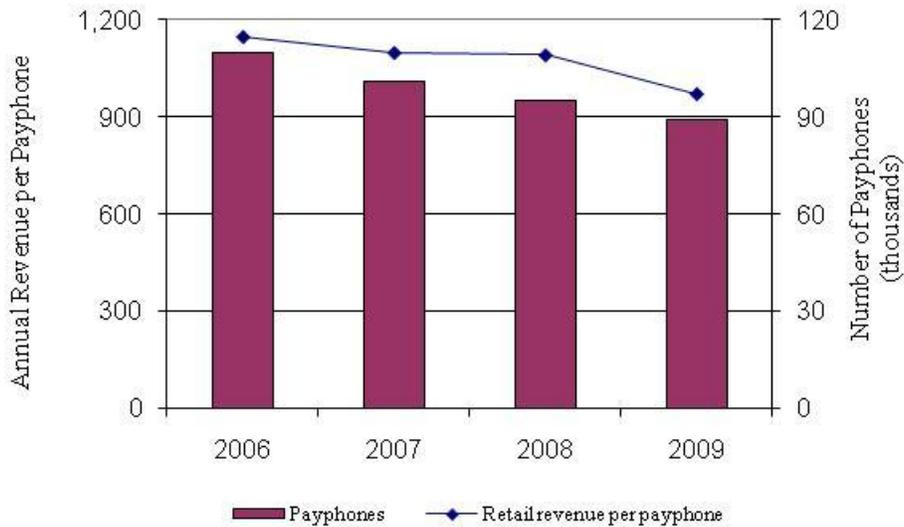
Source: CRTC data collection

Figure 5.2.2 Alternative TSP local residential and business lines, by type of facility (2009)



Source: CRTC data collection

Figure 5.2.3 Large incumbent TSP pay telephone quantities and retail revenue per payphone



Source: CRTC data collection

Table 5.2.11 Long distance revenues, by type of TSP (\$ millions)

	2006	2007	2008	2009	CAGR 2006 - 2009
Residential					
Incumbent TSPs (excluding out-of-territory)	1,655	1,505	1,440 #	1,288	-8.0%
<i>Annual Growth</i>	-13.9%	-9.0%	-4.4%	-10.6%	
Incumbent TSPs (out-of-territory)	5	5	3	2	-25.6%
<i>Annual Growth</i>	-16.7%	-0.2%	-47.5%	-21.5%	
Non-incumbent, alternative TSPs	751	741	727 #	709	-1.9%
<i>Annual Growth</i>	4.3%	-1.3%	-1.8%	-2.5%	
Total residential	2,411	2,251	2,170 #	1,999	-6.1%
<i>Annual Growth</i>	-9.0%	-6.6%	-3.6%	-7.9%	
Business					
Incumbent TSPs (excluding out-of-territory)	812	750	686 #	669	-6.2%
<i>Annual Growth</i>	-7.0%	-7.6%	-8.6%	-2.4%	
Incumbent TSPs (out-of-territory)	240	212	176	161	-12.5%
<i>Annual Growth</i>	-18.6%	-11.6%	-17.2%	-8.4%	
Non-incumbent, alternative TSPs	412	337	295 #	247	-15.7%
<i>Annual Growth</i>	7.9%	-18.3%	-12.5%	-16.2%	
Total business	1,464	1,299	1,156 #	1,077	-9.7%
<i>Annual Growth</i>	-5.5%	-11.3%	-11.0%	-6.9%	
Retail					
Incumbent TSPs (excluding out-of-territory)	2,467	2,255	2,126 #	1,957	-7.4%
<i>Annual Growth</i>	-11.7%	-8.6%	-5.7%	-7.9%	
Incumbent TSPs (out-of-territory)	245	217	178	163	-12.7%
<i>Annual Growth</i>	-18.6%	-11.4%	-17.9%	-8.6%	
Non-incumbent, alternative TSPs	1,163	1,078	1,022 #	956	-6.3%
<i>Annual Growth</i>	5.5%	-7.3%	-5.2%	-6.4%	
Total retail	3,875	3,550	3,326 #	3,076	-7.4%
<i>Annual Growth</i>	-7.7%	-8.4%	-6.3%	-7.5%	
Wholesale					
Incumbent TSPs (excluding out-of-territory)	400	414	420	373	-2.3%
<i>Annual Growth</i>	-14.7%	3.6%	1.4%	-11.2%	
Incumbent TSPs (out-of-territory)	270	217	262	231	-5.0%
<i>Annual Growth</i>	0.0%	-19.7%	20.9%	-11.8%	
Non-incumbent, alternative TSPs	197	137	145 #	176	-3.7%
<i>Annual Growth</i>	14.5%	-30.6%	6.0%	21.4%	
Total wholesale	867	768	827 #	780	-3.4%
<i>Annual Growth</i>	-4.8%	-11.4%	7.7%	-5.7%	
Total					
Incumbent TSPs (excluding out-of-territory)	2,867	2,670	2,546 #	2,330	-6.7%
<i>Annual Growth</i>	-12.2%	-6.9%	-4.6%	-8.5%	
Incumbent TSPs (out-of-territory)	515	434	440	394	-8.5%
<i>Annual Growth</i>	-9.8%	-15.7%	1.4%	-10.5%	
Non-incumbent, alternative TSPs	1,360	1,214	1,167 #	1,132	-5.9%
<i>Annual Growth</i>	6.8%	-10.7%	-3.9%	-3.0%	
Total revenues	4,742	4,318	4,153 #	3,856	-6.7%
<i>Annual Growth</i>	-7.2%	-8.9%	-3.8%	-7.1%	

Source: CRTC data collection

Table 5.2.12 Long distance retail revenues per minute, by type of TSP

	2006	2007	2008	2009	CAGR 2006-2009
Residential					
Incumbent TSPs (excluding out-of-territory)	\$ 0.122	\$ 0.115	\$ 0.110	\$ 0.100	-6.4%
<i>Annual Growth</i>	-4.2%	-5.8%	-9.5%	-13.0%	
Incumbent TSPs (out-of-territory)	\$ 0.083	\$ 0.079	\$ 0.069	\$ 0.071	-5.0%
<i>Annual Growth</i>	-5.6%	-5.0%	-17.1%	-9.7%	
Non-incumbent, alternative TSPs	\$ 0.065	\$ 0.059	\$ 0.058	\$ 0.054	-5.7%
<i>Annual Growth</i>	7.2%	-8.7%	-11.0%	-8.3%	
Total residential	\$ 0.096	\$ 0.088	\$ 0.085	\$ 0.077	-7.0%
<i>Annual Growth</i>	-2.2%	-8.3%	-11.7%	-12.3%	
Business					
Incumbent TSPs (excluding out-of-territory)	\$ 0.075	\$ 0.066	\$ 0.067	\$ 0.067	-3.5%
<i>Annual Growth</i>	-12.6%	-11.7%	-10.9%	1.8%	
Incumbent TSPs (out-of-territory)	\$ 0.043	\$ 0.043	\$ 0.038	\$ 0.037	-4.9%
<i>Annual Growth</i>	-17.3%	0.5%	-10.5%	-14.5%	
Non-incumbent, alternative TSPs	\$ 0.062	\$ 0.055	\$ 0.046	\$ 0.039	-14.3%
<i>Annual Growth</i>	-3.6%	-12.0%	-26.0%	-28.5%	
Total business	\$ 0.063	\$ 0.058	\$ 0.054	\$ 0.052	-6.3%
<i>Annual Growth</i>	-10.7%	-8.7%	-14.3%	-9.9%	
Retail					
Incumbent TSPs (excluding out-of-territory)	\$ 0.101	\$ 0.092	\$ 0.091	\$ 0.086	-5.3%
<i>Annual Growth</i>	-8.6%	-8.7%	-9.8%	-7.1%	
Incumbent TSPs (out-of-territory)	\$ 0.043	\$ 0.044	\$ 0.039	\$ 0.037	-5.0%
<i>Annual Growth</i>	-17.2%	0.6%	-10.8%	-14.8%	
Non-incumbent, alternative TSPs	\$ 0.064	\$ 0.058	\$ 0.054	\$ 0.049	-8.2%
<i>Annual Growth</i>	3.3%	-9.6%	-15.8%	-14.5%	
Total retail	\$ 0.080	\$ 0.074	\$ 0.071	\$ 0.066	-6.3%
<i>Annual Growth</i>	-6.6%	-8.1%	-11.7%	-10.5%	

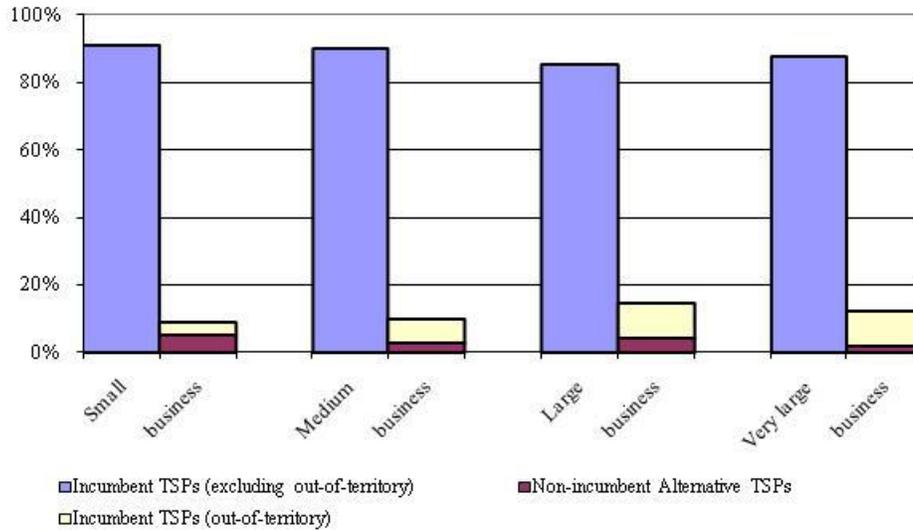
Source: CRTC data collection

Table 5.2.13 Large incumbent TSPs’ retail long distance revenue market share, by region

Region	Percent				
	2005	2006	2007	2008	2009
B.C., Alberta	68%	66%	75%	73%	72%
Saskatchewan	84%	79%	86%	85%	84%
Manitoba	86%	84%	88%	83%	79%
Ontario, Quebec	61%	57%	55%	56%	54%
Atlantic	77%	79%	82%	81%	80%

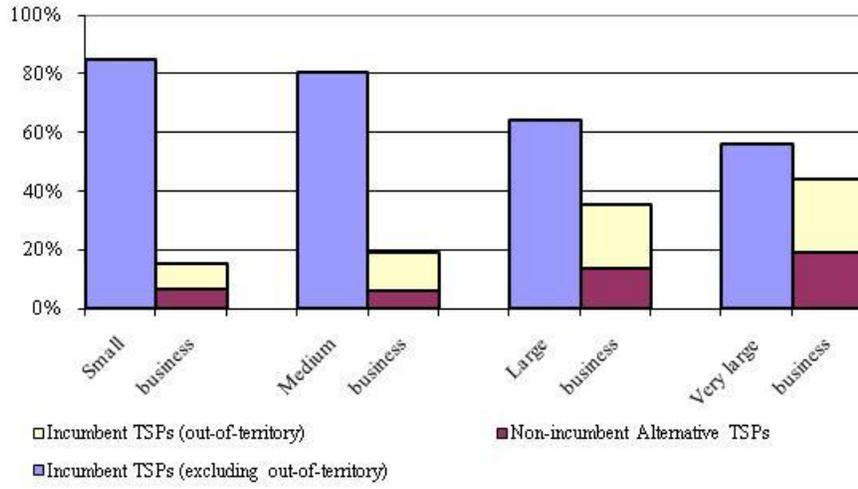
Source: CRTC data collection

Figure 5.2.4 Local business market revenue distribution, by customer size and type of provider (2009)



Source: CRTC data collection

Figure 5.2.5 Long distance business market revenue distribution, by customer size and type of provider (2009)



Source: CRTC data collection

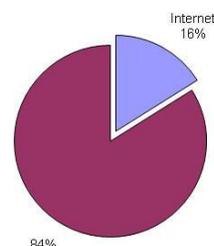
5.3 Internet and broadband availability

Sector overview

The Internet access industry consists of an estimated 500 entities.

- Incumbent TSPs provide Internet access mainly by dial-up, DSL, fibre optic, satellite, and fixed wireless facilities;
- Cable companies provide Internet access using cable modem, fibre optic, and fixed wireless facilities;
- Utility telcos, municipalities, and other TSPs provide Internet services by dial-up, DSL, fibre optic, satellite, or fixed wireless facilities; and
- Resellers essentially rely on facilities-based TSPs to provide them with facilities on a wholesale basis. Resellers provide mainly dial-up Internet access service, as well as high-speed Internet service generally using leased DSL facilities, and to a lesser extent, cable modem, and fibre optic facilities.

Telecommunications revenues
\$41.0 billion
2009



Internet and broadband availability at a glance

	2008	2009	Growth
Revenues (\$ billions)	6.2	6.6	6.3%
Internet access and transport			
Residential	3.9	4.3	9.9%
Business	1.1	1.1	1.2%
Wholesale	0.2	0.3	21.5%
Other	1.0	1.0	-5.5%
Residential subscribers (millions)	9.8	10.1	2.6%
Residential high-speed access revenues per subscriber per month	\$34.06	\$36.06	5.9%
Internet access market share (revenue)			
Top 5 major ISPs (including affiliates)	76%	76%	
Cable operators	48%	50%	
ILECs (excluding out-of-territory)	40%	38%	
Broadband availability (excluding satellite)			
National	95%	95%	
Urban	100%	100%	
Rural	82%	84%	
Penetration : All speeds	74%	75%	
High-speed	69%	72%	
Broadband (1.5 Mbps and higher)	52%	62%	
Broadband (5 Mbps and higher)	41%	44%	
Average Gigabytes downloaded per month per user	9.1	12.0	
Average Gigabytes uploaded per month per user	3.2	3.4	
Monthly average residential high-speed service churn rate	-	1.51%	
Monthly average business high-speed service churn rate	-	1.56%	

Source: CRTC data collection

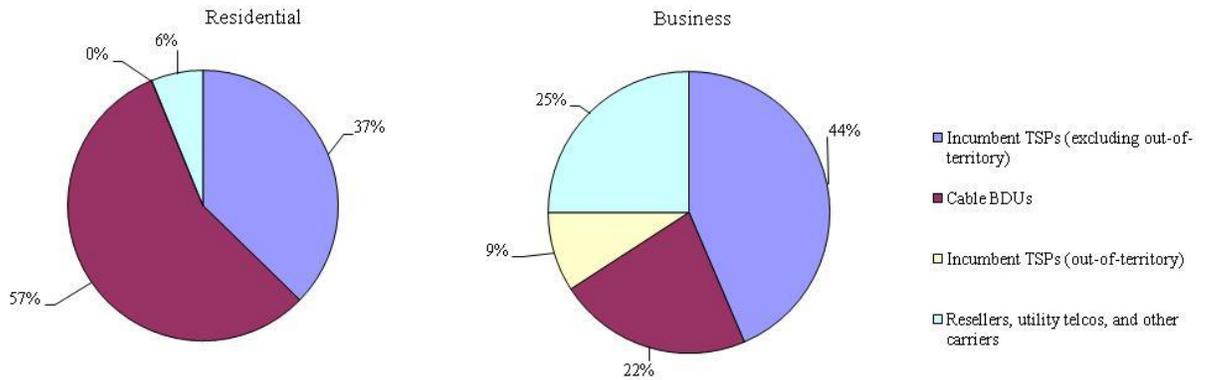
Internet – Statistical information
Table 5.3.1 Internet revenues (\$ millions)

		2005	2006	2007	2008	2009	Growth 2008-2009	CAGR 2005-2009
Residential	Incumbent TSPs (excluding out-of-territory)							
	Dial-up	192	159	141	116	92	-21.3%	-16.9%
	High-speed	1,014	1,160	1,331 #	1,406	1,506	7.1%	10.4%
	Subtotal	1,206	1,319	1,471	1,522	1,598	5.0%	7.3%
	Cable BDUs							
	Dial-up	13	8	5	2	1	-31.9%	-42.6%
	High-speed	1,380	1,649	1,935	2,129	2,419	13.6%	15.1%
	Subtotal	1,393	1,657	1,940	2,131	2,420	13.6%	14.8%
	Incumbent TSPs (excluding out-of-territory) and cable BDUs subtotal							
	Dial-up	205	167	145	118	93	-21.5%	-17.9%
	High-speed	2,394	2,809	3,266	3,535	3,925	11.0%	13.2%
	Subtotal	2,599	2,976	3,411	3,654	4,018	10.0%	11.5%
	Other TSPs							
	Dial-up	157	112	83	71	48	-32.6%	-25.7%
High-speed	83	103	128 #	175	219	25.5%	27.6%	
Subtotal	239	215	211	245	267	8.7%	2.8%	
Total								
Dial-up	362	279	228	189	141	-25.7%	-21.0%	
High-speed	2,477	2,912	3,394	3,710	4,144	11.7%	13.7%	
Residential total	2,838	3,191	3,622	3,899	4,285	9.9%	10.8%	
Business	Incumbent TSPs (excluding out-of-territory)	396	406	434	457	444	-2.8%	2.9%
	Cable BDUs	127	134	169	201	227	13.2%	15.6%
	Incumbent TSPs (excluding out-of-territory) and cable BDUs subtotal	523	540	604	657	671	2.1%	6.4%
	Other TSPs							
	Incumbent TSPs (out-of-territory)	125	98	112	98	93	-5.0%	-7.1%
	Resellers, utility telcos, and other carriers	214	236	223	241	255	5.7%	4.5%
	Other TSPs subtotal	339	335	335	339	348	2.6%	0.7%
	Business access total	862	874	938	997	1,019	2.3%	4.3%
Business transport total	41	50	73	76	67	-12.8%	12.8%	
Business total	903	924	1,011	1,073	1,086	1.2%	4.7%	
Wholesale Access	Higher capacity access and transport	95	77	54	54	48	-11.0%	-15.9%
	Lower capacity access	111	125	147	161	213	32.3%	17.8%
Wholesale total	206	202	201	215	261	21.5%	6.1%	
Other	Applications, equipment, and other Internet-related services	583	720	835	1,015	959	-5.5%	13.2%
Grand total		4,530	5,037	5,669	6,202	6,591	6.3%	9.8%

- Notes:
- Wholesale Internet access and transport services are generally sold to ISPs. These services are used by the ISPs to provide Internet access service to their retail customers. Sales to non-ISP entities, such as VoIP service providers, are also included in the wholesale revenues presented in Table 5.3.1 as “higher capacity access and transport” revenues.
 - “Lower capacity access” includes services such as Bell Canada’s Gateway Access Service (GAS), TCC’s virtual point of presence (VPOP) DSL, and cable BDU-provided third-party Internet access (TPIA) service, as well as satellite capacity, and dial-up bundled with Internet access sold to ISPs.
 - In previous years, modem rental fees for residential service were included with Internet access service revenue. However, the fees are no longer included as of 2008. In 2008, the fees were approximately \$121 million.

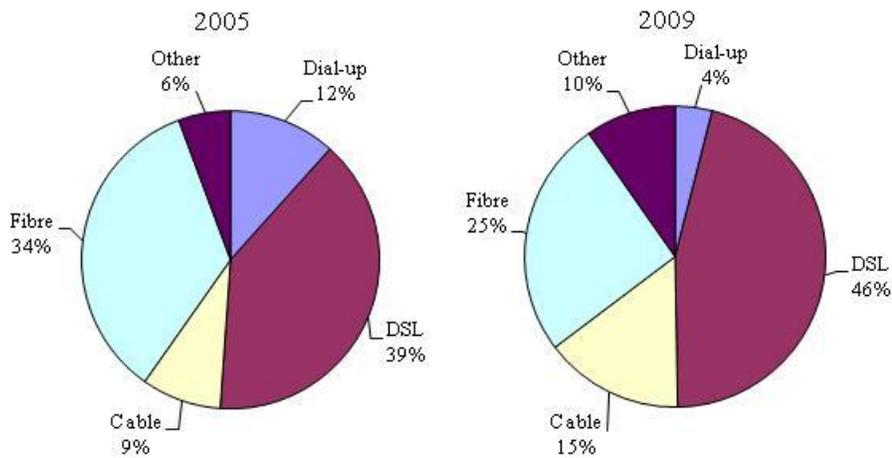
Source: CRTC data collection

Figure 5.3.1 Internet access revenue share, by type of entity



Source: CRTC data collection

Figure 5.3.2 Business Internet access revenues, by access technology (2005 v. 2009)



Source: CRTC data collection

Note: “Other” includes the remaining technologies such as, but not limited to, integrated services digital network (ISDN), fixed wireless, and satellite.

Table 5.3.2 Residential Internet subscribers, by type of TSP

	2005		2006		2007		2008		2009		Growth 2008-2009	CAGR 2005-2009
	Subscribers /1000	Share*										
Incumbent TSPs (excluding out-of-territory)												
Dial-up	765	48.8%	642	51.8%	566	60.6%	433	59.1%	286	58.8%	-33.9%	-21.8%
High-speed	2,676	41.6%	3,095	41.5%	3,405	40.7%	3,584	39.5%	3,673	38.4%	2.5%	8.2%
Subtotal	3,441	43.0%	3,736	42.9%	3,971	42.7%	4,017	40.9%	3,959	39.3%	-1.4%	3.6%
Cable BDUs												
Dial-up	53	3.4%	38	3.1%	18	1.9%	18	2.4%	14	2.8%	-24.4%	-28.9%
High-speed	3,467	53.9%	4,041	54.2%	4,573	54.7%	4,990	55.0%	5,358	56.0%	7.4%	11.6%
Subtotal	3,520	44.0%	4,079	46.9%	4,590	49.5%	5,008	51.1%	5,372	53.4%	7.3%	11.2%
Incumbent TSPs (excluding out-of-territory) and cable BDUs subtotal												
Dial-up	818	52.2%	680	54.8%	584	62.5%	451	61.6%	299	61.6%	-33.6%	-22.2%
High-speed	6,143	95.6%	7,136	95.6%	7,978	95.5%	8,574	94.5%	9,031	94.3%	5.3%	10.2%
Subtotal	6,961	87.0%	7,815	89.8%	8,561	92.2%	9,024	92.0%	9,331	92.7%	3.4%	7.6%
Other TSPs												
Dial-up	750	47.8%	560	45.2%	350	37.5%	281	38.4%	187	38.4%	-33.6%	-29.4%
High-speed	286	4.4%	327	4.4%	379	4.5%	503	5.5%	545	5.7%	8.2%	17.5%
Subtotal	1,036	13.0%	886	10.2%	729	7.8%	785	8.0%	731	7.3%	-6.8%	-8.3%
Total												
Dial-up	1,568	19.6%	1,239	14.2%	934	10.0%	732	7.5%	486	4.8%	-33.6%	-25.4%
High-speed	6,429	80.4%	7,461	85.8%	8,356	90.0%	9,077	92.5%	9,576	95.2%	5.5%	10.5%
Grand total	7,997		8,700		9,290		9,809		10,062		2.6%	6.0%

Note: (*) Percentages refer to the access mode's proportion of all residential Internet subscriptions by type, except for the total rows, which represent the proportion of total industry residential subscriptions.

Source: CRTC data collection

Table 5.3.3 Residential Internet plans and pricing (part 1 of 2)

	2006	2007	2008	2009
Downstream speed	One-month revenue (%)			
Lite and wideband up to 256 Kbps	6.6	6.8	2.9	0.4%
Wideband 300 to 1400 Kbps	11.9	12.2	15.1	8.8%
Broadband				
1.5 to 4 Mbps	14.7	14	17.3	21.3%
5 to 9 Mbps	60.3	58	53.6	45.6%
10 to 15 Mbps	6.3	8.7	10.8	22.8%
16 to 100 Mbps	0.2	0.2	0.3	1.0%
Total sample	242.1	268.9	306.4	314.8
Downstream speed	Subscribers (%)			
Lite and wideband up to 256 Kbps	10.1	10	4.3	0.9%
Wideband 300 to 1400 Kbps	14.7	15.3	19.8	12.4%
Broadband				
1.5 to 4 Mbps	15.1	15.3	17	25.0%
5 to 9 Mbps	54.8	52.5	50.1	41.7%
10 to 15 Mbps	5.2	6.8	8.6	19.4%
16 to 100 Mbps	0.1	0.1	0.2	0.6%
Total sample	6,880.30	7,576.60	8,184.40	8,346.9
Downstream speed	Average revenue per subscriber			
Lite and wideband up to 256 Kbps	\$22.91	\$24.37	\$24.86	\$17.75
Wideband 300 to 1400 Kbps	\$28.30	\$28.29	\$28.57	\$26.84
Broadband				
1.5 to 4 Mbps	\$34.24	\$32.53	\$38.22	\$32.46
5 to 9 Mbps	\$38.74	\$39.26	\$40.00	\$41.36
10 to 15 Mbps	\$43.17	\$45.23	\$47.06	\$44.43
16 to 100 Mbps	\$81.30	\$51.17	\$63.06	\$65.08
Total sample	\$35.18	\$35.50	\$37.44	\$37.86
Downstream speed	Weighted-average upload speed (Kbps)			
Lite and wideband up to 256 Kbps	94	118	131	128
Wideband 300 to 1400 Kbps	306	294	286	267
Broadband				
1.5 to 4 Mbps	537	537	809	656
5 to 9 Mbps	619	677	744	755
10 to 15 Mbps	742	815	862	751
16 to 100 Mbps	1,006	1,000	1,120	1,085
Total sample	514	552	649	665
Weighted-average download speed	3,826	4,227	4,928	5,937

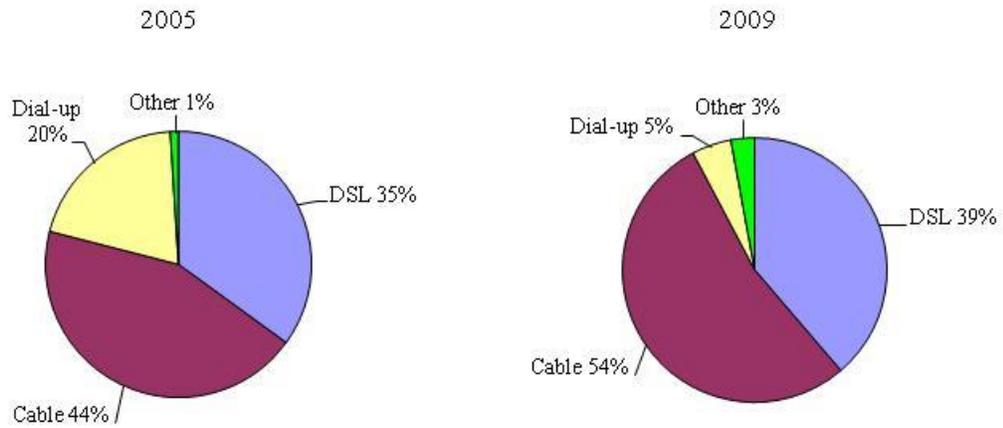
Table 5.3.3 Residential Internet plans and pricing (part 2 of 2)

	2006	2007	2008	2009
Downstream speed	Weighted-average upload/download limit in gigabytes (GB)			
Lite and wideband up to 256 Kbps	-	-	8.50	11.75
Wideband 300 to 1400 Kbps	-	-	8.75	3.04
Broadband				
1.5 to 4 Mbps	-	-	43.25	32.20
5 to 9 Mbps	-	-	54.18	42.80
10 to 15 Mbps	-	-	80.81	69.53
16 to 100 Mbps	-	-	101.91	104.14
Total sample	-	-	42.34	40.32

Source: CRTC data collection

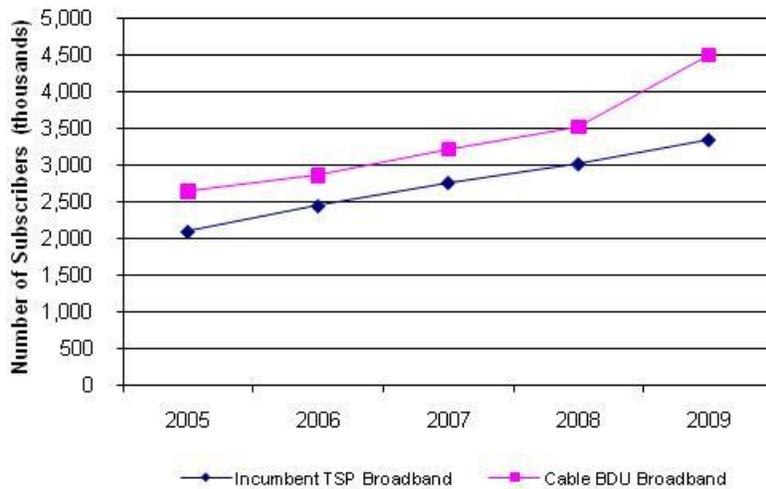
- Note:
1. Weighted average download limits are calculated only for those plans that have limits.
 2. 2008 and 2009 data excludes terminal rental revenues.

Figure 5.3.3 Residential Internet access technology mix (2005 v. 2009)



Source: CRTC data collection

Figure 5.3.4 Broadband (greater than 1.5 Mbps) subscriptions



Source: CRTC data collection

Broadband availability - Statistical information

Table 5.3.4 Key telecommunications availability indicators

Platform	Availability				
	2005	2006	2007	2008	2009
Wireless	97%	97%	98%	98%	99%
Mobile 3G or equivalent	na	na	78%	91%	96%
DSL	na	na	na	84%	85%
Cable modem	na	na	na	80%	80%
IPTV ¹	n/a	8%	10%	10%	10%
Digital satellite	National	National	National	National	National

Source: CRTC data collection

Note: 1. As of 31 August

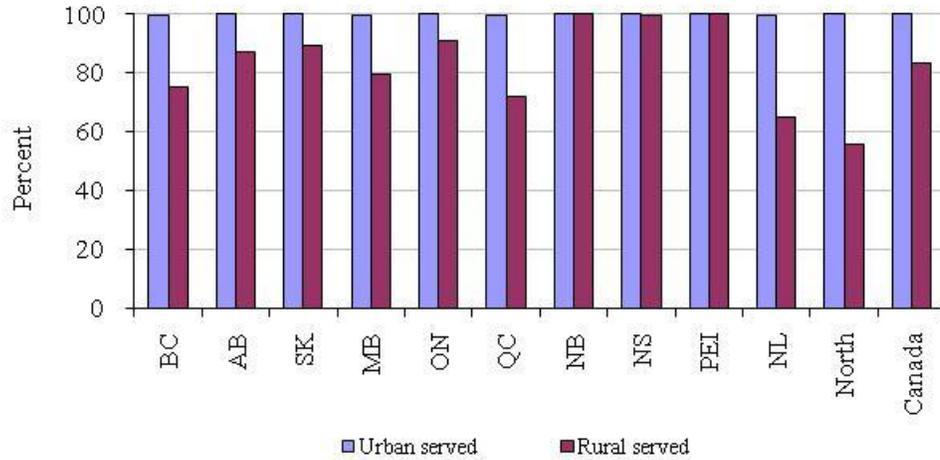
2. n/a: data not available

Figure 5.3.5 Broadband availability (percentage of households) (2009)



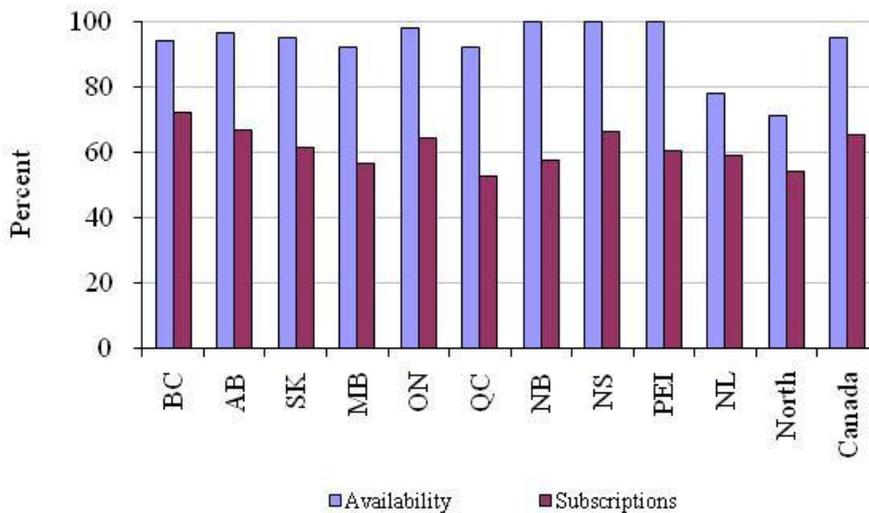
Source: Industry Canada and CRTC data collection

Figure 5.3.6 Broadband availability – Urban v. rural (percentage of households) (2009)



Source: Industry Canada and CRTC data collection

Figure 5.3.7 Broadband availability v. broadband subscriptions (2009)



Source: Industry Canada and CRTC data collection

Table 5.3.5 Number of households that can have broadband access (thousands)

Province	2008		2009
British Columbia	1,659	#	1,691
Alberta	1,339	#	1,368
Saskatchewan	389		394
Manitoba	433	#	443
Ontario	4,738	#	4,812
Quebec	3,028	#	3,062
New Brunswick	257		304
Nova Scotia	387		388
Prince Edward Island	54	#	55
Newfoundland and Labrador	155		155
North	26	#	26
Canada	12,465	#	12,700

Source: CRTC data collection

Table 5.3.6 Broadband availability, by technology (percentage of households)

Technology	2008		2009
DSL	84%		85%
Cable modem	80%		80%
Fixed wireless	82%	#	83%
Canada	95%	#	95%

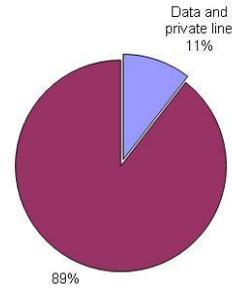
Source: CRTC data collection

5.4 Data and private line

Sector overview

Approximately 150 entities offered data and private line services in 2009. Of these, incumbent TSPs accounted for approximately 40%, and the alternative TSPs, such as cable BDUs, utility telcos, and resellers accounted for the remaining 60%.

Telecommunications revenues
\$41.0 billion
2009



Data and private line at a glance

	2008	2009	Growth
Revenues (\$ billions)	4.3	4.3	-0.5%
Data	2.6	2.7	2.5%
Private Line	1.7	1.6	-5.0%
Private Line revenues as a percent of total	39.6%	37.9%	
New data protocols			
Revenues (\$ billions)	1.4	1.5	12.2%
Percent of total data protocol revenues	77.2%	82.8%	
Data and private line revenue market share			
Incumbents TSPs (excluding out-of-territory)	65%	65%	
Forborne services			
Percent of data revenues from forborne data services	91%	94%	
Percent of private line revenues from forborne private line services	61%	63%	
Number of forborne private line routes	3,400	3,800	11.8%

Source: CRTC data collection

Data and private line – Statistical information

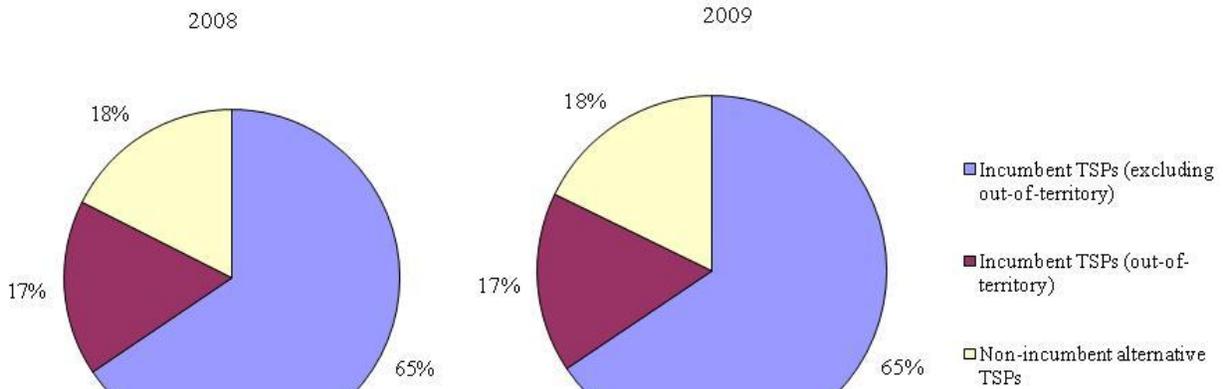
Table 5.4.1 Data and private line revenues (\$ millions)

	2005	2006	2007	2008	2009	CAGR 2005-2009
Data						
Data protocols	1,354	1,496	1,602	1,775 #	1,858	8.3%
<i>Annual Growth</i>	-4.5%	10.5%	7.1%	10.8%	4.7%	
Other	885	809	870	838 #	820	-1.9%
<i>Annual Growth</i>	-3.4%	-8.6%	7.6%	-3.6%	-2.2%	
Total data and other	2,239	2,305	2,472	2,614 #	2,678	4.6%
<i>Annual Growth</i>	-4.1%	2.9%	7.3%	5.7%	2.5%	
Private Line						
Short-haul	788	649	717	737 #	674	-3.8%
<i>Annual Growth</i>	-11.5%	-17.6%	10.4%	2.8%	-8.5%	
Long-haul	1,066	1,016	964	985 #	961	-2.6%
<i>Annual Growth</i>	-7.4%	-4.7%	-5.2%	2.3%	-2.4%	
Total private line	1,854	1,665	1,680	1,722 #	1,636	-3.1%
<i>Annual Growth</i>	-9.2%	-10.2%	0.9%	2.5%	-5.0%	
Total data and private line	4,093	3,970	4,153	4,336 #	4,313	1.3%
<i>Annual Growth</i>	-6.5%	-3.0%	4.6%	4.4%	-0.5%	

Source: CRTC data collection

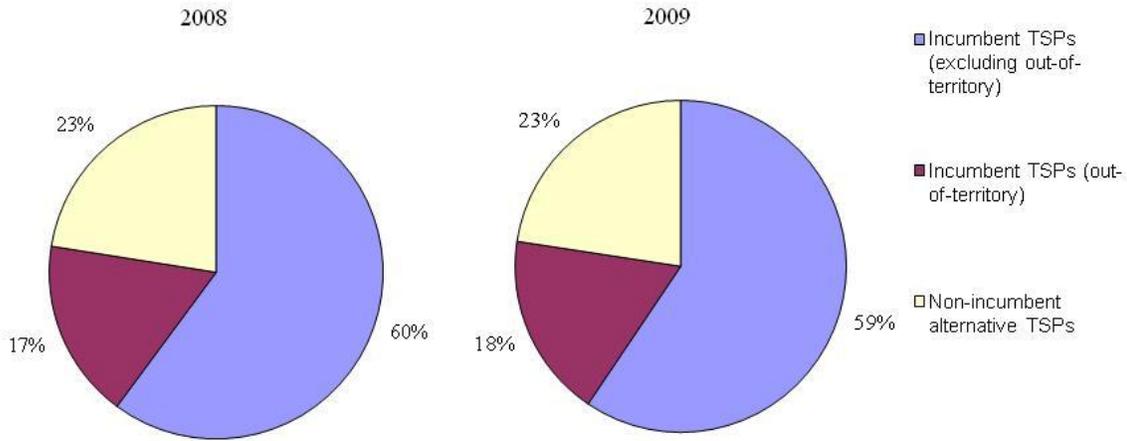
Note: Data services are classified into one of three categories: (1) legacy data protocols such as X.25, ATM, and frame relay, (2) newer protocols such as Ethernet and IP-VPN, and (3) other services such as other protocols, network management, and networking equipment.

Figure 5.4.1 Data and private line revenue market share, by type of TSP



Source: CRTC data collection

Figure 5.4.2 Data revenue market share, by type of TSP



Source: CRTC data collection

Table 5.4.2 Data protocol revenues, by service category (\$ millions)

	2005	2006	2007	2008	2009	CAGR 2005-2009	
New protocols							
Retail							
Ethernet	391.1	469.9	488.5	520.7	#	482.3	5.4%
<i>Annual Growth</i>	-8.5%	20.1%	4.0%	6.6%		-7.4%	
IP-VPN	221.1	362.9	535.2	710.1	#	870.8	40.9%
<i>Annual Growth</i>	99.7%	64.1%	47.5%	32.7%		22.6%	
Total retail	612.2	832.8	1,023.7	1,230.8		1,353.1	21.9%
<i>Annual Growth</i>	13.8%	36.0%	22.9%	20.2%		9.9%	
Wholesale							
Ethernet	49.6	86.7	90.0	122.4	#	173.2	36.7%
<i>Annual Growth</i>	11.7%	74.8%	3.9%	36.0%		41.5%	
IP-VPN	2.4	11.0	11.3	17.4	#	11.8	48.9%
<i>Annual Growth</i>	0.0%	358.3%	2.4%	54.6%		-32.3%	
Total wholesale	52.0	97.7	101.3	139.8	#	185.0	37.3%
<i>Annual Growth</i>	11.1%	87.9%	3.7%	38.0%		32.3%	
Total new protocols	664.2	930.5	1,125.0	1,370.7		1,538.1	23.4%
<i>Annual Growth</i>	13.6%	40.1%	20.9%	21.8%		12.2%	
Legacy protocols							
Retail							
	640.6	509.4	415.2	343.8	#	264.2	-19.9%
<i>Annual Growth</i>	-12.5%	-20.5%	-18.5%	-17.2%		-23.2%	
Wholesale							
	49.0	55.8	62.4	60.7		55.7	3.9%
<i>Annual Growth</i>	-51.1%	13.9%	11.8%	-2.6%		-8.3%	
Total legacy	689.6	565.2	477.5	404.6	#	319.9	-17.4%
<i>Annual Growth</i>	-17.2%	-18.0%	-15.5%	-15.3%		-20.9%	
Total data protocols	1,353.8	1,495.7	1,602.5	1,775.2	#	1,858.0	8.3%
<i>Annual Growth</i>	-4.5%	10.5%	7.1%	10.8%		4.7%	

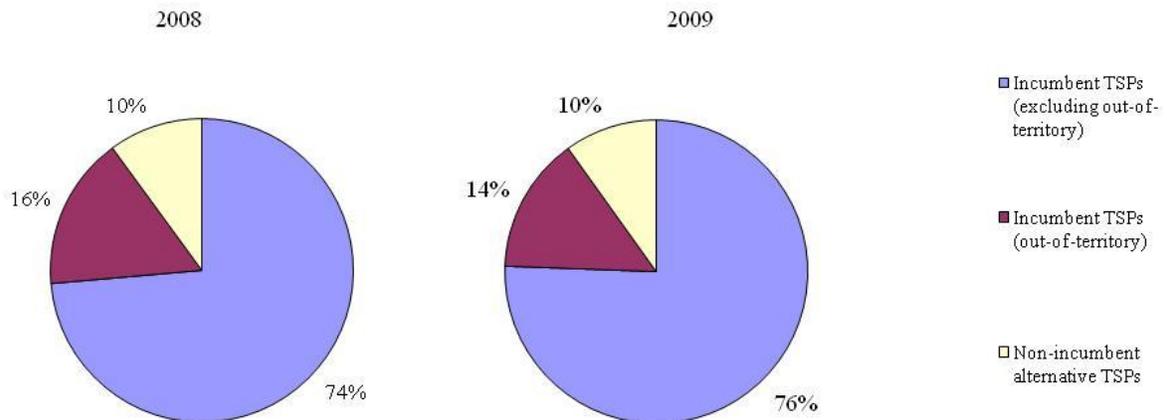
Source: CRTC data collection

Table 5.4.3 Data protocol revenue market share, by service category (%)

	2005	2006	2007	2008	2009
New data					
Incumbent TSPs (excluding out-of-territory)	63	57	50	50 #	52
Incumbent TSPs (out-of-territory)	17	24	29	20 #	21
Non-incumbent alternative TSPs	21	19	21	30 #	28
Legacy data					
Incumbent TSPs (excluding out-of-territory)	54	59	57	60 #	59
Incumbent TSPs (out-of-territory)	28	19	16	13 #	12
Non-incumbent alternative TSPs	18	23	26	26 #	29
Total data protocols					
Incumbent TSPs (excluding out-of-territory)	58	58	53	52 #	53
Incumbent TSPs (out-of-territory)	22	22	25	19 #	19
Non-incumbent alternative TSPs	19	20	22	29 #	28

Source: CRTC data collection

Figure 5.4.3 Private line revenue market share, by type of TSP



Source: CRTC data collection

Table 5.4.4 Private line revenues, by service category (\$ millions)

	2005	2006	2007	2008	2009	CAGR 2005-2009
Private Line						
Retail						
Short-haul	503	431	430	357 #	322	-10.6%
<i>Annual Growth</i>	-3.5%	-14.3%	-0.3%	-16.9%	-9.9%	
Long-haul	660	634	576	536 #	521	-5.7%
<i>Annual Growth</i>	-9.8%	-3.9%	-9.1%	-6.9%	-2.9%	
Total retail private line	1,163	1,065	1,006	894 #	843	-7.7%
<i>Annual Growth</i>	-7.2%	-8.4%	-5.6%	-11.2%	-5.7%	
Wholesale						
Short-haul	285	217	287	380 #	352	5.5%
<i>Annual Growth</i>	-22.8%	-23.9%	32.2%	32.4%	-7.2%	
Long-haul	406	382	387	449 #	440	2.1%
<i>Annual Growth</i>	-3.1%	-5.9%	1.4%	15.8%	-1.9%	
Total wholesale private line	691	599	674	828 #	793	3.5%
<i>Annual Growth</i>	-12.3%	-13.3%	12.6%	22.9%	-4.3%	
Total private line	1,854	1,665	1,680	1,722	1,636	-3.1%
<i>Annual Growth</i>	-9.2%	-10.2%	0.9%	2.5%	-5.0%	

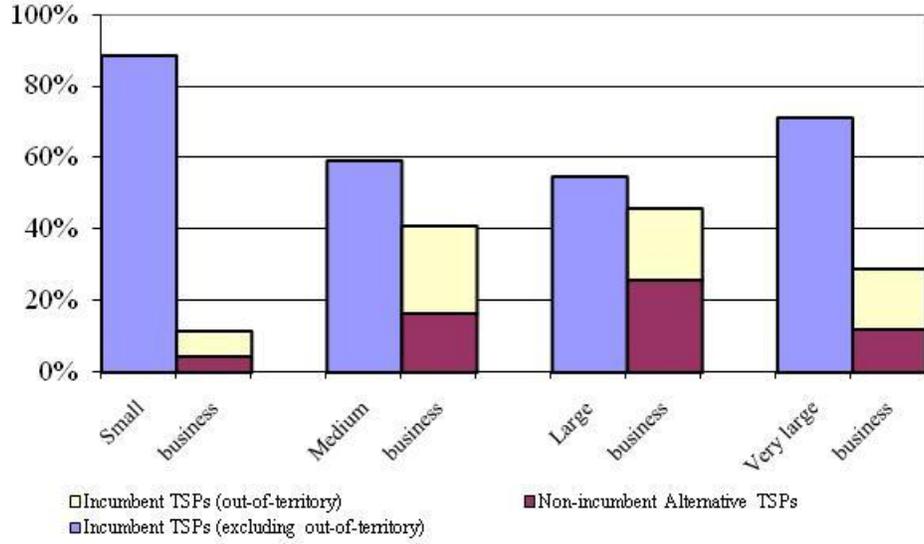
Source: CRTC data collection

Table 5.4.5 Private line - Short-haul and long-haul revenue market share (%)

	2005	2006	2007	2008	2009
Short-haul					
Incumbent TSPs (excluding out-of-territory)	73	84	84	82	78
Incumbent TSPs (out-of-territory)	24	14	13	15	15
Non-incumbent alternative TSPs	3	2	3	4	6
Long-haul					
Incumbent TSPs (excluding out-of-territory)	77	78	65	68	74
Incumbent TSPs (out-of-territory)	14	11	20	18 #	14
Non-incumbent alternative TSPs	10	10	15	14 #	12
Total					
Incumbent TSPs (excluding out-of-territory)	76	80	73	74	76
Incumbent TSPs (out-of-territory)	17	13	17	16	14
Non-incumbent alternative TSPs	7	7	10	10 #	10

Source: CRTC data collection

Figure 5.4.4 Data and private line service revenue distribution, by customer size and type of provider (2009)

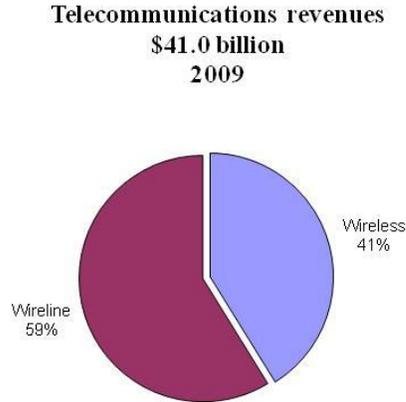


Source: CRTC data collection

5.5 Wireless

Sector overview

The wireless network covers approximately 20% of Canada’s geographic area and 99% of Canadians. The advanced wireless network that supports handsets, such as smartphones and turbo sticks, is available to 96% of Canadians. Wireless market sector revenues are the largest component (41%) of total telecommunications revenues.



This market sector consists of three large facilities-based national WSPs, a number of smaller regional facilities-based WSPs, and a small number of MVNOs.

A number of new facilities-based WSPs have recently entered or have announced that they plan to enter the wireless market sector.

Wireless sector at a glance

	2008	2009	Growth 2008-2009
Revenues (\$ billions)	15.9	16.8	5.4%
Number of subscribers (millions)	22.1	23.8	7.8%
Average revenues (excluding paging) per user per month (ARPU)	\$60	\$59	-2.2%
minute (ARPM)	\$0.11	\$0.10	-6.1%
Wireless capex/Total telecom capex	51%	29%	-
Average capital expenditure per user (ACEPU)	\$23	\$8	-65.7%
Availability by population	98%	99%	-
3G availability by population	91%	96%	-
Penetration by household	74.3%	n.a.	-
Penetration by household – wireless only	8%	n.a.	-

Sources: CRTC data collection and Statistics Canada

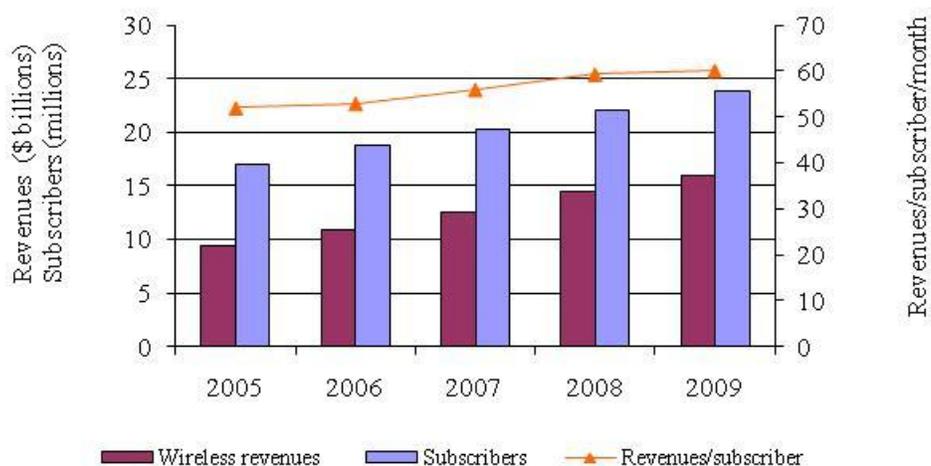
Wireless – Statistical information

Table 5.5.1 Wireless and paging revenues and number of subscribers

	2005	2006	2007	2008	2009	<i>Growth 2008- 2009</i>	<i>CAGR 2005- 2009</i>
Wireless revenues (\$ millions)	10,895.5	12,600.1	14,430.0	15,940.3	16,804.0	5.4%	11.4%
Paging revenues (\$ millions)	121.0	96.1	92.8	96.1	89.2	-7.2%	-7.3%
Total revenues	11,016.5	12,696.2	14,522.8	16,036.4	16,893.2	5.3%	11.3%
Wireless subscribers (thousands)	17,016.6	18,749.1	20,277.4	22,092.5	23,811.9	7.8%	8.8%
Paging subscribers (thousands)	616.7	504.6	390.4	319.3	253.6	-20.6%	-19.9%

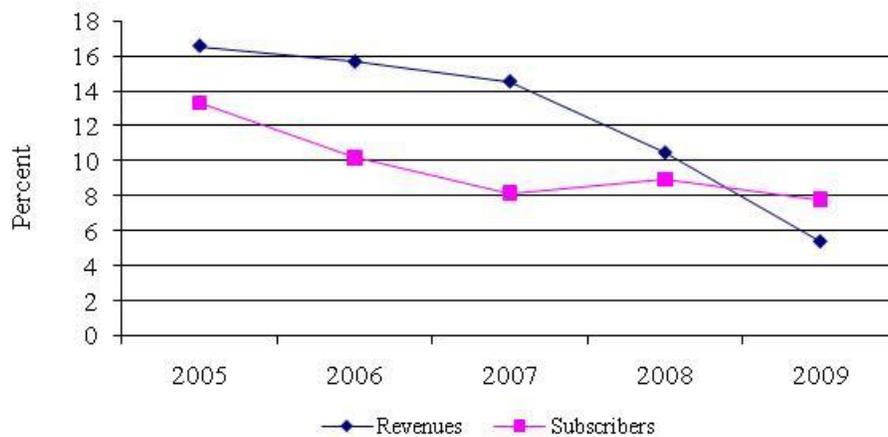
Source: CRTC data collection

Figure 5.5.1 Wireless revenues, subscribers, and revenues per subscriber (excluding paging)



Source: CRTC data collection

Figure 5.5.2 Wireless revenue and subscriber growth rates (excluding paging)



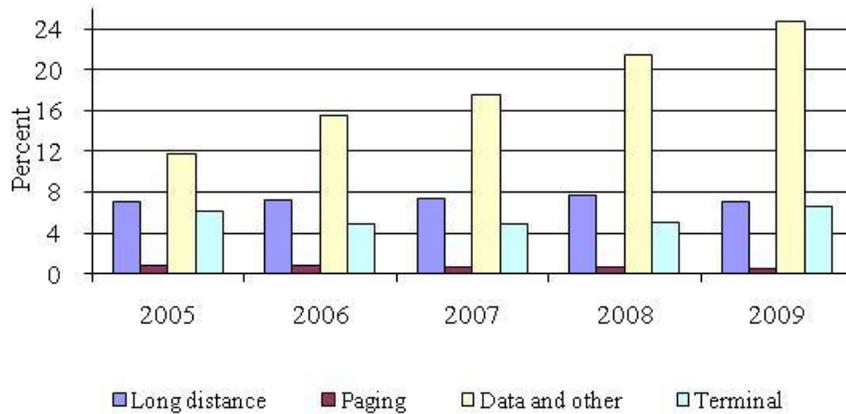
Source: CRTC data collection

Table 5.5.2 Wireless and paging revenues components (\$ millions)

	2005	2006	2007	2008	2009	<i>Growth</i>	<i>CAGR</i>
						2008-2009	2005-2009
Basic voice	8,172.1	9,110.1	10,117.0	10,481.9	10,323.5	-1.5%	6.0%
Long distance	771.1	918.8	1,075.7	1,224.0	1,204.9	-1.6%	11.8%
Paging	121.0	96.1	92.8	96.1	89.2	-7.2%	-7.3%
Data and other	1,286.7	1,959.7	2,537.7	3,431.4	4,169.2	21.5%	34.2%
Terminal	665.6	611.4	699.5	803.0	1,106.3	37.8%	13.5%
Total	11,016.4	12,696.2	14,522.8	16,036.4	16,893.2	5.3%	11.3%

Source: CRTC data collection

Figure 5.5.3 Revenues by major component (excluding basic voice)



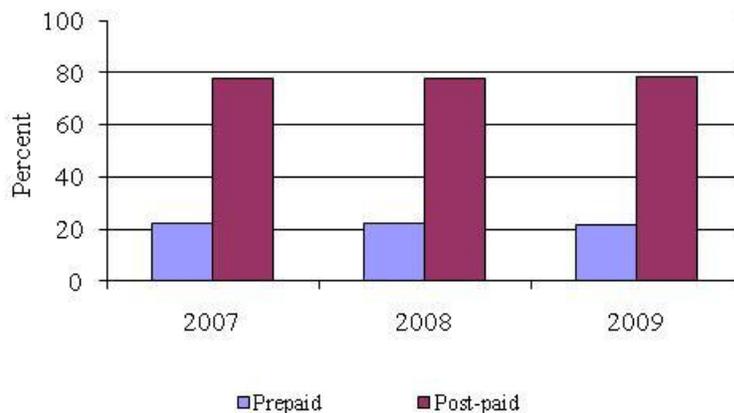
Source: CRTC data collection

Table 5.5.3 Prepaid and post-paid wireless revenues (basic voice and long distance) (\$ millions)

	2005	2006	2007	2008	2009	<i>Growth 2008-2009</i>
Prepaid	661.6	738.9	934.6	912.9	846.4	-7.3%
Post-paid	8,244.3	9,235.2	10,211.0	10,745.7	10,610.6	-1.3%
Total	8,905.9	9,974.1	11,145.6	11,658.6	11,457.0	-1.7%

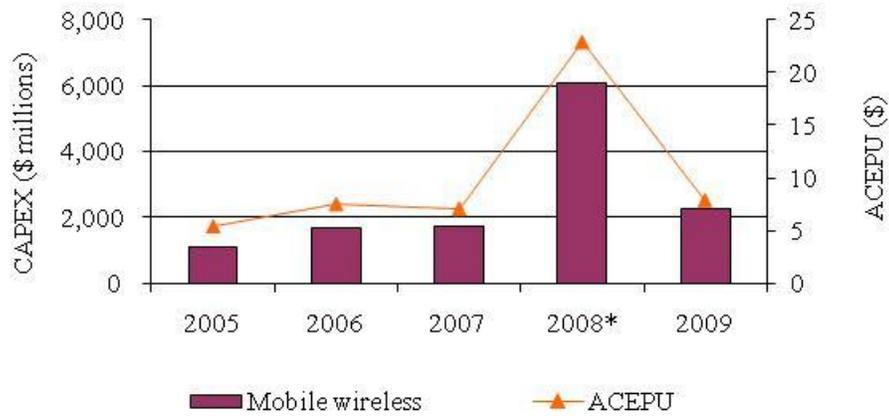
Source: CRTC data collection

Figure 5.5.4 Percent of prepaid and post-paid subscribers



Source: CRTC data collection

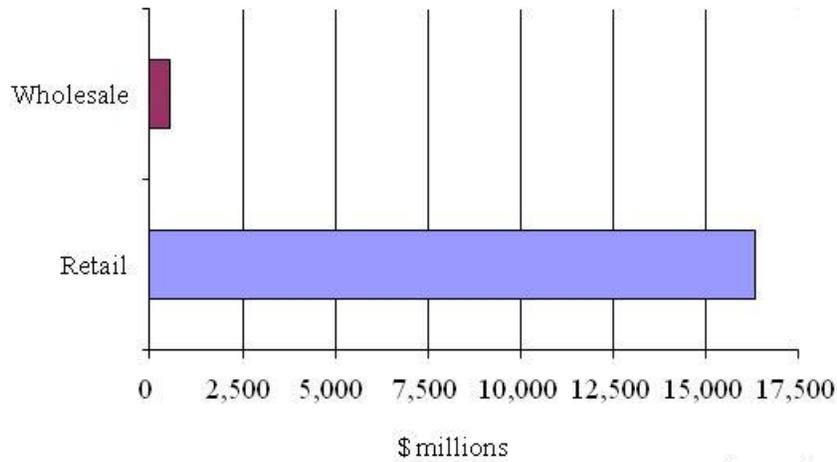
Figure 5.5.5 Capital expenditures (CAPEX) and average capital expenditure per user (ACEPU)



Source: CRTC data collection

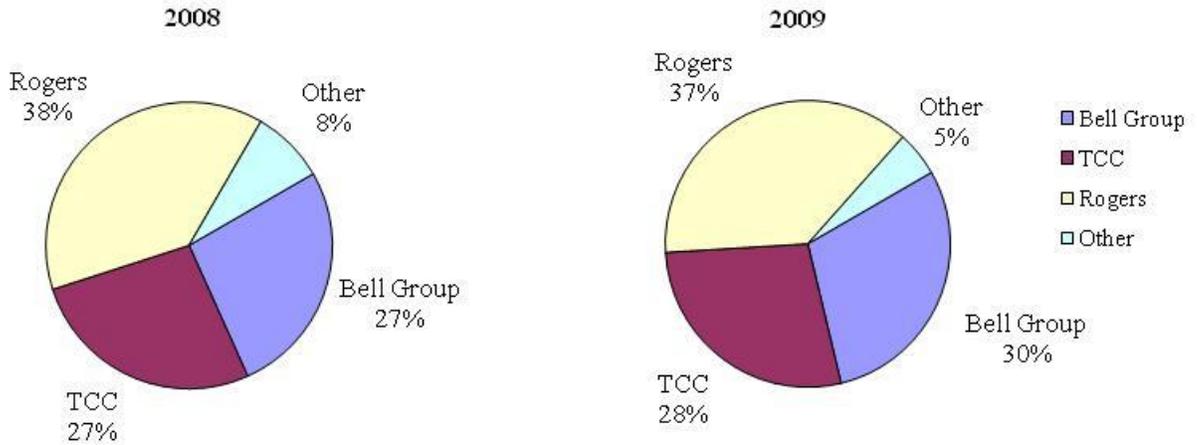
Note: * 2008 CAPEX includes an additional \$4.6 billion due to the AWS auction.

Figure 5.5.6 Retail and wholesale revenue split



Source: CRTC data collection

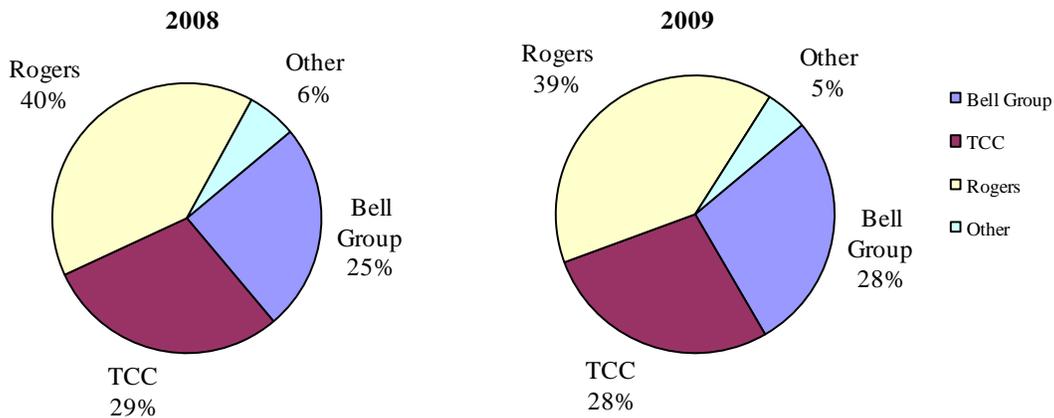
Figure 5.5.7 Wireless TSPs’ subscriber market share



Source: CRTC data collection

Note: Other includes MTS Allstream, SaskTel, and smaller WSPs.
 Bell Group of companies: Bell Canada Inc., Northwestel Mobility Inc., Bell Mobility Inc., Télébec, NorthernTel Limited Partnership, Skyterra (Canada) Inc., Skyterra Corp., Virgin Mobile Canada, and Latitude Wireless Inc.

Figure 5.5.8 Wireless TSPs’ revenue market share



Source: CRTC data collection

Note: Other includes MTS Allstream, SaskTel, and smaller WSPs.
 Bell Group of companies: Bell Canada Inc., Northwestel Mobility Inc., Bell Mobility Inc., Télébec, NorthernTel Limited Partnership, Skyterra (Canada) Inc., Skyterra Corp., Virgin Mobile Canada, and Latitude Wireless Inc.

Table 5.5.4 Wireless subscriber market share, by province (2009)

Province	Bell Group	TCC	Rogers	Others
British Columbia	16%	41%	42%	0%
Alberta	21%	52%	27%	0%
Saskatchewan	7%	4%	13%	76%
Manitoba	5%	11%	30%	55%
Ontario	32%	20%	47%	1%
Quebec	39%	26%	33%	2%
New Brunswick	64%	15%	21%	0%
Prince Edward Island	64%	18%	18%	0%
Nova Scotia	57%	20%	23%	0%
Newfoundland and Labrador	77%	19%	3%	0%
The North	95%	0%	0%	5%

Source: CRTC data collection

Note: 1. The North includes Yukon, the Northwest Territories, and Nunavut.

Table 5.5.5 Average revenue per user (ARPU), by province (excluding paging)

Province	2005	2006	2007	2008	2009
British Columbia	\$53.84	\$59.00	\$59.10	\$63.53	\$60.88
Alberta	\$64.17	\$70.07	\$73.81	\$75.26	\$70.28
Saskatchewan	\$50.72	\$52.74	\$55.11	\$57.66	\$58.11
Manitoba	\$53.63	\$54.01	\$54.46	\$57.05	\$52.88
Ontario	\$51.83	\$54.40	\$59.63	\$60.61	\$62.75
Quebec	\$44.29	\$47.52	\$50.21	\$50.45	\$52.15
New Brunswick	\$47.77	\$48.84	\$52.87	\$50.00	\$51.08
Prince Edward Island	\$49.34	\$61.10	\$63.58	\$64.89	\$56.18
Nova Scotia	\$54.17	\$50.42	\$54.59	\$52.57	\$52.70
Newfoundland and Labrador	\$40.57	\$45.37	\$50.29	\$47.43	\$48.22

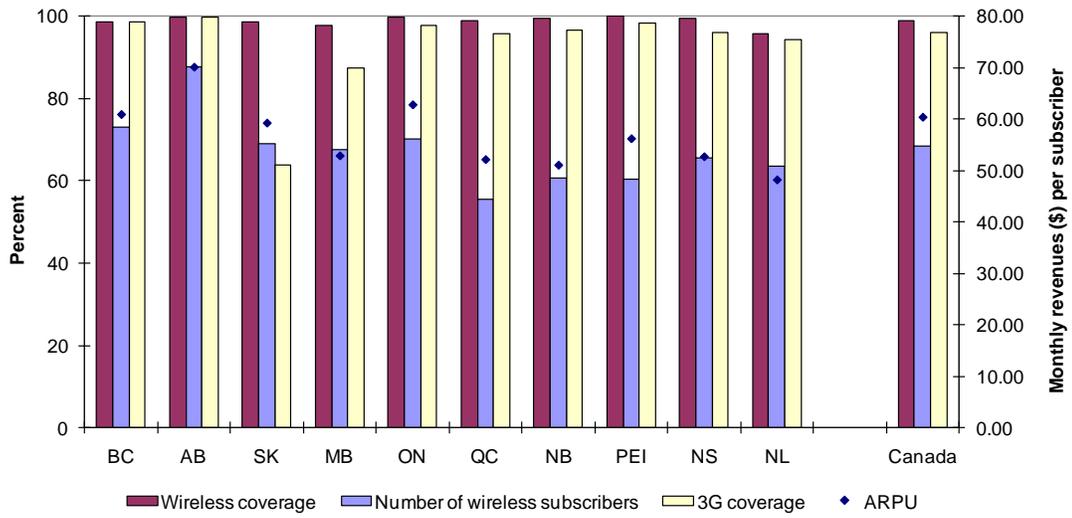
Source: CRTC data collection

Table 5.5.6 Average monthly churn rates (percent)

	2005	2006	2007	2008	2009
Bell Mobility	1.6%	1.6%	1.7%	1.6%	1.6%
Rogers	2.1%	1.8%	1.6%	1.5%	1.4%
TCC	1.4%	1.3%	1.5%	1.6%	1.6%

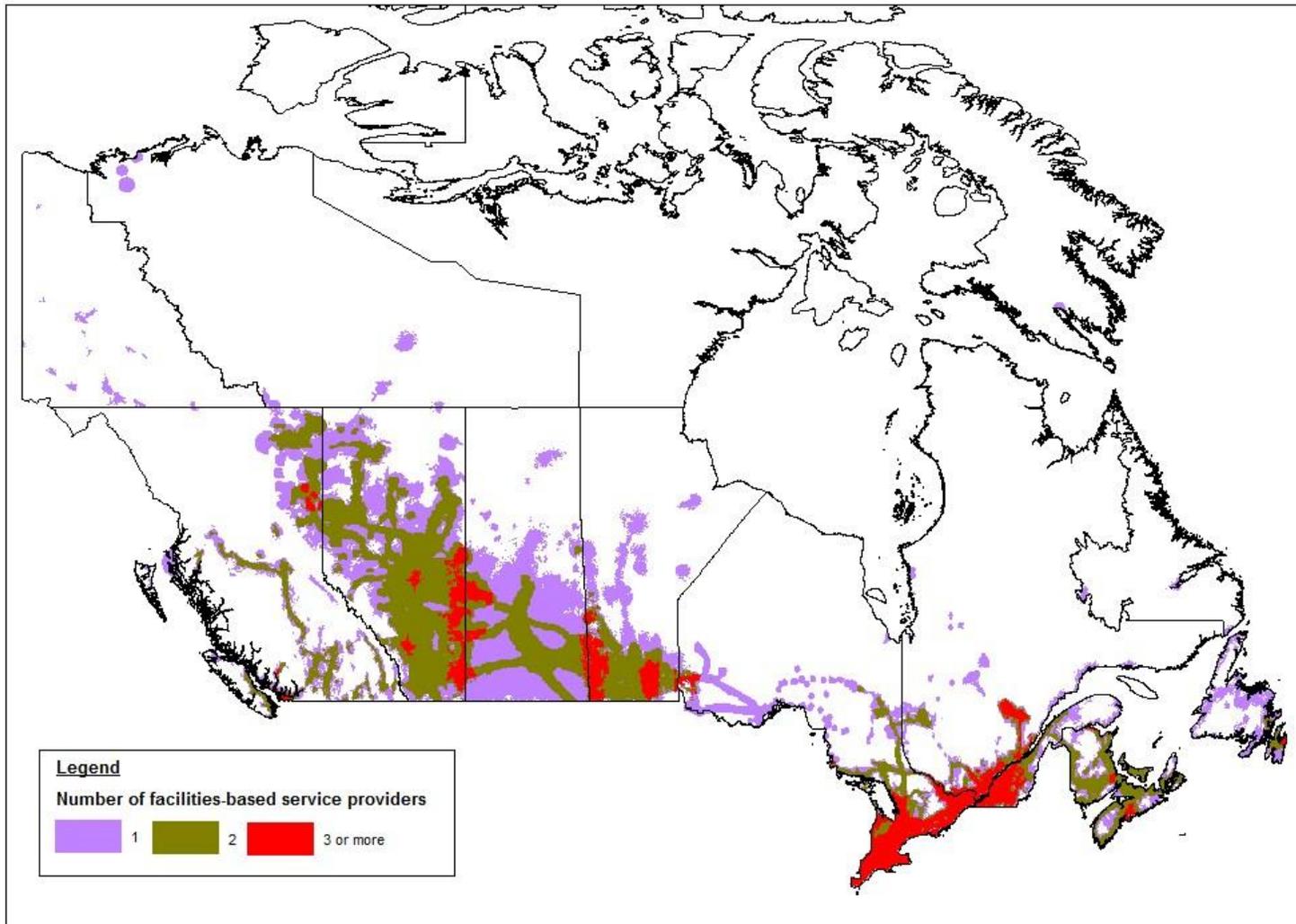
Source: Companies' annual reports and CRTC data collection

Figure 5.5.9 Population coverage and penetration

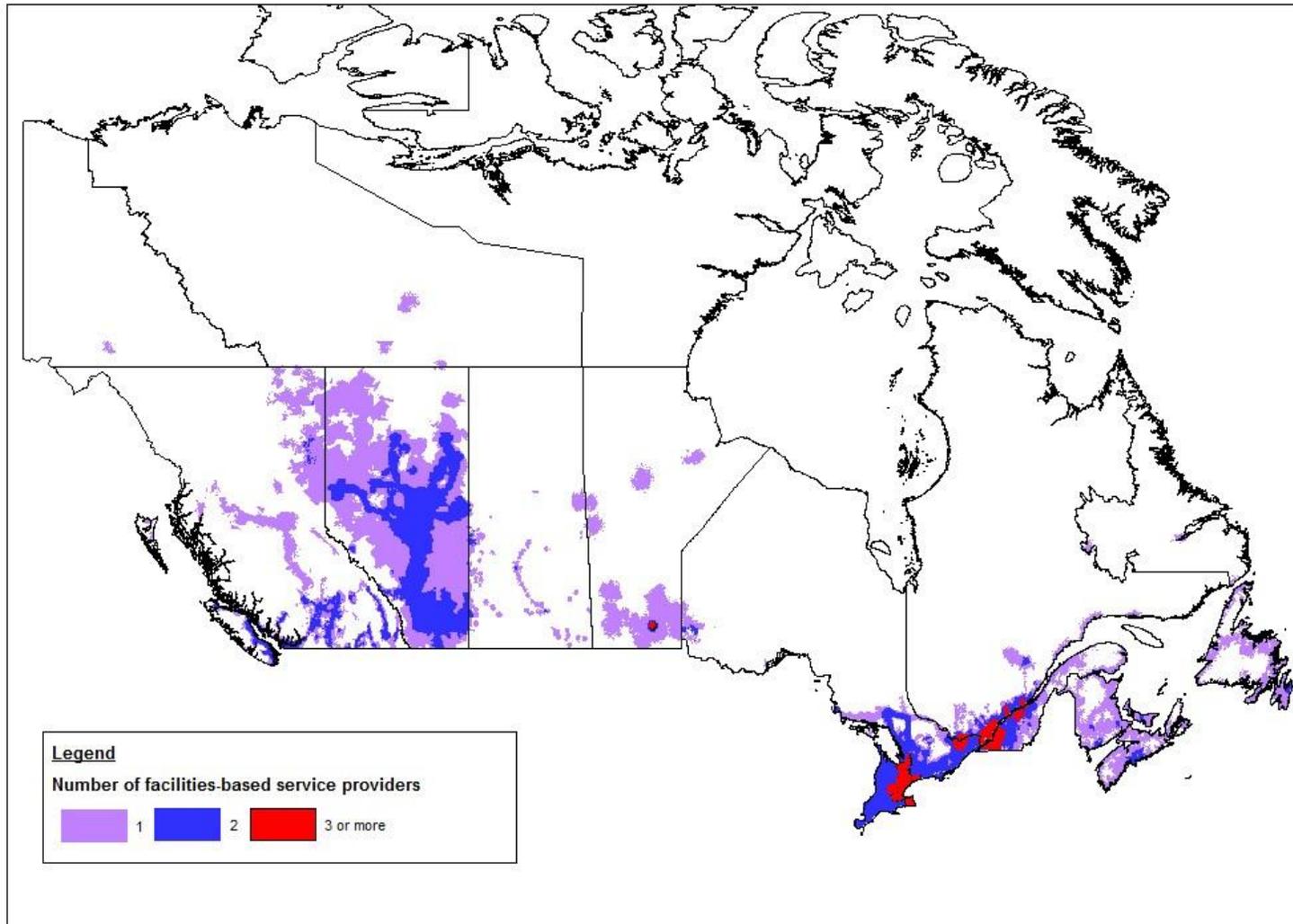


Source: CRTC data collection

Map 5.5.1 Presence of wireless facilities-based service providers



Map 5.5.2 Presence of 3G or 3G-equivalent wireless facilities-based service providers

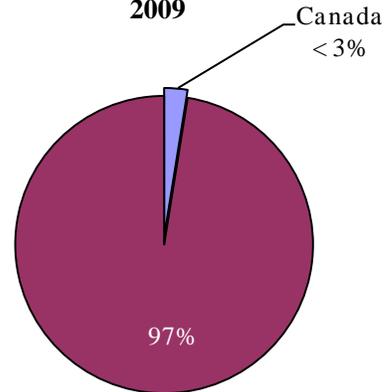


6.0 International perspective

6.1 How Canada compares internationally

This section provides a statistical comparative perspective of Canada in the context of the international communications landscape, including a global view of pricing, revenues, and other metrics within the communications industry sectors of wireline, wireless, broadband, radio, and television services.

**Global telecommunications revenues
\$1,554 billion
2009**



In 2009, revenues from Canadian telecommunications services represented less than 3% of global telecommunications revenues. Canada's portion of North American telecommunications revenues was just under 10%.

Service pricing – individual services and bundled rates

Service providers from the telecommunications and broadcasting industries continued to offer their traditional core business services, as well as package communications services into various bundled offerings combining fixed-line voice telephony, mobile wireless services, broadband Internet access via both fixed and mobile technologies, and television and video services. Price comparisons between Canada and five selected foreign jurisdictions are contained in Table 6.1.1.

Table 6.1.1 International pricing (average price per month)

	Canada	United States	United Kingdom	France	Australia	Japan
Wireline service						
Level 1 (low-volume use)	31	40	31	36	44	27
Level 2 (average use)	51	69	42	63	86	53
Level 3 (high-volume use)	61	78	58	73	95	83
Wireless service						
Level 1 (basic user)	33	40	21	30	19	24
Level 2 (average user)	52	61	33	78	36	44
Level 3 (premium user)	110	124	61	124	92	115
Broadband (fixed technology)						
Entry-level (\approx 1.5 Mbps, 2 GB/mon)	31	40	n/a	n/a	35	40
Mid-level (1.5-9 Mbps, 10 GB/mon)	48	59	36	50	52	50
Premium (10-20 Mbps, 25 GB/mon)	62	75	41	65	74	72
Mobile Internet (3G technology)						
Speed \approx 1.5Mbps, data usage 2GB/mon	54	73	22	52	34	76
Bundled services						
Wireline-Wireless-Broadband	134	165	93	162	132	137
Wireline-Broadband-Digital TV	118	165	98	108	131	127
Wireline-Wireless-Broadband-DTV	167	211	120	184	165	173

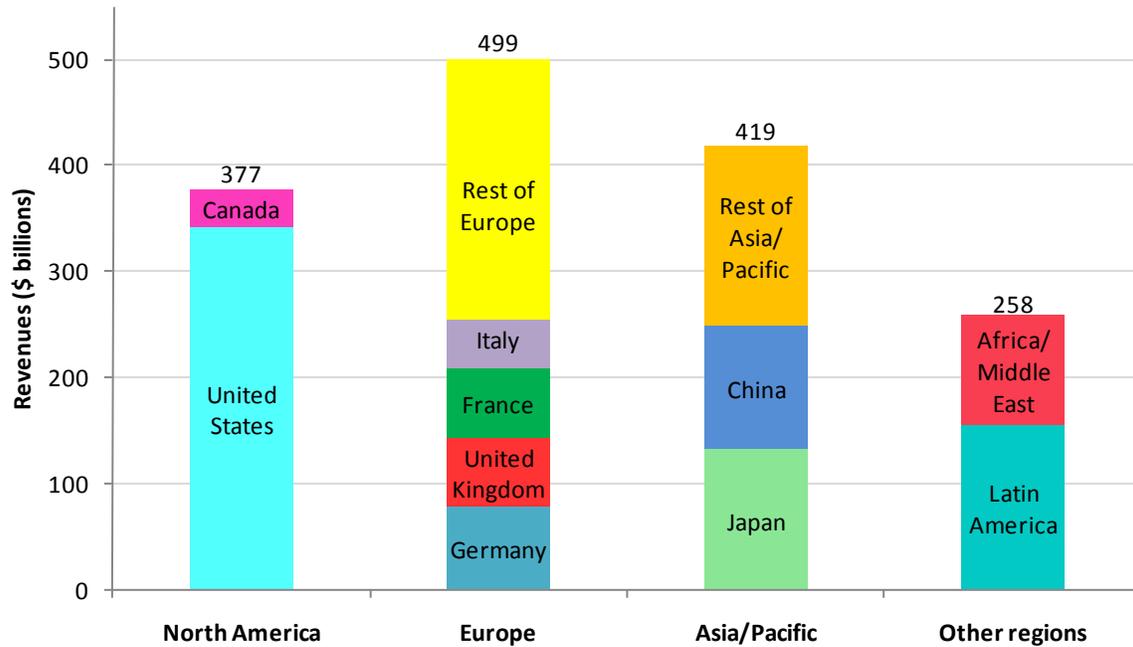
Note: Prices shown reflect local currencies converted to Canadian dollars and adjusted for purchasing power parity differences across the countries.

Source: Price comparison study conducted for the CRTC in April 2010 by Wall Communications Inc.; see Appendix 4 for a summary of the assumptions and methodologies used.

For fixed broadband, the market has been moving towards providing higher-speed Internet services, with the effect that fewer lower-speed/lower-usage alternatives are available. For instance, none of the service providers surveyed in the United Kingdom and France offered a Level 1 broadband service, while service providers such as Optus in Australia offered a single-speed service (20 Mbps) tied to usage levels. Once the monthly usage cap is reached, the service speed is throttled back to 256 kilobits per second. The average advertised speeds for the premium-level broadband offerings surveyed were as follows: Canada, 12.4 Mbps; the United States, 16.2 Mbps; the United Kingdom, 20 Mbps; France, 60 Mbps; Australia, 25 Mbps; and Japan, 18.5 Mbps.

Communications service revenues

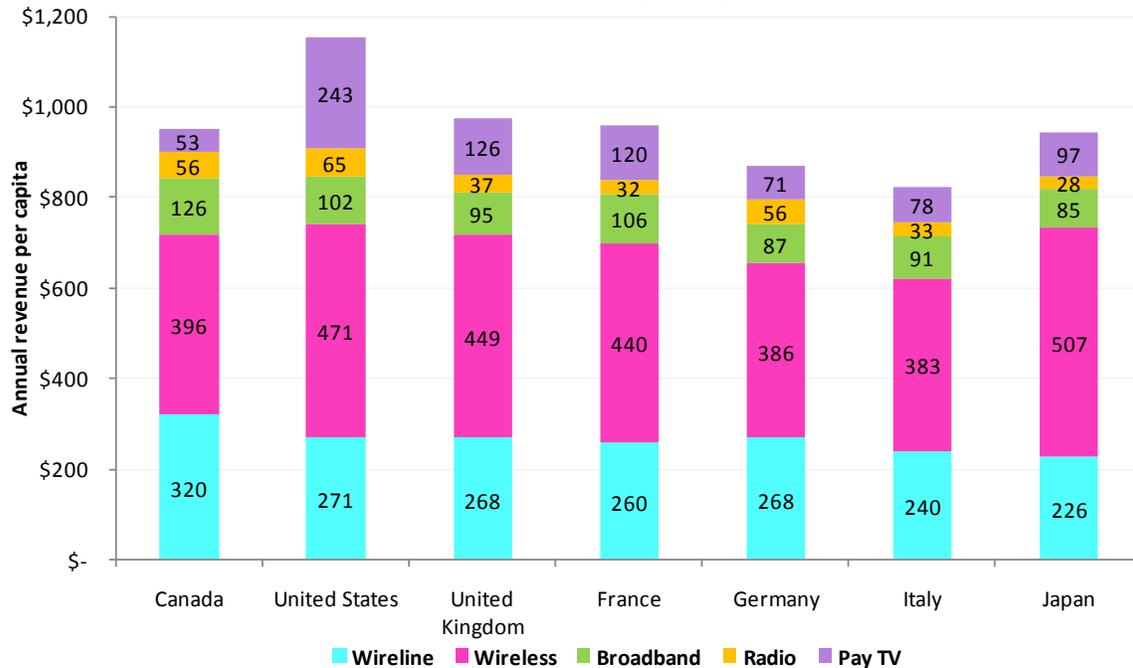
Figure 6.1.1 Global telecommunications service revenues, 2009



Note: Canadian dollars shown have been converted from euros (€) based on the Bank of Canada 2009 year average currency exchange rate.

Source: IDATE DigiWorld Yearbook 2010

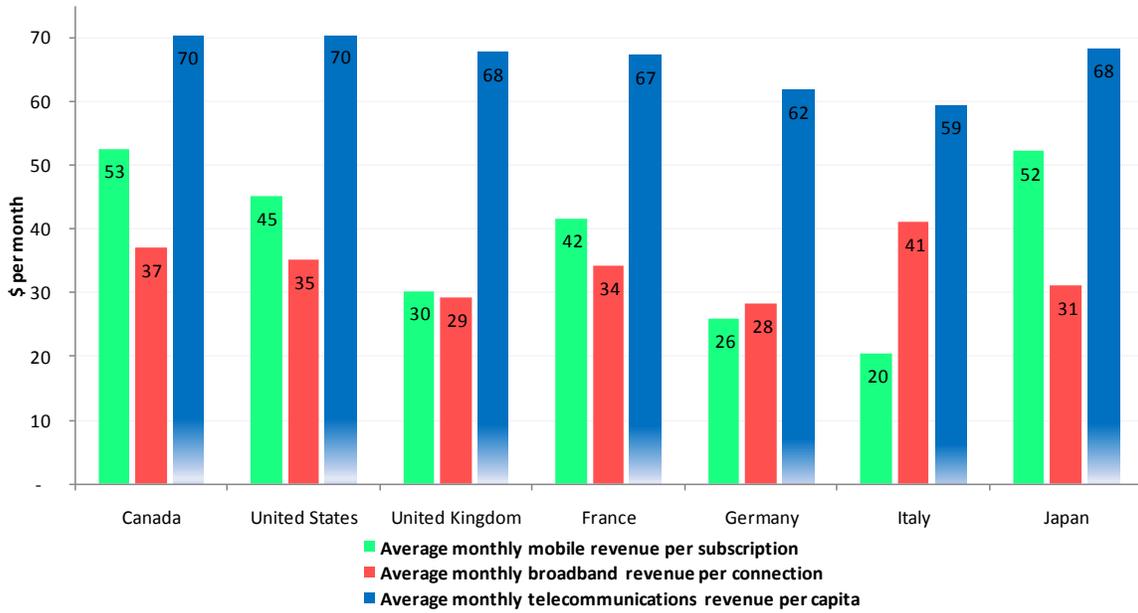
Figure 6.1.2 Communications retail revenues per capita, 2008



Note: Canadian dollars shown have been converted from pounds (£) based on the Bank of Canada 2009 year average currency exchange rate.

Source: Ofcom International Communications Market Report (ICMR) 2009

Figure 6.1.3 Average monthly telecommunications retail revenues, 2008

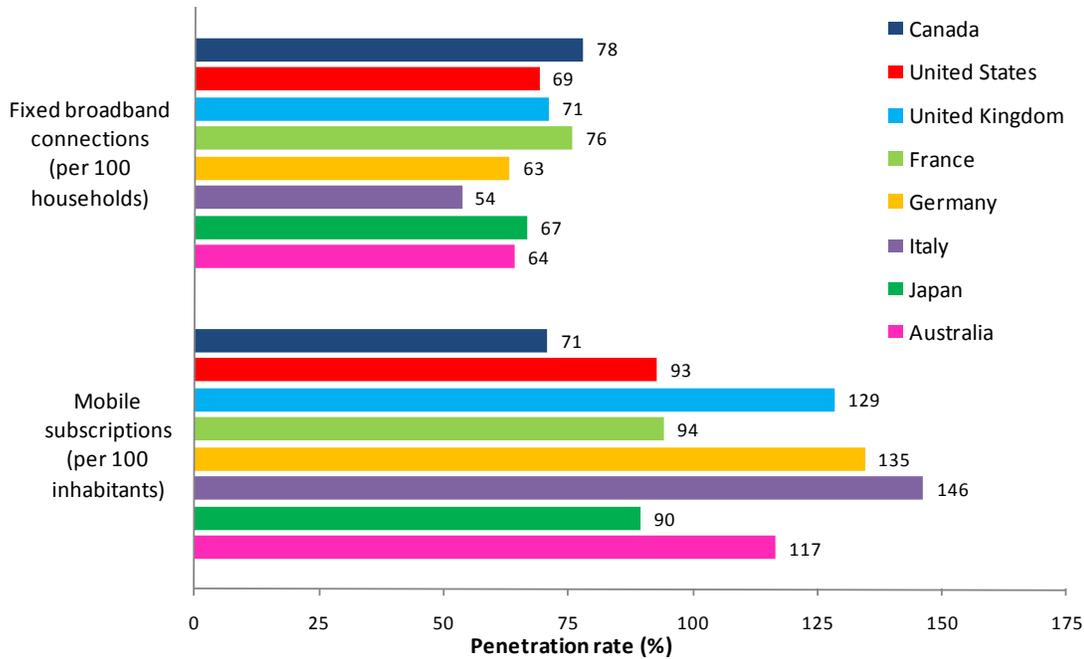


Note: Canadian dollars shown have been converted from pounds (£) based on the Bank of Canada 2009 year average currency exchange rate.

Source: Ofcom ICMR 2009

Service penetration

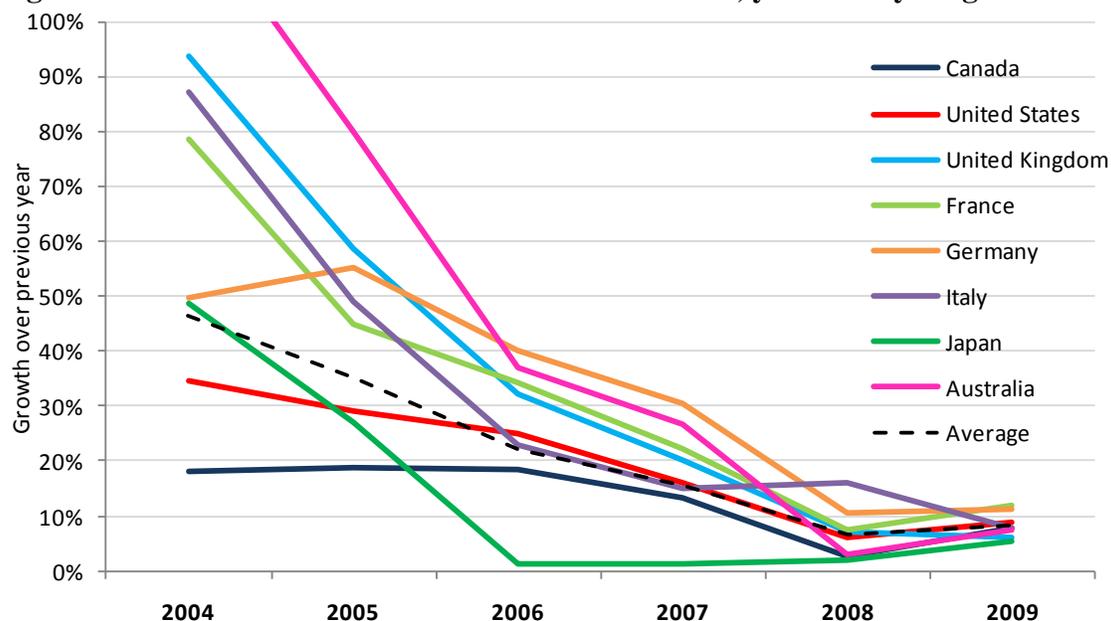
Figure 6.1.4 International penetration (2009)



Source: OECD, Merrill Lynch, ITU, CRTC data collection

Broadband service

Figure 6.1.5 Fixed broadband connections 2004-2009, year-over-year growth



Source: OECD

Table 6.1.2 Broadband market share by connection type, 2009

	Cable	DSL	FTTx
Globally	20%	65%	12%
Canada	56%	44%	<0.5%
United States	52%	38%	6%
United Kingdom	21%	79%	<0.5%
France	5%	93%	2%
Germany	10%	90%	<0.5%
Japan	14%	32%	54%

Source: Point Topic

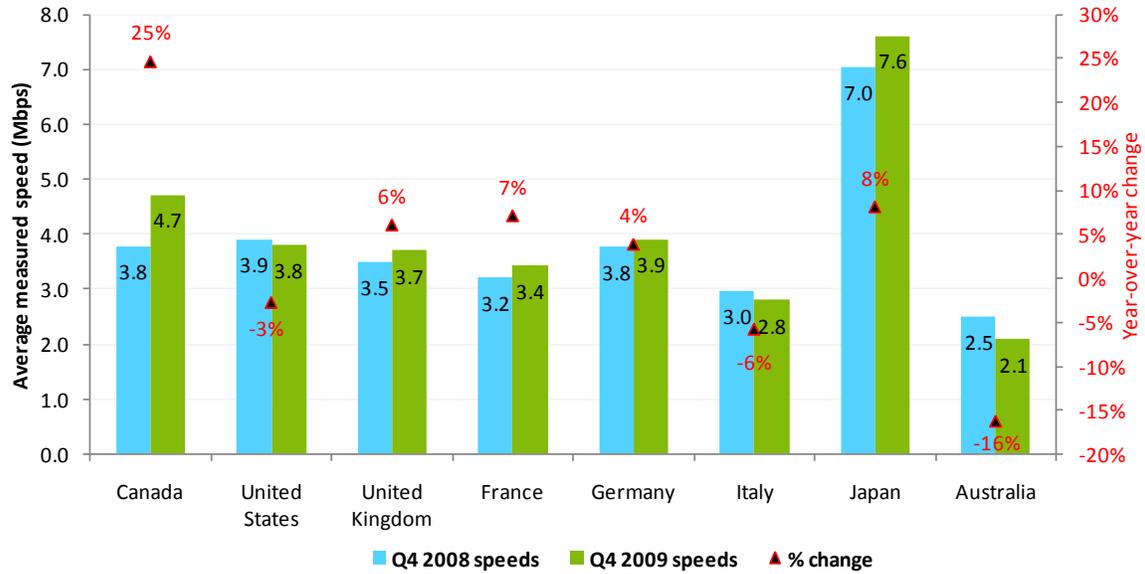
Table 6.1.3 Average* advertised speeds (Mbps), by connection type

	Cable	DSL	FTTH
2009	25	14	77
2008	15	12	66
2007	11	9	77

*across OECD countries

Source: OECD

Figure 6.1.6 Average measured broadband speeds, 2008 and 2009



Source: Akamai

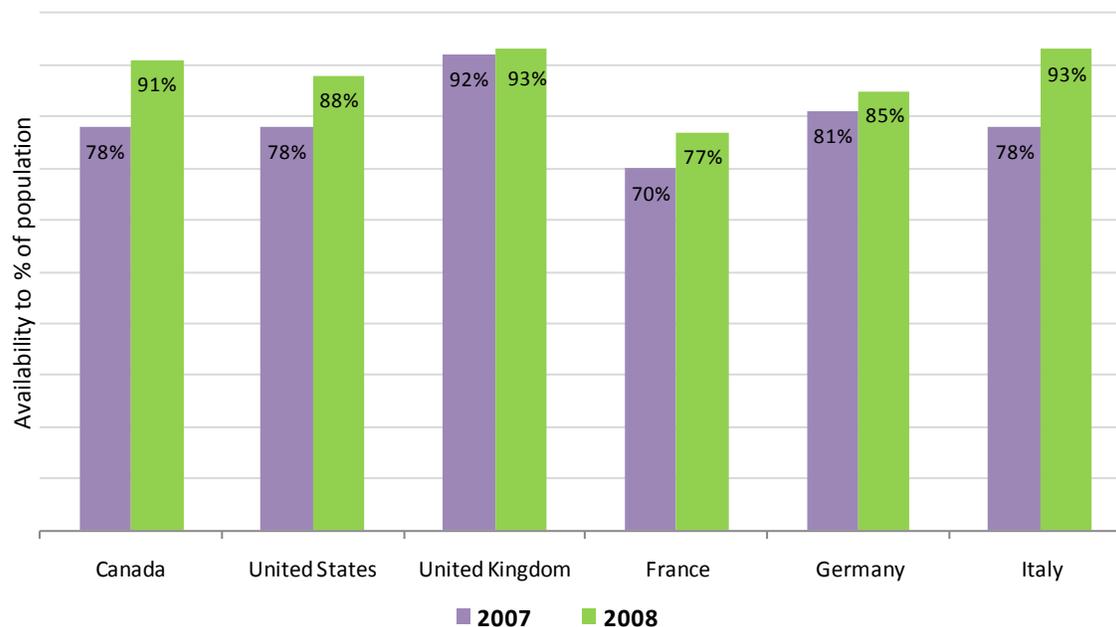
Mobile broadband Internet service

Internet access at broadband speeds by wireless devices continues to gain popularity around the world. Computer laptops, notebooks, and netbooks can access mobile Internet service by means of a dongle, modem stick, or data card. Mobile handsets, especially the new generation of smartphones such as the iPhone, BlackBerry, Droid, and Google’s Nexus One, are the predominant devices using mobile broadband data services. A record 54 million smartphones, out of a global total of 337 million mobile phones, were sold in the fourth quarter of 2009, representing growth of 32% over the same period in 2008 (compared to 15% growth in the overall number of mobile handsets shipped worldwide in 2009).¹³ In Canada, Rogers Communications Inc. reported in early 2010 that 31% of its company’s wireless customer base subscribed to smartphones.¹⁴ Handsets are increasingly being designed with mobile Internet service in mind, with bigger screens and easier browsing interfaces. In 2007, 3G wireless networks, which enable mobile Internet access at broadband speeds, were available to 70% of the population in Europe and North America, with coverage in advanced markets such as Japan and South Korea near 99%. By 2008, Canada’s 3G availability extended to 91% of its population, slightly less than 3G reach in the United Kingdom and Italy, while ahead of coverage in the United States and France. Expansion of 3G networks to 4G through LTE technology will continue to facilitate mobile Internet use.¹⁵

¹³ Source: Strategy Analytics, February 2010

¹⁴ Source: Canadian Press Newswire, 17 February 2010

¹⁵ Source: IDATE Digiworld Yearbook 2009, Ofcom ICMR 2009

Figure 6.1.7 Availability of mobile broadband (3G), 2007 and 2008


Source: Ofcom ICMR 2009

Table 6.1.4 Mobile broadband subscriptions, by country (millions)

	2004	2005	2006	2007	2008	2009	<i>Growth 2008-2009</i>	<i>CAGR 2006-2009</i>
Canada	0.0	0.1	0.2	0.5	1.5	2.6	71%	130%
United States	1.2	3.1	11.0	51.0	81.9	122.7	50%	123%
United Kingdom	2.6	4.6	7.8	12.5	20.7	23.4	13%	44%
France	0.1	1.3	4.2	8.5	14.6	17.8	22%	62%
Germany	0.3	2.4	4.5	12.4	17.9	26.0	45%	79%
Italy	3.5	10.3	23.6	24.5	29.1	31.6	9%	10%
Japan	10.9	29.2	63.2	83.3	96.1	106.2	11%	19%
Australia	0.5	0.7	3.0	6.8	11.3	14.3	26%	68%
Total	19.0	51.7	117.6	199.7	273.2	344.5	26%	43%

Source: ITU

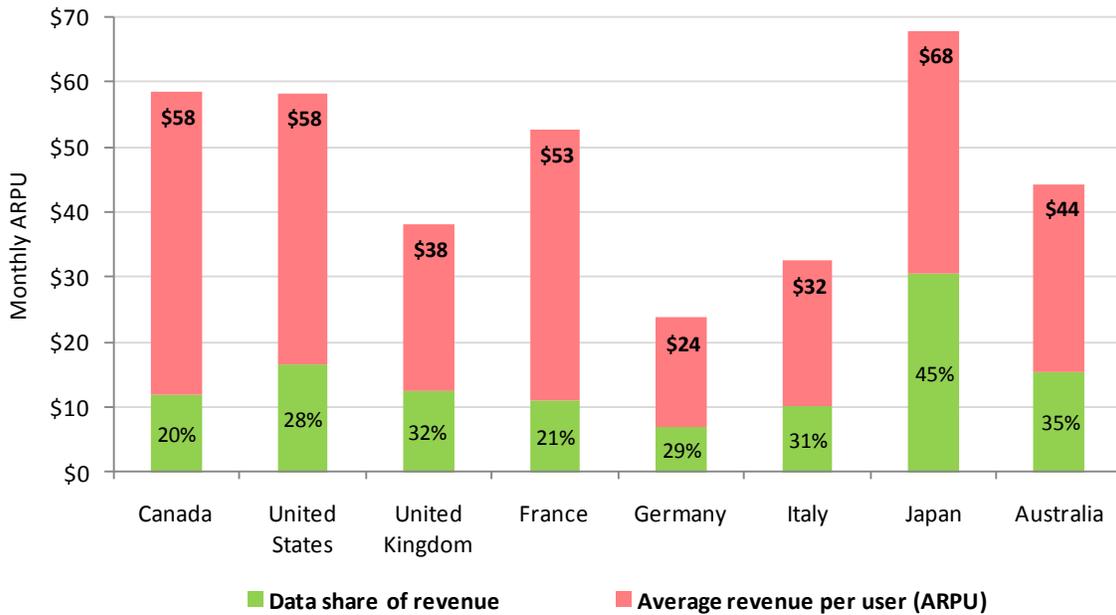
Wireless mobile service

Table 6.1.5 Wireless industry metrics, 2009

	Number of mobile subscribers (millions)	Wireless penetration (subscribers/population)	Number of major providers	Market share (by subscribers) of top two providers	ARPU growth (2008-2009)
Canada	23.8	70.9%	3	67%	-3.0%
United States	285.0	92.8%	6	61%	-0.7%
United Kingdom	78.4	128.5%	5	51%	-5.8%
France	59.1	94.2%	3	77%	-2.1%
Germany	110.3	134.5%	4	68%	-7.1%
Italy	86.9	146.3%	4	70%	0.9%
Japan	114.1	89.5%	4	77%	-9.0%
Australia	25.5	116.7%	3	74%	-1.0%

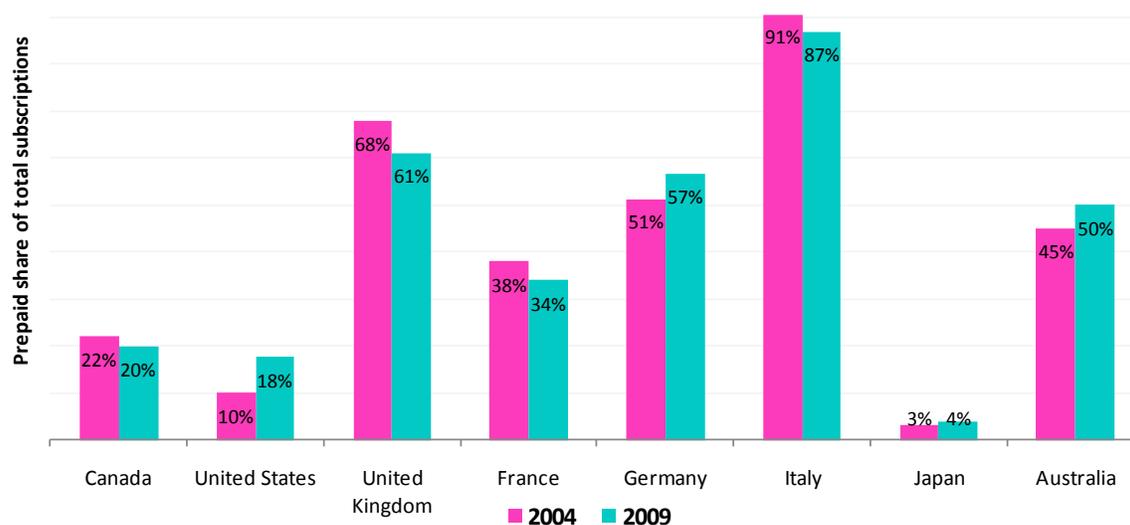
Source: CRTC data collection, Merrill Lynch Global Wireless Matrix (GWM)

Figure 6.1.8 Wireless ARPU – monthly mobile revenues, including data share (2009)



Note: Canadian dollars shown have been converted from local currencies based on Bank of Canada 2009 year average exchange rates.

Source: Merrill Lynch GWM

Figure 6.1.9 Prepaid share of mobile subscriptions, 2004 and 2009


Source: Merrill Lynch GWM

Broadcasting – Radio industry
Table 6.1.6 Radio industry metrics, 2008

	Total radio industry revenues (\$ billions)	Radio revenues per capita	Number of licensed stations	Listening minutes per day per person
Canada	1.90	56	1,213	157
United States	19.64	65	14,253	159
United Kingdom	2.24	37	386	172
France	2.08	32	880	179
Germany	4.61	56	350	176
Italy	1.90	33	273	179
Japan	3.61	28	342	108
Australia	1.17	53	688	170

Note: Canadian dollars shown have been converted based on the Bank of Canada 2009 year average currency exchange rates.

Source: Ofcom ICMR 2009; Australian Communications and Media Authority (ACMA) Communications report 2008-09

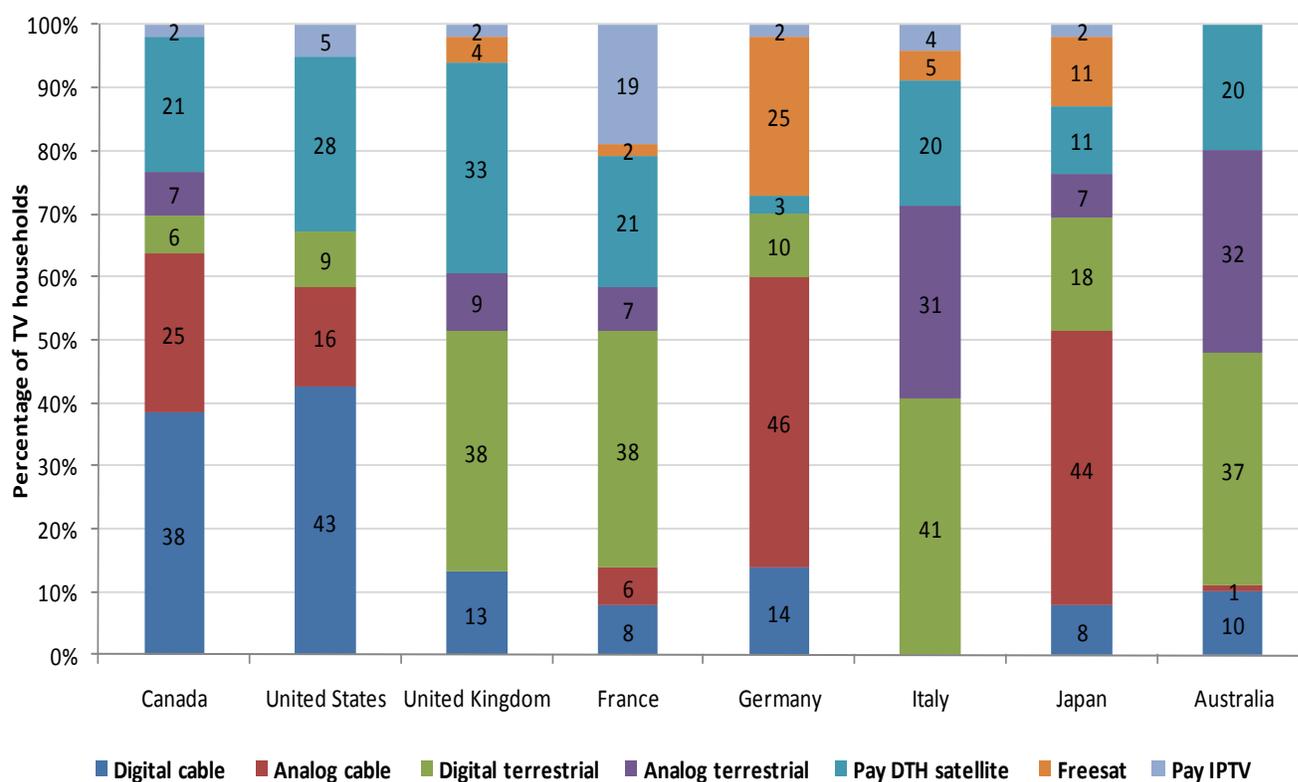
Broadcasting – Television industry

Table 6.1.7 Television industry metrics, 2008

	Total television industry revenues (\$ billions)	Pay/subscription proportion of TV households (%)	Pay TV revenues per capita (\$)	Digital penetration of TV households (%)	Viewing minutes per day per person
Canada	5.52	88	53	61	228
United States	144.78	87	243	76	277
United Kingdom	18.68	51	126	88	225
France	15.76	55	120	77	204
Germany	18.02	65	71	37	207
Italy	13.32	26	78	63	234
Japan	36.11	56	97	65	251
Australia	n/a	29	n/a	47	178

Note: Canadian dollars shown have been converted based on the Bank of Canada 2009 year average currency exchange rates.

Source: Ofcom ICMR 2009; ACMA Communications report 2008-09; industry data

Figure 6.1.10 Primary television platforms, 2009 (% of TV households)


Source: TV International, 3 November 2009

Data collection and analysis

Data collection

Broadcasting

Data collection is conducted jointly by Statistics Canada and the CRTC under the authority of the *Statistics Act* and the *Broadcasting Act*. Statistics Canada uses the data to construct industry accounts, and the CRTC uses it to monitor the industry's performance and adherence to regulations.

Data collected through the data collection process is used to measure financial performance of broadcasters and their contribution to the Canadian economy. The data collection process targets all broadcasting service providers licensed by the Commission to operate private, public and non-commercial radio, television, broadcasting distribution and pay, pay-per-view, video-on-demand and specialty services. Broadcasting licensees file annual returns outlining financial and statistical information for each broadcast year. The key results of the data collection process are used to produce annual financial and statistical summaries of revenues, expenditures and key operating statistics including such information as expenditures on Canadian and international programming. These annual financial and statistical summaries are published on the CRTC website at <http://www.crtc.gc.ca/eng/stats.htm>

The broadcasting regulations require broadcasting service providers to complete broadcasting survey forms. Most broadcasting service providers access and submit the forms electronically using the Commission's secure web-based data collection system (DCS). Forms are mailed to broadcasting service providers that do not have access to DCS, in mid-October of each year. These forms cover the twelve-month period ending 31 August of that year. All licensees have until 30 November to complete and submit their respective annual returns.

As part of the annual return process, commercial radio broadcasters must also report on Contributions to the CTD or CCD. Broadcast distribution undertakings must also submit information regarding the Financial Contributions to the Creation and Production of Canadian Programming. This information enables the CRTC to ensure that the radio licensees are complying with their conditions of licence or regulatory requirements relating to CTD/CCD contributions and that broadcast distribution licensees fulfil their obligations regarding contributions to the creation and production of Canadian programming including the Canadian Television Fund, independent funds and local expression.

Telecommunications

The data collection process is also used to maintain and update the data on (i) TSPs registration lists, (ii) the contribution regime, (iii) telecommunications fees and (iv) the telecommunications service industry as part of the CRTC's monitoring activities.¹⁶

All TSPs are classified into one of two groups. Group 1 service providers generally (i) have significant telecommunications revenues, (ii) file tariffs, or (iii) have international licences. Group 2 service providers generally have lower revenues.

Each TSP is required to complete and submit annually to the CRTC a registration form, which is used to update certain basic information about the service provider and determine what additional forms, if any, are to be issued to the service provider. Group 1 TSPs access and submit the registration form electronically using the CRTC's secure web-based DCS. Each year these TSPs are notified by e-mail at the start of the data collection process and are provided with (i) the due dates for submission of the registration form and the subsequent data forms, and (ii) the information needed to access DCS. Group 2 service providers, on the other hand, are mailed a registration form for completion. Once submitted, this generally marks the end of the data collection process for the Group 2 service providers.

Group 1 TSPs are required to submit a range of company-specific information, including financial data (e.g., income statement, balance sheet and capital expenditures), along with detailed telecommunications information focusing on products and on geographic markets. Geographic markets are defined on a national, provincial/territorial, regional, local exchange or city basis. The data submitted is as of 31 December of each year.

Data Analysis

Broadcasting

A compliance analysis is performed by the CRTC on the financial data from the annual returns submitted by all broadcasting service providers. The objectives of this analysis are as follows:

- to ensure that the summary of financial data for operations connected to the licensee, included in the annual return, corresponds to the data presented in the financial statements required of the licensees in accordance with Circular No. 404;
- to reconcile the actual expenditures on Canadian programming with the expenditures required by licensees' conditions of licence;

¹⁶ *Telecommunications industry data collection: updating of CRTC registration lists, telecommunications fees, Canadian contribution mechanism fund administration, international licences and monitoring of the Canadian telecommunications industry, Telecom Circular CRTC 2003-1, 11 December 2003*

- to reconcile the actual contributions to CTD or CCD with the contributions required by licensees' conditions of licence; and
- to proceed with a percentage or ratio analysis of the trends in the major categories of revenue and expenditures presented in the annual forms over a five-year period, particularly with reference to the previous year.

Financial and statistical summaries are then published by the CRTC for the four major broadcasting categories, (i.e. commercial radio, conventional television, broadcast distribution, and pay, pay-per-view, video-on-demand and specialty services). The data is also used in the preparation of the *CRTC Communications Monitoring Report*.

Revisions may be made to the financial and statistical summaries. These generally follow late receipt of data, modifications made by the licensees to previously filed data, or errors detected following publication of the data. They generally do not have a major impact on the results of the data collection process.

Telecommunications

The returns are analyzed to ensure that the coverage of telecommunications service providers is as anticipated and that a complete response has been provided. Follow-up is initiated at this stage to resolve or obtain explanations of anomalies identified in the data submitted. The data is then subjected to computerized edits designed to ensure accuracy and internal consistency. For larger enterprises, the reported data is compared to audited financial information, and major discrepancies are investigated. A year over year comparison is made to identify any radical or unexplained changes. If necessary, follow-up is initiated with the TSP. Finally, the data is analysed to determine the validity of the submissions by performing a time series analysis or by comparing the data or its derivatives (such as average revenues per line or minute) against other established benchmarks.

Certain figures published in the monitoring report from previous years may be restated to be consistent with data displayed in this report. Other figures may change as a result of some companies resubmitting previous years' data. In addition, certain data may be reclassified to better reflect the market segments or industry developments. These restatements are identified by means of a number sign (#).

Most of the tables and figures included in the report are derived from data submitted via the DCS while others are derived using Statistics Canada and Department of Industry information. Inconsistencies may arise between the data derived from these sources, given that the companies surveyed, the definitions used and the level of detail requested may be different for each source. The data source is therefore identified for each table and figure contained in the report.

Classification of Canadian telecommunications service providers

Telecommunications service providers (TSPs) operating in Canada are classified into two broad categories, incumbent TSPs and alternative TSPs, as outlined below. The category into which a given TSP falls may change from one year to the next as a result of consolidation in the industry.

1) ***Incumbent TSPs*** are the telephone companies that provided telecommunications services on a monopoly basis prior to the introduction of competition. For the purpose of this report, these companies' operations outside their traditional operating territory are included with the alternative TSPs group discussed below. Incumbent TSPs are subdivided as follows:

- a) *Large incumbent TSPs* are incumbent telephone companies serving relatively large areas, usually including both rural and urban populations, and providing local, long distance, wireless, Internet, data, private line, and other services. The large incumbent TSPs include Bell Aliant Regional Communications, Limited Partnership; Bell Canada; MTS Allstream Inc.; Saskatchewan Telecommunications; and TELUS Communications Company (TCC); as well as Northwestel Inc. and Télébec, Limited Partnership.
- b) *Small incumbent TSPs* are incumbent telephone companies serving relatively small geographical areas (mostly municipal areas generally located in less densely populated areas) in Ontario, Quebec, and, in one instance, British Columbia. Due to the limited size of their serving areas, they typically do not provide facilities-based long distance services. However, they do provide a range of local voice, data, Internet, and wireless services. Examples of small incumbent TSPs are NorthernTel, Limited Partnership; and TBayTel.

2) ***Alternative TSPs*** are TSPs that are not incumbent telephone companies as described in 1) above. However, this group includes incumbent TSPs conducting out-of-territory operations, such as Bell Canada's operations in Alberta and British Columbia. Alternative TSPs are subdivided as follows:

- a) *Facilities-based alternative TSPs* are alternative TSPs that own and operate a telecommunications network. These include cable BDUs and utility companies. This group is further subdivided into:
 - i. incumbent TSPs (out-of-territory)
 - ii. facilities-based non-incumbent TSPs

Facilities-based non-incumbent TSPs are further subdivided into:

- *Cable BDUs* include the former cable monopolies that also provide telecommunications services (e.g. Internet, wireless, and voice)

services). These include such companies as Rogers Communications Inc., Shaw Communications Inc., Le Groupe Vidéotron ltée, Cogeco Inc. and Bragg Communications Inc.

- *Utility telcos and other carriers* encompass two smaller groups of TSPs: utility telcos whose market entry into telecommunications services, or whose corporate group's market entry into telecommunications services, was preceded by a group-member company's operations in the electricity, gas or other utility business; and other carriers that own physical transmission facilities (e.g. intercity, intra-city, or local). These service providers include such companies as Hydro One Telecom Inc., Atria Networks LP and Barrett Xplore Inc.
- b) *Non-facilities-based TSPs* do not own and operate a telecommunications network. These companies are referred to as resellers since they generally acquire telecommunications services from another TSP to either resell the service or create their own network from which to provide service to their customers. Examples include Primus Telecommunications Canada Inc., Distributel Communications Limited, YAK Communications (Canada) Corp., and independent ISPs.

Wireless TSPs are classified in the above structure based on their affiliate relationship with one of the TSPs.

**Status of local forbearance - Residential and business exchanges
(as of 30 June 2010)**

Major centre	Number of local exchanges	Number of forborne exchanges		Number of forborne exchanges as a percentage of total exchanges in the major centre	
		Residential	Business	Residential	Business
British Columbia					
Vancouver	19	17	11	90%	58%
Victoria	4	3	2	75%	50%
Remaining exchanges	259	33	14	13%	5%
Alberta					
Calgary	8	3	3	38%	38%
Edmonton	27	5	1	19%	4%
Remaining exchanges	303	9	9	3%	3%
Saskatchewan					
Saskatoon	10	1	1	10%	10%
Regina	5	1	0	20%	0%
Remaining exchanges	214	5	3	2%	1%
Manitoba					
Winnipeg	14	1	0	7%	0%
Remaining exchanges	230	2	0	1%	0%
Ontario					
Toronto	50	45	20	90%	40%
Ottawa/Gatineau	28	19	3	68%	11%
Hamilton	12	7	5	58%	42%
London	16	9	1	56%	6%
Kitchener	8	8	2	100%	25%
St. Catharines/Niagara	13	7	2	54%	15%
Windsor	11	2	2	18%	18%
Oshawa	8	7	2	88%	25%
Remaining exchanges	531	77	24	15%	5%
Quebec					
Montréal	40	37	11	93%	28%
Québec	17	8	2	47%	12%
Remaining exchanges	518	95	17	18%	3%
New Brunswick					
Fredericton	2	2	0	100%	0%
Remaining exchanges	86	21	2	24%	2%
Nova Scotia					
Halifax	16	7	6	44%	38%
Remaining exchanges	131	44	8	34%	6%
Prince Edward Island					
Charlottetown	4	1	0	25%	0%
Remaining exchanges	22	10	2	46%	9%
Newfoundland & Labrador					
St. John's	6	1	1	17%	17%
Remaining exchanges	206	0	0	0%	0%

International pricing assumptions

Below is a summary of the assumptions and methodology used in developing aggregate pricing indices for the international price comparisons shown in Table 6.1.1.

Table A.4.1 Service providers surveyed

City	Service providers
Canada	
Halifax, NS	Wireline and Internet: Bell Aliant, EastLink; Wireless and mobile Internet: Bell, TELUS, Rogers; Bundles: Bell Aliant, EastLink
Montréal, QC	Wireline and Internet: Bell, Videotron; Wireless and mobile Internet: Bell, TELUS, Rogers; Bundles: Bell, Videotron
Toronto, ON	Wireline and Internet: Bell, Rogers; Wireless and mobile Internet: Bell, TELUS, Rogers, WIND Mobile; Bundles: Bell, Rogers
Regina, SK	Wireline and Internet: SaskTel, Access Communications; Wireless and mobile Internet: SaskTel, TELUS, Rogers; Bundles: SaskTel, Access
Vancouver, BC	Wireline and Internet: TELUS, Shaw; Wireless and Mobile Internet: Bell, TELUS, Rogers; Bundles: TELUS, Shaw
United States	
Boston, MA	Wireline and Internet: Verizon, Comcast; Wireless and mobile Internet: AT&T, Verizon, Sprint; Bundles: Verizon, Comcast
Kansas City, MO	Wireline and Internet: AT&T, Time Warner; Wireless and mobile Internet: AT&T, Verizon, Sprint; Bundles: AT&T, Time Warner
Seattle, WA	Wireline and Internet: Qwest, Comcast; Wireless and mobile Internet: AT&T, Verizon, Sprint; Bundles: Qwest, Comcast
United Kingdom	
London	Wireline: BT, Virgin, Talk Talk; Internet: BT, Virgin, Orange, Vodafone; Wireless: Orange, Virgin, Vodafone; mobile Internet: Orange, Virgin, Vodafone; Bundles: BT (Orange), Virgin
Australia	
Sydney	All baskets: Telstra and Optus
France	
Paris	All baskets: France Telecom (Orange), SFR (Neuf Cegetel), Numericable
Japan	
Tokyo	Wireline: NTT, J:Com; Internet: NTT, J:Com, KDDI, Yahoo! BB; Wireless and Mobile Internet: NTT DoCoMo, J:Com, KDDI, eMobile; Bundles: NTT, J:Com

Prices were collected from the three or four largest service providers in each country, and then weighted by the market share of each provider. Sales taxes [provincial sales tax (PST), goods and services tax (GST), value-added tax (VAT)], and one-time service installation charges have been excluded. Recurring charges (such as 9-1-1 fees, universal service and regulatory charges in the United States, and television licence fees in the United Kingdom) have been included. Prices were converted into Canadian dollars using average February 2010 market exchange rates, and also were adjusted for purchasing power parity using February 2010 comparative price level indices published by the OECD.

Canadian prices were compared to those in the United States, the United Kingdom, France, Australia, and Japan for wireline, mobile wireless, and broadband Internet services at three separate service levels, designed to reflect typical basic, standard, and high-end Canadian service consumption patterns (service basket Levels 1, 2, and 3). International prices for mobile Internet access service, based on 3G wireless technology, at a monthly data usage level of 2 GB, were also compared. As well, prices for three service bundles were compared: Bundle 1 (wireline, mobile wireless, and broadband Internet), Bundle 2 (wireline, broadband Internet, and a basic digital television package), and Bundle 3 (wireline, mobile wireless, broadband Internet, and basic digital TV). Level 2 consumption baskets were used in each of the bundles.

Table A.4.2 Wireline service baskets

Minutes of use/month	Level 1	Level 2	Level 3
Outgoing (55%)	220	550	880
Incoming (45%)	180	450	720
Total minutes	400	1,000	1,600
Outgoing by time of day/week			
Peak (40%)	88	220	352
Off-peak (60%)	132	330	528
Outgoing long distance	10% of total	20% of total	30% of total
National minutes	16	70	150
U.S. minutes	6	30	80
Other international minutes		10	34
Total minutes	22	110	264
Outgoing to mobile	15% of total	15% of total	15% of total
Local	33	60	100
National		22.5	32
International			
Total	33	82.5	132
Average call length	3 minutes	3 minutes	3 minutes
Features			
Voice mail		Yes	Yes
Caller identification		Yes	Yes
Other			Yes (bundled, if available)

Note: Wireline pricing reflects flat-rate unlimited local calling in Canada and the U.S.; in the U.K. and France, wireline is priced on a per-minute metered basis; in Australia, wireline local calling is priced on a per-call basis, but is otherwise unmetered.

Table A.4.3 Wireless service baskets

Minutes of use/month	Level 1	Level 2	Level 3
Outgoing (60%)	90	270	720
Incoming (40%)	60	180	480
Total	150	450	1,200
Time of day/week			
Peak (40%)	60	180	480
Off-peak (60%)	90	270	720
Outgoing long distance	10% of total	10% of total	15% of total
National	9	21	90
U.S.		6	18
Other			
Total	9	27	108
Outgoing to mobile	50% of total	50% of total	50% of total
On-net (2/3)	30	90	240
Off-net (1/3)	15	45	120
Total	45	135	360
Average call length	3 min.	3 min.	3 min.
Features			
Voice mail		Yes	Yes
Caller ID		Yes	Yes
Other			Yes
Data			
SMS		150	150
Data Service			1 GB

Note: For Level 1, both prepaid and post-paid service offerings were considered, with the selected price reflecting the least expensive option of the two. For Levels 2 and 3, post-paid plans (generally based on two-year contract rates) are assumed to be more economical. Handset costs are not reflected in these price comparisons.

Table A.4.4 Mobile Internet service basket

Elements	Level 1
Transmission speed	3G wireless technology ≥ 1.5 Mbps
Assumed data usage/month	2 GB
USB modem stick	Rental/24-month amortization

Table A.4.5 Broadband (Internet access) service baskets

Elements	Level 1	Level 2	Level 3
Transmission speed	Lite services ≤ 1.5 Mbps (target ~ 1 Mbps)	High-speed 1.5 – 9 Mbps (target ~ 5 Mbps)	Very high-speed >10 Mbps (target 10–20 Mbps)
Average data usage/month	2 GB	10 GB	25 GB
Modem	Rental/24-month amortization	Rental/24-month amortization	Rental/24-month amortization

Note: Usage caps (common among providers in Canada and Australia, and some providers in the United Kingdom) have been taken into account; i.e. overage charge rates would apply when a monthly usage cap is exceeded.

Table A.4.6 Bundled service baskets

Elements	Bundle 1 Triple-play	Bundle 2 Triple-play	Bundle 3 Quad-play
Wireline	Wireline Level 2 usage	Wireline Level 2 usage	Wireline Level 2 usage
Wireless	Wireless Level 2 usage		Wireless Level 2 usage
Broadband	Broadband Level 2 usage	Broadband Level 2 usage	Broadband Level 2 usage
Television		Basic digital package	Basic digital package

Telecommunications market sector description

A) Local and access

The local and access sector is comprised of wireline services relating to access and connectivity to the PSTN and includes services used by both retail and wholesale customers.

Local wireline telephone service enables customers to place unlimited calls within a defined local calling area for a basic monthly fee. This service is either access-dependent or access-independent. Access-dependent telephone services include managed wireline access from the TSP to the customer, a connection to the PSTN, and a telephone number. Access-independent telephone services do not include the managed wireline access component. In addition, customers of access-independent telephone services must have broadband Internet service, which serves as the access component.

Local service also includes automated call answering services, business Centrex, ISDN services, and other ancillary services such as inside wiring, installation and repair, teleconferencing, and miscellaneous local services.

Local and access revenues includes those from the sale of local services on a wholesale basis and, with the introduction of local competition, those from access services for interconnection between carriers and other service providers, including switching and aggregation, and unbundled network components.

B) Long distance

Retail long distance service encompasses wireline voice traffic to locations outside the local service calling area. Long distance services are sold in a variety of ways such as a standard per-minute charge, a monthly subscription plan, calling cards, or through a bundle with other services.

Wholesale long distance service refers to service provided under connection arrangements between facilities-based carriers to transit traffic on behalf of other service providers, as well as the sale of wholesale bulk minutes to resellers of long distance service.

C) Internet

Internet-related telecommunications services can be divided into two broad market segments: (i) Internet access and transport; and (ii) Internet applications and other Internet-related services.

i) Internet access and transport

Internet access is the provision of an IP connection to an end-user, allowing the end-user to exchange applications traffic with Internet hosts and other end-users. Internet access service consists of three major components.

- a) a data connection between a modem at the end-user location (such as a residential dwelling) and the ISP;
- b) ISP facilities, which include
 - o routers, to switch traffic between ISP end-users and the Internet at large;
 - o servers, to provide in-house ISP services, such as e-mail;
 - o network management elements; and
- c) a connection from the ISP to the Internet.

Internet access services are available at a variety of speeds. Low-speed, or narrowband access services, operate at speeds of up to 64 kilobits per second (kbps), and are typically provided using dial-up access lines. High-speed access services, including wideband (up to 1.5 megabits per second (mbps)) and broadband (faster than 1.5 mbps), generally operate using DSL, coaxial cables, terrestrial wireless technologies, satellites, and fibre optic cables.

Internet transport service is a type of Internet connectivity typically sold to ISPs and some larger business customers. Internet transport capacity is provided over Internet backbone facilities that carry aggregated traffic across domestic and international links between Internet traffic switches or routers. In addition, it provides partial control over the movement of customers' Internet traffic. In some cases, peering arrangements between Internet backbone service providers substitute for the outright purchase of Internet transport by one ISP from another.

ii) Internet applications and other Internet- related services

Internet applications include a growing number of services that piggyback on Internet connectivity services. They include e-mail and Web hosting. Typically, many Internet application services are bundled together with Internet access services. However, TSPs also participate in emerging stand-alone business Internet applications markets, which include services such as premium Web hosting, Internet data centres and off-site data storage, as well as security and firewall services.

D) Data and private line

Data services provide managed LAN and WAN services for data, video, and voice networks within a metropolitan area or on a national or international scale. Data services include legacy protocols such as X.25 (packet switched network); ATM; frame relay; newer protocols such as Ethernet and IP-VPN; and the provisioning and management of networks and related equipment.

Private line services provide the capability to link two or more locations over dedicated facilities for the purpose of transporting data, video, or voice traffic. Private line services include high-capacity digital transmission services (at speeds ranging up to gigabit speeds over fibre) and digital data systems, as well as voice-grade and other analog services. Transmission facilities include copper wire, fibre optic cable, and satellite.

E) Wireless

The wireless market sector comprises telecommunications services provided via mobile wireless access facilities. These services include mobile telephony, mobile data such as text messaging, roaming, wireless Internet access, and paging services. While satellite private line services are included in the data and private line section of this report, the satellite services associated with mobile telephones are included in the wireless section of this report.

In addition to voice communications over wireless networks, new wireless technologies are enabling users to send text messages from one device to another, as well as multi-media messages including photos, graphics, videos, and audio clips. Inter-carrier text messaging and data sharing between users has been in place for several years and is expected to continue to grow as existing and new carriers forge network agreements, and terminal equipment makers introduce new devices.

Mobile wireless services are generally billed on a usage basis for both voice and data services. Subscribers have a choice of two payment options: prepaid and post-paid. Prepaid plans require subscribers to purchase the wireless service prior to use, while post-paid plans require payment on a monthly basis after using the service. Customers typically pay a per-minute rate for prepaid plans, while those subscribing to post-paid plans pay for a service package that includes defined minutes of use, an overage minute rate, data features, and other optional services such as voice mail, call display, and call waiting.

List of acronyms used in the report

ACEPU	average capital expenditure per user
ARPM	average revenue per minute
ARPU	average revenue per user
ASC	Advertising Standards Canada
ATM	asynchronous transfer mode
AWS	advanced wireless service
BDU	broadcasting distribution undertaking
CAB	Canadian Association of Broadcasters
CAGR	compound annual growth rate
capex	capital expenditure
CBC	Canadian Broadcasting Corporation
CBSC	Canadian Broadcast Standards Council
CCD	Canadian Content Development
CLEC	competitive local exchange carrier
CPE	Canadian programming expenditures
CPI	Consumer Price Index
CRTC, the Commission	Canadian Radio-television and Telecommunications Commission
CTD	Canadian Talent Development
CTF	Canadian Television Fund
DNA	digital network access
DNCL	Do Not Call List
DSL	digital subscriber line
DTH	direct-to-home
EBITDA	earnings before interest, taxes, depreciation and amortization
FTTH	fibre-to-the-home
FTTx	fibre-to-the-x where x is a generalization of various configuration of fibre deployment (e.g. home, node, etc.)
GAS	gateway access service
GB	gigabyte

GDP	gross domestic product
GST	goods and services tax
HD	high definition
high-speed DNA	high-speed intra-exchange digital network access
HSDS	high-speed digital service
ID	identification
IAB Canada	Interactive Advertising Bureau of Canada
ILEC	incumbent local exchange carrier
IP	Internet Protocol
IPTV	Internet Protocol television
IP-VPN	Internet Protocol – virtual private network
ISDN	integrated services digital network
ISP	Internet service provider
kbps	kilobits per second
LAN	local area network
LEC	local exchange carrier
LTE	long-term evolution
mbps	megabits per second
MDS	multipoint distribution service
MTM	Media Technology Monitor
MVNO	mobile virtual network operator
MWS	metropolitan wavelength services
NRA	national regulatory authority
OECD	Organisation for Economic Co-operation and Development
OMDC	Ontario Media Development Corporation
OTA	over-the-air
PBIT	profit before interest and taxes
PBX	private branch exchange
PPV	pay-per-view
PST	provincial sales tax
PSTN	public switched telephone network
SD	standard definition

SMS	short message service
SRDU	satellite relay distribution undertaking
TPI	telephone price index
TPIA	third-party Internet access
TSP	telecommunications service provider
VAT	value-added tax
VDSL	very high bit rate digital subscriber line
VOD	video-on-demand
VoIP	voice over Internet Protocol
VPOP	virtual point of presence
WAN	wide area network
WSP	wireless service provider
3G	third-generation
4G	fourth-generation

List of decisions, notices, orders and circulars referenced in the report

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