



# Broadcasting and Telecom Notice of Consultation CRTC 2025-274-2

PDF version

References: 2025-274 and 2025-274-1

Gatineau, 23 April 2026

*Public record: 1011-NOC2025-0274*

## **Call for comments – Improving customer awareness of the Commission for Complaints for Telecom-television Services Inc. – Reinstating the proceeding with changes to procedure**

**Revised deadline for submission of proposals: 23 July 2026**

**Revised deadline for submission of interventions: 24 August 2026**

**Revised deadline for submission of replies: 8 September 2026**

[\[Submit an intervention or view related documents\]](#)

### **Summary**

In October 2025, the Commission launched a proceeding to consider how to improve public awareness of the Commission of Complaints for Telecom-Television Services Inc. Following the launch, the Commission received several procedural requests, and questions were raised as to whether the timing should be delayed in light of the upcoming proceeding to harmonize various consumer codes.

The Commission temporarily suspended the proceeding in November 2025 in order to consider these requests. After having considered the requests, the Commission has reinstated this proceeding so that service providers can work with consumer groups to improve awareness of the Commission for Complaints for Telecom-television Services Inc.

In addition to revising the deadlines related to this proceeding, the Commission has made other procedural changes.

### **Background**

1. On 17 October 2025, the Commission issued Broadcasting and Telecom Notice of Consultation 2025-274 (the Notice) with the objective of improving customer awareness of the [Commission for Complaints for Telecom-television Services Inc.](#) (CCTS). The CCTS is the

independent organization that assists in resolving issues between telecommunications and television service providers and their customers. It also is responsible for administering the Consumer Protection Codes.<sup>1</sup>

2. The Commission received a number of procedural requests in relation to the proceeding that raised complex and interrelated matters with implications for current and future proceedings. Therefore, on 12 November 2025, the Commission issued Broadcasting and Telecom Notice of Consultation 2025-274-1 to temporarily suspend the proceeding and allow the Commission to properly consider the procedural requests in a way that best serves the public interest.

### **Procedural requests**

3. On 28 October 2025, the Commission received a joint procedural request from Bell Canada; Bragg Communications Inc., carrying on business as Eastlink; Cogeco Communications Inc., on behalf of Cogeco Connexion Inc.; Quebecor Media Inc., on behalf of Videotron Ltd. and Freedom Mobile Inc.; Rogers Communications Canada Inc.; Saskatchewan Telecommunications; TELUS Communications Inc.; and Xplore Inc. (the Service Providers).
4. The Service Providers were of the view that in its current form, the Notice:
  - does not properly articulate the problem it seeks to address;
  - invites comments on a single proposed solution which was developed by the Commission without input from the entities that will have to implement it, including the CCTS; and
  - proposes major changes that would significantly increase the CCTS's workload, and the Service Providers could not practically implement the measures that appear to have been proposed by the Commission.
5. The Service Providers submitted that:
  - the changes proposed in the Notice are inconsistent with how customer service is provided in telecommunications and broadcasting businesses; and
  - the timelines of the Notice do not provide the Commission with sufficient opportunity to collect reliable evidence that would allow it to assess the potential problem or identify workable solutions.

---

<sup>1</sup> The Commission created the Consumer Protection Codes – namely, the [Internet Code](#), the [Wireless Code](#), and the [Television Service Provider Code](#) – to inform customers of their rights and obligations under their contracts and to help them make informed decisions about these important services.

6. The Service Providers proposed that the Commission:
  - immediately suspend the deadlines set out in the Notice until the Commission completes the proceeding to harmonize the consumer protection codes<sup>2</sup> (Harmonization of the Codes);
  - in the context of that process, assess whether there is a need to expand public awareness of the CCTS and, if so, in what respect; and
  - in the case the Commission is not prepared to suspend the Notice until after the Harmonization of the Codes is completed, reissue the Notice with a clear and specific articulation of the problem it seeks to assess.
7. Between the dates of 22 October 2025 and 31 October 2025, the Commission also received procedural requests from an individual, the CCTS, the Forum for Research and Policy in Communications, and the Public Interest Advocacy Centre, seeking extensions to the deadlines. In addition, the individual and the Public Interest Advocacy Centre opposed the Service Providers' request to suspend the proceeding because they considered that the issue regarding customer awareness of the CCTS needed to be examined promptly. The individual added that the issue had been clearly defined in the Notice and was supported by evidence.
8. In light of the procedural requests received, the Commission considers that it must address the following three issues:
  - basis for the Commission's preliminary view and process;
  - interdependencies with other proceedings; and
  - next steps.

### **Basis for the Commission's preliminary view and process**

9. In the Notice, the Commission expressed the preliminary view that data from its commissioned public opinion research, together with the CCTS's annual report, indicates that Canadians with unresolved complaints are not being effectively made aware of the CCTS. The Notice referenced a Secretary General [letter](#) (the Letter), published on 5 November 2024, reminding Service Providers of their obligations to make customers aware of the CCTS. The Letter referred to the public opinion research, the replies to requests for information, and the [CCTS's annual reports from 2015 to 2023](#). The public opinion research showed that only 2% of respondents with an unresolved complaint were informed about the CCTS by their service provider. As indicated in the Letter, the consumer feedback data from the [CCTS's annual reports from 2015 to 2023](#)

---

<sup>2</sup> The Wireless Code and the Internet Code.

supports this finding. It shows that only 8% to 13% of customers who contacted the CCTS about an unresolved issue learned about it from their service provider.

10. The public opinion research, the Letter, and the requests for information responses were made part of the record of the Notice.
11. The evidence of low awareness indicates that customers with unresolved complaints are not being informed of the CCTS effectively. This suggests that the timing and manner in which service providers inform customers about the CCTS is not functioning as intended. The Notice proposed modifications to the current requirements set out in the Telecom Regulatory Policy 2017-200 (Review of the Wireless Code) and the Telecom Regulatory Policy 2019-269 (The Internet Code)<sup>3</sup> as a potential solution to address the issue.
12. The Commission acknowledges the concern expressed by the Service Providers that the Commission's preliminary view and evidence placed on the public record in the Notice were limited in defining the issue and in proposing a potential solution.
13. However, parties may take a different view than the Commission and are welcome to put forward alternatives with evidence to support their positions. To that end, the appendix in the Notice invites comments on the Commission's preliminary view, the proposed solution, and the evidence put on the public record of the proceeding.
14. The Commission will therefore maintain its preliminary views and confirms that the Notice is sufficiently broad in scope to allow parties to put forward alternatives. In the Commission's view, adding an initial round of comments to examine whether there exists a problem, as suggested by the Service Providers, is unnecessary. The Commission considers that the existing process provides the opportunity for all interveners to make fulsome submissions on the scope of the problem and possible solutions.

### **Interdependencies with other proceedings**

15. As indicated in the Notice, this proceeding aims to explore ways to improve awareness of the CCTS.
16. The Commission has stated that it intends to launch a proceeding that will explore the harmonization of the [Wireless Code](#), the [Internet Code](#), the [Deposit and Disconnection Code](#) and the [Television Service Provider Code](#) (collectively, the Consumer Protection Codes).
17. The Commission is concerned that suspending this proceeding until the Commission reaches conclusions on a proceeding that is yet-to-be launched would cause undue delay. This

---

<sup>3</sup> This requirement was set out in paragraph 426 of Telecom Regulatory Policy 2017-200 and in paragraph 468 of the [Internet Code](#). There is no such requirement in the [Television Service Provider Code](#).

proceeding aims to increase the effectiveness and visibility of the CCTS to the overall benefit of Canadians. The Commission therefore considers that any measures that may result from this proceeding should not be delayed.

18. Moreover, any concerns that may arise because of the Commission's future proceeding to harmonize the Consumer Protection Codes can be effectively dealt with once that proceeding is launched.
19. Accordingly, the Commission denies the request to suspend the Notice until the Commission completes a future proceeding to harmonize the Consumer Protection Codes.

### **Next steps**

20. The Commission considers that Service Providers are best placed to explain their customer complaint resolution process. Their detailed understanding of their own processes puts them in a position to propose changes that can be effective and efficient.
21. Similarly, consumer groups have vital insight to share as to (i) why customers with unresolved complaints are insufficiently informed about the CCTS; and (ii) what solutions would work best from the customer's perspective.
22. Parties have their own unique perspectives on the factors that may explain the lack of awareness of the CCTS and what is likely the most effective and efficient solution. The Commission considers it appropriate for these groups to work collaboratively with one another on this issue.
23. The Commission therefore invites Service Providers to file, as part of their submissions in this proceeding, proposals on how the notification requirement set out in the Consumer Protection Codes should be modified to improve awareness of the CCTS. These proposals should also address how to ensure that customers with unresolved complaints are made aware of the CCTS in a timely manner.
24. When developing proposals, the Commission encourages Service Providers to consult and collaborate with consumer groups. Proposals should also establish the manner and timing of implementing the proposed changes. Service Providers are also encouraged, but not required, to provide a joint proposal. Other parties may also file their own proposals should they wish to do so.
25. In light of the above, the Commission reinstates the proceeding with the following changes:
  - All proposals received will be added to the record of the proceeding.
  - The deadline to file a proposal is **23 July 2026**.

- Following receipt of the proposals, interested persons are invited to provide their views on (i) all proposals received; and (ii) any matter addressed in the Notice.
  - The revised deadline for interventions is **24 August 2026**.
  - The revised deadline for replies is **8 September 2026**.
  - If the Service Providers are unable to develop a proposal by **23 July 2026**, the Commission will consider the matter based on the interventions and replies that are received as part of the record of this proceeding.
26. Consultation and collaboration with consumer groups may lead to proposals that respond to the issues raised in the Notice. Such proposals could help in changing the Commission's preliminary view regarding the proposed changes to the CCTS notification requirement.
27. The Commission notes the arguments raised by the Service Providers regarding workload, processes, and resources as part of these procedural requests. The Commission continues to be mindful of any possible increased administrative burden on Service Providers and the CCTS. As a result, it invites parties to make these arguments in response to the issues raised in the Notice.

Secretary General

### **Related documents**

- *Call for comments – Improving customer awareness of the Commission for Complaints for Telecom-television Services Inc.*, Broadcasting and Telecom Notice of Consultation CRTC 2025-274, 17 October 2025, as amended by Broadcasting and Telecom Notice of Consultation CRTC 2025-274-1, 12 November 2025
- *The Internet Code*, Telecom Regulatory Policy CRTC 2019-269, 31 July 2019, as amended by Telecom Regulatory Policy CRTC 2019-269-1, 9 August 2019
- *Review of the Wireless Code*, Telecom Regulatory Policy CRTC 2017-200, 15 June 2017
- *The Television Service Provider Code*, Broadcasting Regulatory Policy CRTC 2016-1, 7 January 2016
- *The Wireless Code*, Telecom Regulatory Policy CRTC 2013-271, 3 June 2013