

Communications Monitoring Report 2012

Update to *CRTC Communications Monitoring Report* - 5 September 2012

Section 4.3 Television market sector:

Table 4.3.9 has been modified to address alignment issues and certain discrepancies between the English-language and French-language versions of the Report.



Canadian Radio-television and
Telecommunications Commission

Conseil de la radiodiffusion et des
télécommunications canadiennes



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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.

Chairman's message

I am pleased to present the 2012 *Communications Monitoring Report*, which provides information on the Canadian communications sector.

Canadians are taking a keen interest in their communications services. This is hardly surprising when you consider that the average household spends over \$180 each month on these services. Whether they are watching television, listening to a local radio station, streaming an episode of their favourite show on a tablet, talking to their friends, customers or co-workers, sharing a work they have just created, keeping in touch with their families, reading news online, sending text messages or getting information from their governments, Canadians rely on these services at work, at home and at play.

The *Communications Monitoring Report* presents data on the financial situation of the industry, the rates of wireless and broadband Internet adoption, the state of competition, the average price of services and many other key indicators. It is an important tool that enables us to gauge whether the industry is meeting the needs of Canadians as citizens, creators and consumers. It also helps us to evaluate whether the CRTC is achieving the objectives entrusted to us by Parliament.

In addition, I hope that this information will assist and inform Canadians' participation in the CRTC's proceedings, which are enriched through their involvement.

This document is intended to serve the collective needs of all participants in the Canadian communications system. We welcome suggestions to improve it.

Jean-Pierre Blais

Executive summary

The Canadian communications industry is growing. Revenues from communications services increased 3.3%, rising from \$57.4 billion in 2010 to \$59.3 billion in 2011. This growth was driven by a 5.5% increase in broadcasting revenues and a 2.5% increase in telecommunications revenues. The communications industry offers services to virtually all Canadian households, which currently number approximately 13.7 million.

Canadians have access to advanced communications services

In 2011, Canadian households spent on average \$181 each month on communications services. That figure accounts for approximately 4.1% of total household spending, and is equal to the amount households spend on healthcare. Approximately half of such spending was on mobile and Internet services. The remainder was on television and wireline telephone services.

More than 99% of Canadian households subscribe to a telephone service. However, Canadians are gradually shifting from landline services to wireless services. Over the past four years, the proportion of landline-only subscribers declined from 26.9% in 2007 to 21.1% in 2010. Over the same period, mobile service was adopted by more than 78.2% of households, up from 71.9% in 2007. In 2010, 10.2% of households relied on mobile service only.

The communications industry facilitates such technological growth by continually investing in its infrastructure. For example, by 2011, virtually all Canadian households had access to broadband Internet services of at least 1.5 megabits per second (Mbps), delivered by landline, mobile (HSPA+ and LTE) and satellite facilities. Moreover, the availability of higher-speed broadband services (between 30 and 50 Mbps) has increased from 30% to 75% in the last two years. In 2011, 72% of Canadians had access to four broadband platforms: digital subscriber line (DSL), cable, fixed-wireless/satellite and mobile.

As a result of such high prevalence, more Canadians than ever are actively participating in the digital economy. In 2011, 72% of households subscribed to 1.5 Mbps broadband Internet service, compared to 68% in 2010. Moreover, 54% of households subscribed to services of 5 Mbps or greater (compared to 51% in 2010).

Canadians are also using mobile devices, such as smartphones and tablets, to access broadband services. Forty-eight percent of wireless devices in the marketplace are equipped to provide this access, whether through a handheld or dedicated data device.

Broadcasting revenue increases in all sectors

Broadcasting revenues went from \$15.8 billion in 2010 to \$16.6 billion in 2011. All sectors of the industry experienced growth:

- cable and satellite revenues increased 5.8% from \$8.1 billion to \$8.6 billion;
- pay, pay-per-view, video-on-demand and specialty service revenues increased 7.9% from \$3.5 billion to \$3.7 billion;

- conventional television revenues (including those from the CBC) increased 2.2% from \$2.6 billion to \$2.7 billion; and
- radio revenues increased 3.9% from \$1.5 billion to \$1.6 billion.

Telecommunications revenue up, but there were declines

Telecommunications revenues increased 2.5%, from \$41.7 billion in 2010 to \$42.7 billion in 2011. This increase was due to a rise in revenues for newer data services and broadband Internet and wireless services. Collectively, these service revenues increased by 6.8% from \$26.6 billion in 2010 to \$28.4 billion in 2011. Individually, revenues for newer data services increased 12.2%, from \$1.8 billion to \$2.1 billion, Internet service revenues increased 6.4% from \$6.8 billion to \$7.2 billion, and wireless revenues increased 6.2% from \$18.0 billion to \$19.1 billion.

These increases were partially offset by decreases in long-distance revenues (down 13.1% from \$3.4 billion to \$3.0 billion), legacy data and private-line revenues (down 2.9% from \$2.5 billion to \$2.4 billion), and local and access revenues (down 2.1% from \$9.1 billion to \$8.9 billion).

Consolidation and regulation in the communications industry

In 2011, the five largest companies in the communications industry captured 83% of revenues. The next five captured 10%. Of these 10 companies, three offered service in all 11 communications markets.¹ In so doing, these three companies captured 62% of total industry revenues.

Given this level of industry consolidation, the Commission has acted to ensure these companies do not harm their competitors or restrict consumer choice. For example, some businesses both produce programming and distribute content. To address such situations, the Commission issued a vertical integration policy that ensures:

- fair treatment for independent broadcasting distribution and programming services that must compete against strong vertically integrated competitors;
- protection of commercial information; and
- timely resolution of disputes between parties in the Canadian broadcasting system.

The policy also prohibits companies from offering television programming on an exclusive basis to their mobile or Internet subscribers.

In 2011, companies that operated in multiple markets collectively had 9.4 million subscribers (6.4% more than in 2010) who bought discounted ‘bundled’ services.

Competition is increasing

The competitors of incumbent telephone companies increased their share of overall telecommunications revenues.

¹ The markets consist of five broadcasting markets (radio, television, BDU specialty, and VOD, pay and PPV) and six telecommunications markets (local and access, long distance, Internet, data, private line and wireless)

The share of total wireline revenues claimed by alternative service providers increased from 37.3% in 2010 to 38.4% in 2011. This group's market share included the incumbent telephone companies operating outside their traditional territories (relatively unchanged at 6.5%), other facilities-based providers such as cable companies and hydro utility companies (up from 24.5% in 2010 to 25.6% in 2011) and resellers (which remained the same at 6.3%).

Overall, competitors experienced strong growth in the number of residential local lines (which increased 5.7% to 4.7 million) and business lines (which increased 24.7% to 1.4 million). Cable companies, in particular, have become important competitors in this market. Since they began providing local telephone service in 2005, these companies have captured 33% of local residential lines.

Voice over Internet Protocol (VoIP) offers an alternative to the traditional circuit-switched telephone system. In 2011, there were 4.4 million retail VoIP local telephone lines, representing 24% of retail local lines. Approximately 350,000 of these lines were access independent, allowing consumers to access local service remotely with an Internet connection.

Cable companies are also major providers of high-speed Internet service. In 2011, they served approximately 57% of high-speed residential Internet subscribers.

New wireless entrants captured approximately 4% of wireless subscribers and 2% of revenues in 2011. Overall, the number of wireless subscribers increased by 6.0% in 2011 compared to 8.5% in 2010. Average per-subscriber revenues increased 0.2% (from \$57.86 to \$57.98 in 2011) due in large part to increased data usage.

Radio broadcasters offer choice to listeners

In 2011, there were 1,183 radio and audio services in Canada. Of that total, 76% broadcasted to English-language Canadians, 21% to French-language Canadians, and 3% to third-language Canadians. In addition, the Commission approved the operation of 30 new radio stations.

Television viewership statistics are strong

Overall viewing of programs on Canadian English-language services was 83.0% in 2011, while viewing of programs on French-language services remained relatively unchanged at 92.2%. Although Canadians preferred drama and comedy programs, they most often consumed non-Canadian content. In 2011, 81% of English and 70% of French-language drama and comedy programs were non-Canadian, respectively.

Television distributors' market share is growing: IPTV is making gains

Growth in the television distribution market continues to be strong. In 2011, approximately 90% of Canadian households subscribed to a television distribution service, 2.2% more than in 2010. Among households that had a television subscription, 24.5% subscribed to either a satellite or multipoint distribution provider, 5.6% to an IPTV service and 69.9% to cable.

The availability of IPTV increased from 22% in 2010 to 34% in 2011, resulting in a penetration rate of 14% (compared with a penetration rate of 72% for cable). In 2011, 80% of television subscribers received digital services. The top four television distributors captured 89% of all subscribers in 2011.

In 2011, programming revenues per subscriber per month² increased by \$2.13, or 3.6%, for a total of \$61.86.

Digital media revenues come from advertising and subscriptions

In a digital media survey conducted by the CRTC, a subset of Canadian communications companies indicated that 62% of their digital media revenues came from advertising and 35% from subscriptions.

Typical weekly users watched, on average, 2.8 hours of Internet TV per week in 2011, an increase from 1.5 hours in 2008. During the same period, the average time Canadian households spent watching Internet TV rose slightly from 0.3 hours to 0.7 hours.

Based on a 2011 MTM consumer survey, 20% of anglophones and 15% of francophones download music from the Internet. Of these, 62% of anglophones and 59% of francophones paid for the content.

Telecommunications technology uptake is strong

Canadians are rapidly embracing new telecommunications technologies. In 2011, the number of mobile phone subscribers increased 6% from the previous year, while the number of residential subscribers to high-speed Internet services increased by 4.2%. In 2011, approximately 72% of Canadian households had broadband Internet service (at download speed of 1.5 Mbps and above) and 76% had high-speed Internet service (at download speed of 256 kbps and above).

Newer data services that meet business customer requirements for increased speed, functionality and cost-efficiency now represent 93.4% of data protocol revenues. Combined, revenue for data services such as Ethernet and IP-based private networks grew by 12.2% in 2011.

²

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.

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1.0 Introduction

Domestic and global competition, as well as consumer demand for communications services, has spurred rapid corporate and technological developments and contributed to the convergence of broadcasting and telecommunications service providers in Canada and abroad. Communications companies have crossed traditional boundaries between broadcasting and telecommunications. The evolving borderless world of communications is a source of innovation and opportunities for carving out a special place for Canadians.

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 Commission invites parties to use this report to enrich their participation in the regulatory process.

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

The report 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 availability of higher-speed wireline and wireless broadband services. These developments contribute to the evolution of a modern and efficient communications network.

1.2 Data collection and outline of the report

Data collection

This report is based on (1) the responses from the broadcasting and telecommunications industries to the CRTC's annual broadcasting returns and telecommunications data collection forms, issued jointly by Statistics Canada and the CRTC (referred to collectively as "CRTC data collection"); (2) data collected from other sources, including Statistics Canada, Industry Canada, company-specific financial reports, BBM Canada, and BBM Analytics' MTM reports; and (3) information previously filed with the CRTC. Unless otherwise noted, all broadcasting data in this report are for the 12-month period ending 31 August for the years quoted, whereas all telecommunications data, including Internet service data, are for the 12-month period ending 31 December for the years quoted.

With respect to residential broadband availability data, the Commission entered into a three-year agreement with Industry Canada, which expires in 2012, to co-operate in the collection of data on the availability of broadband Internet access services to Canadians. The Commission is also collaborating with the provincial and territorial governments, as well as other government agencies and departments, in identifying communities that do not have access to broadband services. The resulting data will assist Industry Canada and the provinces and territories in the analysis of the broadband gap between urban and rural. 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 help ensure that the CRTC *Communications 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 (#).

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 service industry. That section also addresses the financial landscape of the broadcasting and telecommunications industries by examining key financial indicators, including revenues, capital expenditures, and other operational data. As well, it provides an overview of the industries. The performance of the Canadian broadcasting system is presented in Section 4, encompassing traditional radio, television, and BDU results, and non-traditional new media broadcasting results. Section 5 discusses the major telecommunications market sectors: wireline voice, Internet, data and private line, and wireless. That section also examines the availability of broadband services. Section 6 presents current regulatory developments in other countries and compares Canada's performance in broadcasting and telecommunications to the performance of those countries.

A description of the data collection methodology and analyses used in this report is provided in Appendix 1. Appendix 2 discusses the CRTC's classification of the TSPs. The status of local forbearance applications relating to residential and business exchanges is presented in Appendix 3. Appendix 4 lists the assumptions used in the development of price comparisons between telecommunications services in Canada and those in other countries. Appendix 5 provides a description of the telecommunications market sectors. Appendix 6 lists all acronyms and symbols appearing in the report. Appendix 7 and Appendix 8 list the CRTC documents and companies referenced in the report, respectively.

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 powers 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 creation 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 provision of broadcasting and 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, that foster increased reliance on market forces and ensure that regulation, when required, is efficient and effective.

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, when regulating to do so in a manner that is efficient, proportionate to the purpose of regulation, and interferes with market forces to the minimum extent necessary. The Policy Direction specifies criteria that must be met by any new regulatory measure. 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

its 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: <http://www.crtc.gc.ca/eng/publications.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 make regulations³ respecting the Canadian 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. To achieve the Canadian broadcasting policy objectives set out in the *Broadcasting Act*, the Commission imposes conditions of licence when it issues a licence and amends these conditions as necessary when renewing the licence.

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 ensuring that Canadian carriers provide telecommunications services at rates that do not discriminate unjustly or accord any undue preference⁴, as well as, in accordance with any order made by the Governor in Council or any standards prescribed by the Minister of Industry⁵. 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 users⁶.

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.

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

³ *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

⁴ Subsections 27(1) and 27(2) of the *Telecommunications Act*

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

⁶ Section 34 of the *Telecommunications Act*

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 of Class 1 undertaking fees.⁷ In the process of opening the BDU market to competition, the Commission has implemented self-regulatory mechanisms in the broadcasting industry where appropriate.

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.⁸

Since 1994, the Commission has forbore, in large part, 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 DNA services and 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.

Regulatory framework relating to vertical integration

In Broadcasting Regulatory Policy 2011-601 (the Vertical Integration Policy), the Commission established its regulatory framework for vertical integration. Vertical integration refers to the ownership or control by one entity of both programming services, such as conventional television stations, or pay and specialty services, as well as distribution services, such as cable systems or direct-to-home (DTH) satellite services. Vertical integration also includes ownership or control by one entity of both programming undertakings and production companies. The Commission's objective was to ensure that consumers continue to benefit from a wide choice of programming in a broadcasting system where programming and distribution have become increasingly integrated.

⁷ BDUs are classified based on the number of subscribers as follows: Class 1 refers to BDUs with more than 6,000 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.

⁸ 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.

The Commission currently permits conventional television stations and pay and specialty services to acquire exclusive rights to programs since these services are offered to all cable systems and DTH satellite distributors. This ensures that most Canadians have access to these services. In the policy, the Commission decided that programming designed primarily for television cannot be offered on an exclusive basis to a mobile or retail Internet access service. This approach ensures that customers will not have to subscribe to several distributors in order to view the most popular programming.

The Commission recognized that, in today's communications environment, Canadians expect to be in control of what they watch and that their expectations are likely to be heightened with the ongoing transition to digital technology.

The Vertical Integration Policy set out a number of decisions designed to ensure fair treatment for independent broadcasting distribution and programming services that must compete against strong vertically integrated competitors, protection of commercial information, and timely resolution of disputes between parties in the Canadian broadcasting system. The Commission set out a code of conduct for commercial arrangements and interactions. This code set out general objectives to govern commercial arrangements between broadcasting distribution undertakings, programming services and new media undertakings.

Social and consumer issues

i) Closed captioning quality standards

In Broadcasting Public Notice 2007-54, the Commission set out a new policy with respect to closed captioning that applies to all television licensees.

English- and French-language broadcasters are required to caption 100% of their programs over the broadcast day, with the exception of advertising and promos. This requirement maybe subject to exceptions that take into account instances, but not patterns, of equipment/technical malfunctions and human errors that are beyond a broadcaster's control, or circumstances beyond a broadcaster's control where captioning may not be available.

The Commission was not prepared to impose specific obligations with respect to the captioning of third language programming at that time. However, the Commission encouraged broadcasters, particularly those that broadcast in third languages that use the Western alphabet, to work on solutions for making third-language programming more accessible, and to caption third-language programming whenever possible.

The Commission reiterated in Broadcasting and Telecom Regulatory Policy 2009-430 (the Accessibility Policy) its directive for the broadcasting industry to establish English- and French-language working groups to find solutions to closed captioning problems that had been highlighted by the users of closed captioning.

In late summer 2011 the Commission published English- and French-language closed captioning quality standards for comment and in the winter of 2011/2012, approved quality standards for French-language closed captioning (Broadcasting Regulatory Policies 2011-741 and 2011-741-1). In June 2012 the Commission approved quality standards for English-

language closed captioning (Broadcasting Regulatory Policy 2012-362). The quality standards will come into effect 1 September 2012.

ii) Described video working group

In the fall of 2011, the Commission received the Final Report (the Report) from the Described Video Working Group (DVWG), which was created pursuant to the 2009 Accessibility Policy with the mandate to develop recommendations, common practices and other solutions for improving the accessibility and promotion of described programming. The DVWG consists of representatives from the Broadcasting Industry and disability community. The Report described activities and timelines related to:

- facilitating the pass-through of described programming;
- providing one or more simple means for viewers to access embedded described video;
- resolving any instances of audio loss associated with described video; and
- ensuring that information regarding described programming is made available in print and online programming listings and electronic programming guides.

The Commission approved the Report and directed the DVWG to report back by the end of May 2012 on its progress on all activities.

iii) National Wireless Consumer Code

In the winter of 2011/2012, the Commission initiated a process to determine if the conditions in the Canadian wireless market have changed sufficiently to warrant Commission intervention with respect to retail wireless services. It is expected that a Commission decision on this matter will be issued in the summer of 2012. In its last annual report, the Commissioner for Complaints for Telecommunications Services (CCTS) reported that complaints about wireless services now represent 62% of all complaints received in 2010-2011, up from just 31% in 2007-2008. For the past two years, there were more complaints about wireless services than all other complaints combined.

Dispute resolution

For the purpose of this report, *Formal* dispute resolution files consist of applications submitted by a party under Part I of the CRTC *Rules of Practice and Procedure* and staff-assisted mediations, in which a formal request has been made by an outside party and this has led to an in-person staff led mediation. *Informal* disputes consist of all other staff interventions triggered by a request – written or oral - from an outside party. In previous years, the above-described staff-assisted mediations were included in informal disputes.

For the twelve-month fiscal period ending 31 March 2012, the Commission's Broadcasting ADR group commenced with one outstanding formal dispute resolution file from the previous fiscal period and opened four new files under Part I of the CRTC *Rules of Practice and Procedure*. All were undue preference/disadvantage files dealing with significant matters raised by the changing dynamics of services and platforms as the broadcasting industry continues to transition to a digital environment. There remained two dispute files outstanding at the end of the period, of which one was received in February 2012 and one was received in

March 2012. In addition, there were four further undue preference/disadvantage files pertaining to similar matters which were processed by the Distribution Regulatory Policy group, one of which remains active and, to date, unresolved.

During this same period, the ADR group assisted parties in 3 Formal mediations and 9 informal staff interventions. All 12 of these cases were concluded and disposed of in 2011/12 and none are currently on-going. As expected, the majority of matters dealt with informally concerned subject matters related to changing platforms, packaging arrangements, and rates issues in an environment of changing commercial and regulatory realities, particularly as these applied to a more vertically integrated broadcasting sector. Disputes concerning these situations are expected to continue in the coming year.

Statistical information - Regulatory oversight of broadcasting and telecommunications**Table 2.2.1 Broadcasting complaints by sector, by issue**

	2007-08		2008-09		2009-10		2010-11		2011-12	
	Complaints received	Referrals to CBSC	Complaints received	Referrals to CBSC	Complaints received	Referrals to CBSC	Complaints received	Referrals to CBSC	Complaints received	Referrals to CBSC
Radio										
Abusive comment ¹	11	-	26	10	11	-	35	5	38	3
Adult content	8	3	19	11	8	3	13	5	14	6
Alcohol advertising	-	-	6	-	-	-	-	-	1	-
Gender portrayal	-	-	1	1	-	-	-	-	5	4
Offensive comment ²	89	30	397	308	89	30	220	100	258	95
Offensive language ³	24	8	40	23	24	8	296	266	22	9
Conventional television										
Abusive comment	5	1	39	5	5	1	26	-	30	2
Adult content	84	34	111	47	84	34	52	8	56	11
Alcohol advertising	4	-	17	1	4	-	4	-	8	-
Gender portrayal	-	-	5	2	-	-	2	-	9	-
Offensive comment	107	6	455	61	107	6	135	22	217	43
Offensive language	34	14	51	20	34	14	41	19	29	3
Television violence	40	9	85	24	40	9	84	14	76	14
Specialty channels										
Abusive comment	2	-	10	-	2	-	-	-	1	-
Adult content	32	14	82	39	32	14	31	10	23	12
Alcohol advertising	1	-	1	-	1	-	-	-	-	-
Gender portrayal	-	-	-	-	-	-	-	-	1	-
Offensive comment	12	2	212	202	12	2	19	5	161	87
Offensive language	7	2	32	23	7	2	13	6	7	5
Television violence	14	5	20	14	14	5	21	5	18	10
Pay television and pay-per-view services										
Abusive comment	-	-	-	-	-	-	-	-	-	-
Adult content	4	-	402	1	4	-	32	-	3	-
Alcohol advertising	-	-	-	-	-	-	-	-	-	-
Gender portrayal	-	-	-	-	-	-	-	-	-	-
Offensive comment	-	-	2	-	-	-	-	-	-	-
Offensive language	-	-	-	-	-	-	-	-	-	-
Television violence	-	-	-	-	-	-	-	-	-	-
Subscription radio (Satellite)										
Abusive comment	-	-	-	-	-	-	-	-	-	-

• For the 12-month period: 1 April to 31 March.

1. 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.
2. Where a complaint alleges offensive humour or other comments that do not fall under the "abusive comment" provision.
3. 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 therefore be slightly lower.)

Table 2.2.2 Number of contacts by public

	2007-08	2008-09	2009-10	2010-11	2011-12
Broadcasting related enquiries	14,594	7,131	5,747	6,261	5,829
Broadcasting complaints	5,581	11,851	12,740	10,813	12,419

• For the 12-month period: 1 April to 31 March.

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

	2007-08	2008-09	2009-10	2010-11
Files handled by the CBSC	1,498	1,781	2,035	8,870
Referred by the CRTC	979	1,045	761	496

Source: CBSC annual reports

Table 2.2.4 Complaints handled by the ASC

	2006	2007	2008	2009	2010	2011
Complaints received by the ASC	1,040	1,445	1,119	1,228	1,200	1,809
Complaints about television ads	527	857	528	546	526	686
<i>Percent of total complaints received</i>	51%	59%	47%	4 %	44%	38%
Complaints about radio ads	73	52	56	64	67	85
<i>Percent of total complaints received</i>	7%	4%	5%	5%	5%	5%

Source: Ad complaints reports

Table 2.2.5 Telecommunications complaints handled by the CCTS

	2007-08	2008-09	2009-10	2010-11
Number of contacts	6,132	17,407	43,609	70,361
Complaints received by the CCTS	2,226	3,214	3,747	8,007
<i>Percent related to wireless</i>	31%	38%	52%	62%
Complaints concluded	1,662	3,003	3,522	7,732

Source: CCTS annual reports

Statistical Information - Dispute resolution

Table 2.2.6 Number of dispute files received

	Disputes/mediation		Final Offer Arbitration/Expedite	
	2010/2011	2011/2012	2010/2011	2011/2012
Broadcasting	20	20 ¹	2	2
Telecommunications	25	30	2	2
Total	45	50	4	4

• For the period 1 April 2010 to 31 March 2011.

1. The Distribution Regulatory Policy group handled 4 of these files

Source: CRTC internal tracking

Table 2.2.7 Number of formal broadcasting dispute files received (2011/2012)

	Part I Applications	Formal Mediations	Informal Staff Interventions
Building access	0	0	0
Distribution/programming	8 ¹	3	9
Total	8	3	9

• For the period 1 April 2010 to 31 March 2011.

1. The Distribution Regulatory Policy group handled 4 of these files

Source: CRTC internal tracking

Table 2.2.8 Number of Telecommunications dispute resolutions (2011/2012)

	Formal mediations	Informal disputes	Total
Service / access availability	0	14	14
Service issues	0	11	11
Service cancellation	0	4	4
Accessibility	1	0	1
Total	1	29	30

• For the period 1 April 2011 to 31 March 2012

Source: CRTC internal tracking

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 2011, broadcasting and telecommunications providers contributed \$3.2 billion towards the achievement of these objectives. Approximately 95% of these funds were for cultural and programming initiatives under the *Broadcasting Act* and the remaining 5% were for the achievement of the social and economic objectives under the *Telecommunications Act*.

Contribution and spending regimes at a glance

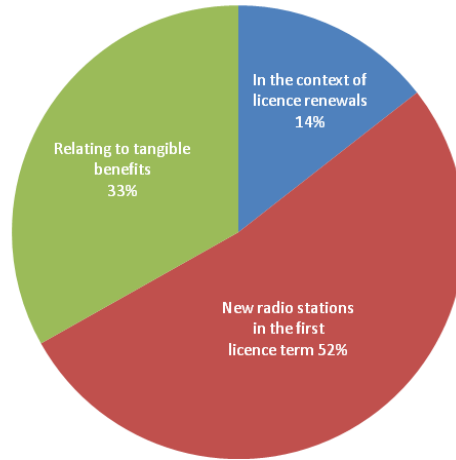
(\$ millions)	2010	2011	% Growth
CCD reported by commercial radio and audio services	46	54	17.2%
Television CPE	2,431	2,535	4.3%
BDU contributions to the creation and production of Canadian programming	368	382	3.9%
LPIF	101	107	5.8%
Subsidization of residential telephone in high-cost serving areas	165	154	-6.7%

Source: CRTC Data Collection

Statistical information: Contribution and spending regimes - Broadcasting

The following contribution and spending regimes are based on the 1 September 2010 to 31 August 2011 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.

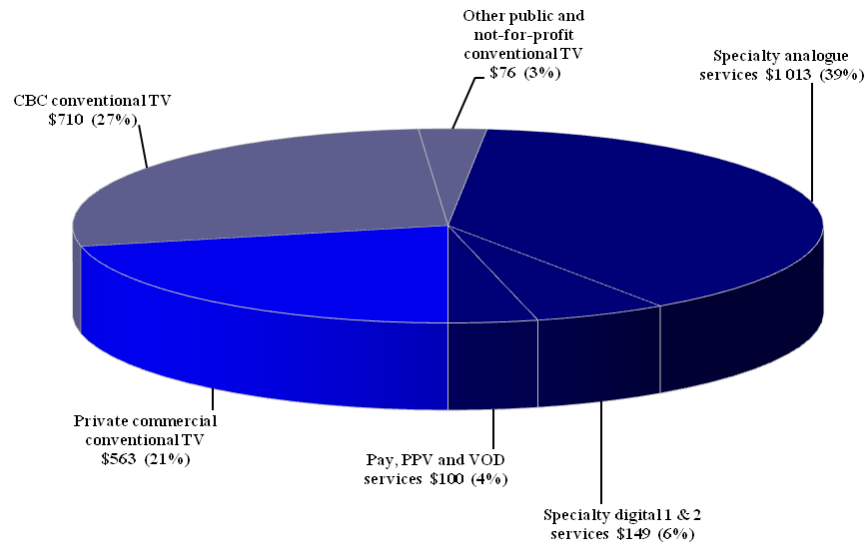
Figure 2.3.1 2011 Contributions to CCD reported by commercial radio & audio services, \$54 million



- Minor variances are due to rounding.
- Includes contributions made under both the CTD and CCD regimes.

Source: CRTC data collection

Figure 2.3.2 2011 Television CPE, \$2.6 billion

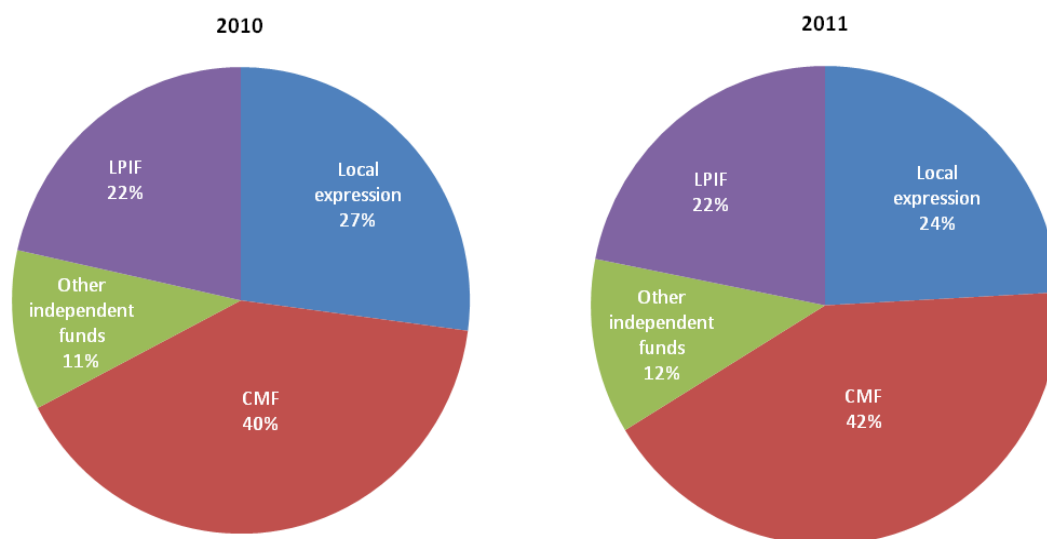


- Minor variances are due to rounding.
- CPE: Includes expenditures on Canadian programs telecast, write-down of Canadian inventory, script and concepts and loss on equity Canadian programs.
- Includes expenditures relating to ownership transfer benefits and to commitments made at the time of licensing. Excludes CMF "top-up" reported by private conventional, specialty, Pay, PPV and VOD television services.
- 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.

* Approximation

Source: CRTC data collection

Figure 2.3.3 Contributions to the creation and production of Canadian programming by BDUs



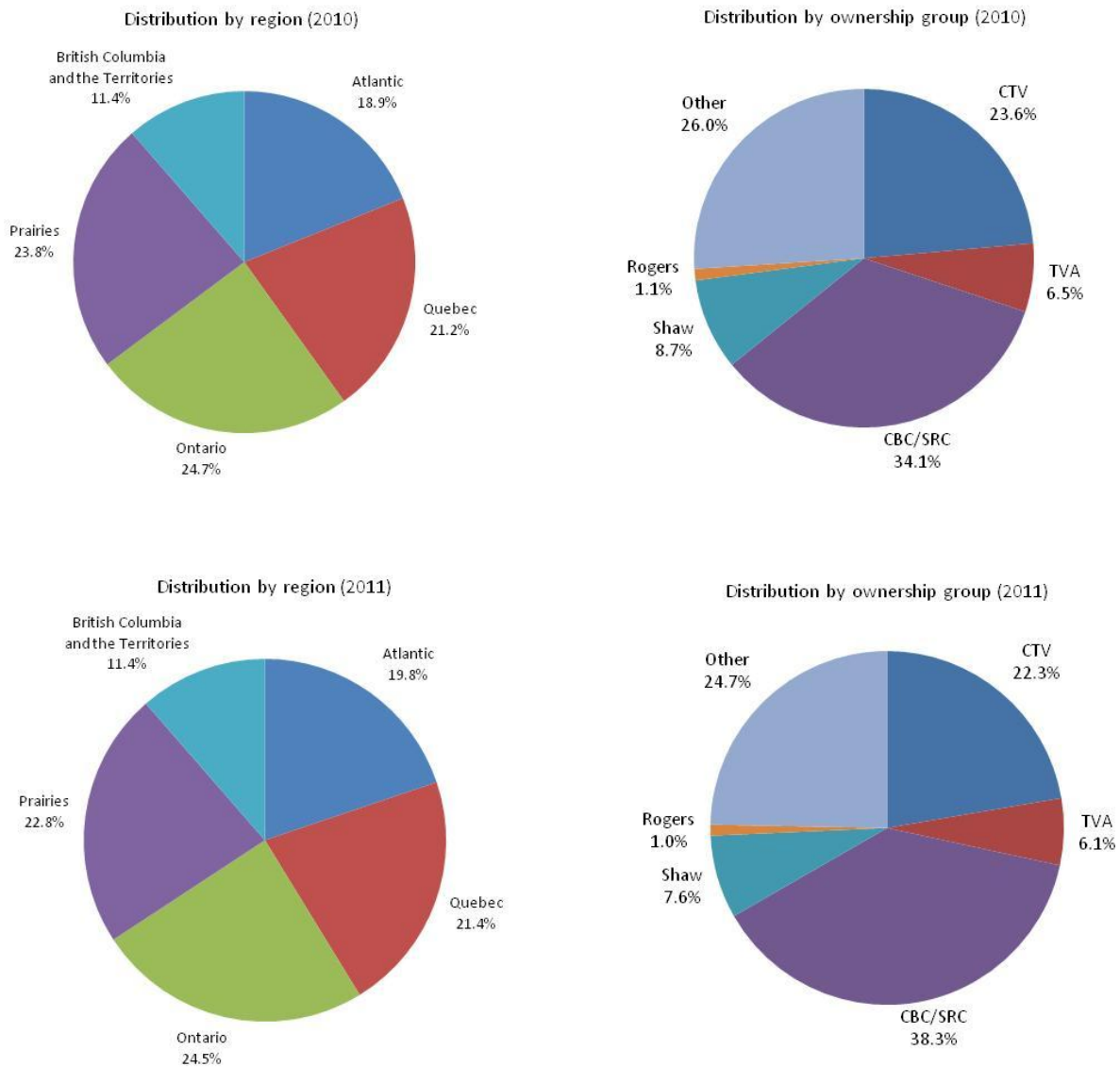
• Minor variances are due to rounding.
Source: CRTC data collection

Table 2.3.1 LPIF – Contributions and number of recipients

Year	Contributions (\$ millions)	Number of recipients		LPIF funding as a percentage of total recipients' revenues (excluding the CBC/SRC)
		Licensees	Stations	
2009-2010	100.7	16	79	10.8%
2010-2011	106.7	16	80	10.8%

• Based on the 1 September 2009 to 31 August 2011 broadcast years
Source: CRTC data collection

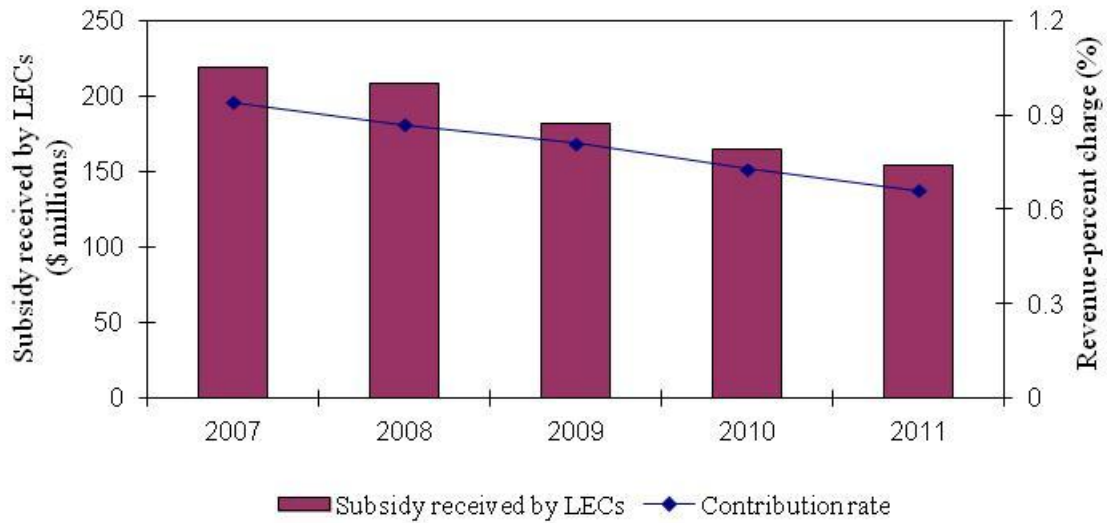
Figure 2.3.4 LPIF distribution by region and ownership group



Source: CRTC data collection

Statistical Information: Contribution and spending regimes – Telecommunications

Figure 2.3.5 Subsidy paid to LECs and the revenue-percent charge

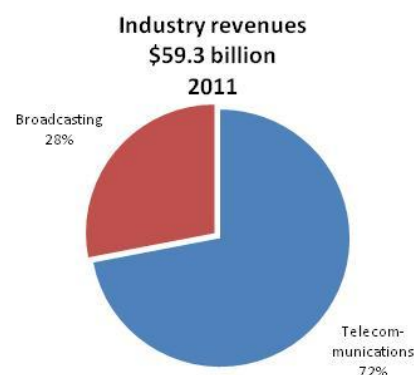


Sources: CRTC data collection and decisions

3.0 The Communications service industry

3.1 Overview

This section provides a broad overview of the broadcasting and telecommunications service industries (the Canadian communications service industry), and briefly examines the extent to which industry participants 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 2011, their revenues represented 50% and 32% 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)	2010	2011	% Growth
Communications revenues	57.4	59.3	3.3
Broadcasting	15.7	16.6	5.5
Radio	1.6	1.6	3.9
TV	6.1	6.4	5.4
BDU	8.1	8.6	5.8
Telecommunications	41.7	42.7	
Communications revenues by type of provider			
Incumbent TSPs	29.1	29.7	2.3
Cable companies	18.5	19.2	3.9
Other	9.9 #	10.4	5.2
Communications revenues to GDP (%)	4.7	4.6	

Source: CRTC data collection

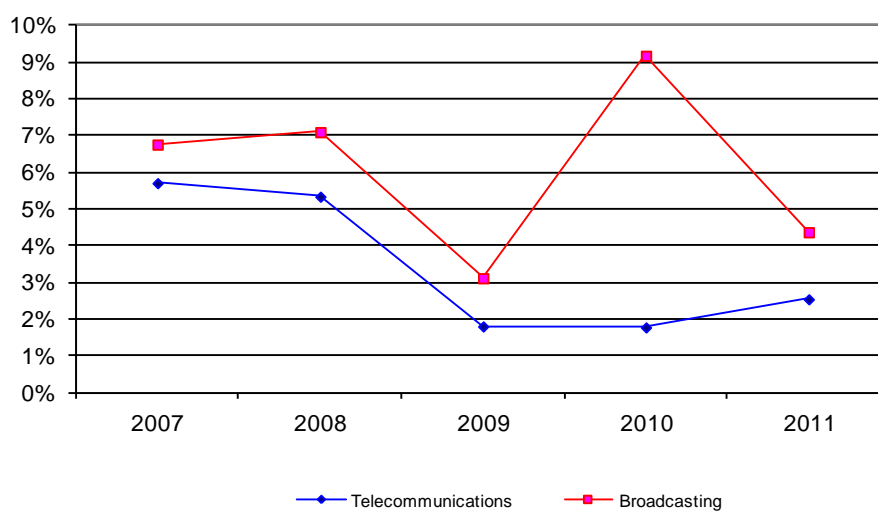
Statistical information – Financial overview

Table 3.1.1 Communications revenues (\$ billions)

						CAGR 2007-2011
	2007	2008	2009	2010	2011	
Telecommunications						
Wireline	23.6	24.2	24.0	23.7	23.6	-0.1%
<i>Annual growth</i>	1.2%	2.2%	-0.5%	-1.6%	-0.3%	
Wireless	14.5	16.0	16.9	18.0	19.1	7.1%
<i>Annual growth</i>	14.4%	10.4%	5.3%	6.6%	6.2%	
Subtotal	38.2	40.2	40.9	41.7	42.7	2.9%
<i>Annual growth</i>	5.8%	5.3%	1.8%	1.8%	2.5%	
Broadcasting						
Radio AM/FM	1.5	1.6	1.5	1.6	1.6	1.8%
<i>Annual growth</i>	6.2%	6.1%	-5.4%	2.9%	3.9%	
Television	5.3	5.5	5.5	6.1	6.4	5.0%
<i>Annual growth</i>	4.4%	4.3%	-0.1%	10.6%	5.4%	
BDU	6.3	6.9	7.4	8.1	8.6	8.0%
<i>Annual growth</i>	8.8%	9.7%	7.5%	9.3%	5.8%	
Subtotal	13.1	14.0	14.4	15.7	16.6	6.2%
<i>Annual growth</i>	6.7%	7.1%	3.0%	9.1%	5.5%	
Total revenues	51.2	54.2	55.3	57.4	59.3	3.7%
<i>Annual growth</i>	6.0%	5.8%	2.1%	3.7%	3.3%	

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)

	2009	2010	2011	CAGR 2009-2011
Incumbent TSPs				
Telecommunications	27,179.7	27,169.8	27,605.1	0.8%
Annual growth	0.1%	0.0%	1.6%	
BDUs	1,662.4	1,899.1	2,137.6	13.4%
Annual growth	10.1%	14.2%	12.6%	
Subtotal	28,842.1	29,068.9	29,742.7	1.5%
Annual growth	0.6%	0.8%	2.3%	
Utility telcos and other TSPs	723.7	713.5	849.8	8.4%
Annual growth	23.5%	-1.4%	19.1%	
Resellers	1,594.7	1,533.8	1,522.8	-2.3%
Annual growth	-14.4%	-3.8%	-0.7%	
Cable Companies				
Telecommunications	11,428.4	12,237.0	12,734.9	5.6%
Annual growth	7.8%	7.1%	4.1%	
BDUs	5,767.2 #	6,219.9 #	6,450.7	5.8%
Annual growth	6.7%	7.8%	3.7%	
Subtotal	17,195.6	18,456.9	19,185.6	5.6%
Annual growth	7.5%	7.3%	3.9%	
Broadcasting - Other entities	6,983.2	7,608.4	7,998.1	7.0%
Annual growth	-1.2%	9.0%	5.1%	
Total	55,339.2	57,381.5	59,299.0	3.5%
Annual growth	2.1%	3.7%	3.3%	

Source: CRTC data collection

Table 3.1.3 Industry convergence: Cable v. Telecommunications

Year	Percent of incumbent BDUs' revenues from telecom services ¹	Percent of ILECs' revenues from BDU services
2011	66.3%	7.2%
2010	66.2%	6.5%
2009	66.4%	5.8%
2008	66.1%	5.3%
2007	64.7%	4.7%

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

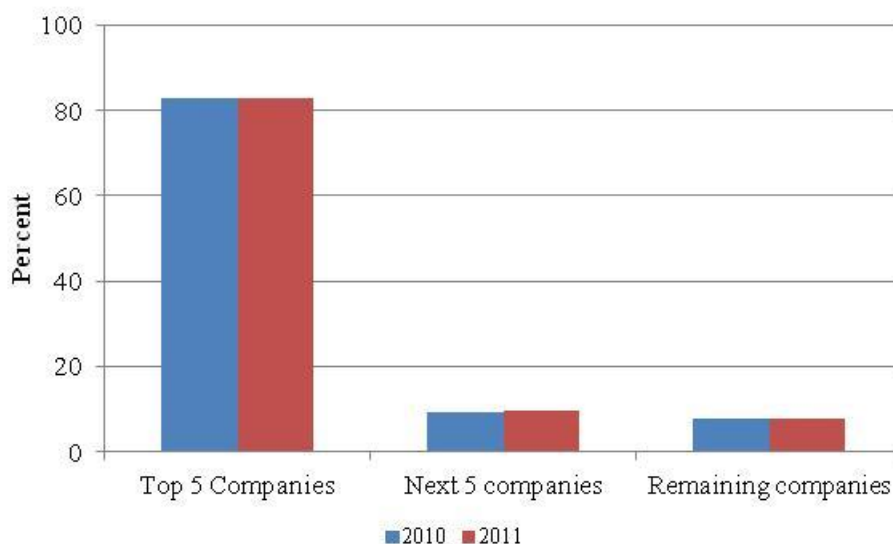
Source: CRTC data collection

Table 3.1.4 Percent of broadcasting and telecommunications revenues generated by companies operating in multiple markets

Number of markets	Number of reporting companies operating in these markets		Percent of broadcasting and telecommunications revenues generated in these markets	
	2010	2011	2010	2011
11	3	3	63	62
10	0	0	0	0
9	1	1	4	5
8	3	4	21	23
7	2	1	3	1
6	4	6	0	0
5	12	11	0	0
4	24	22	3	3
3	27	35	1	1
2	42	44	2	2
1	218	217	2	2

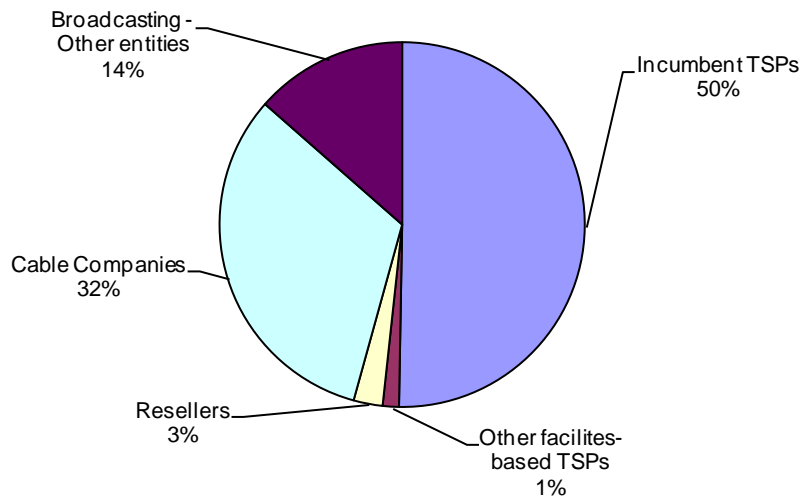
- Number of markets include: 5 broadcasting markets (Radio, television, BDU, speciality, and VOD, pay & PPV markets) and 6 telecommunications markets (Local & access, long distance, Internet, data, private line, and wireless market).
 - 2010 data restated to reflect industry players as of Q1 2011.
 - Affiliates are included with their parent company
- Source: CRTC data collection

Figure 3.1.2 Broadcasting and telecommunications revenues for the top 5 group of companies, the next top 5 group and the remaining companies



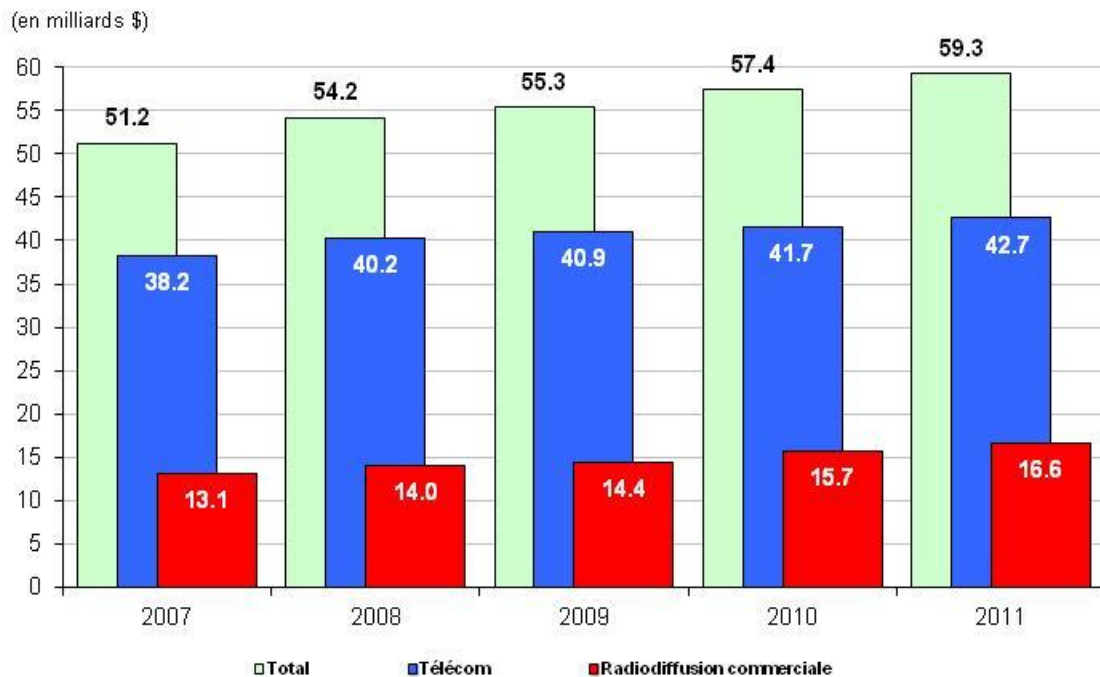
- Revenues for the top companies include the revenues of their affiliates.
 - Affiliates are included with their parent company
- Source: CRTC data collection

Figure 3.1.3 Broadcasting and telecommunications revenues by type of provider (2011)



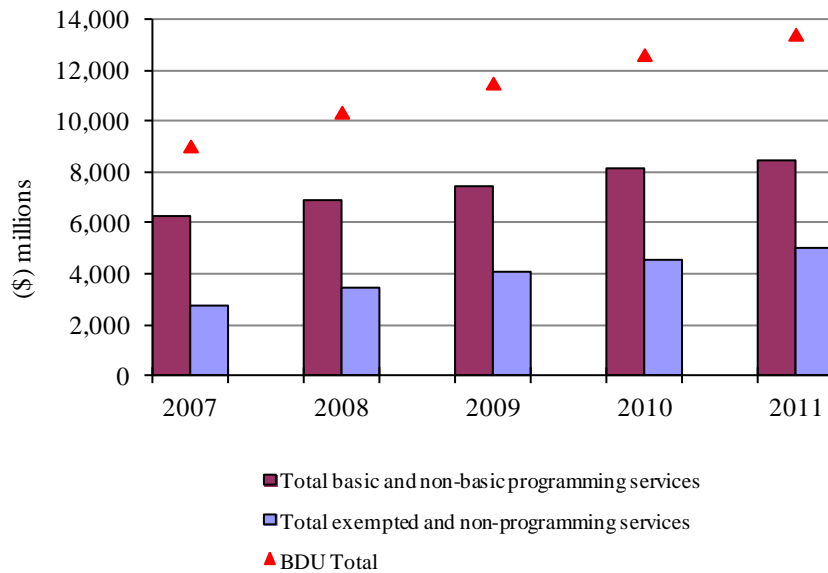
Source: CRTC data collection

Figure 3.1.4 Commercial broadcasting and telecommunications revenues (Excluding non-programming and exempt services)



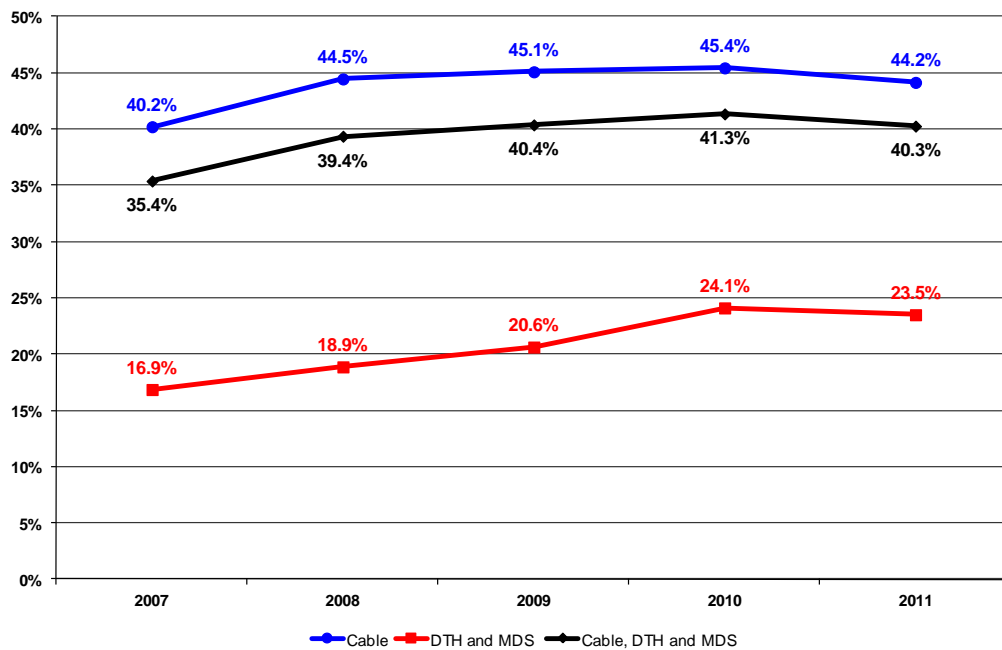
Source: CRTC data collection

Figure 3.1.5 BDU revenues by service type



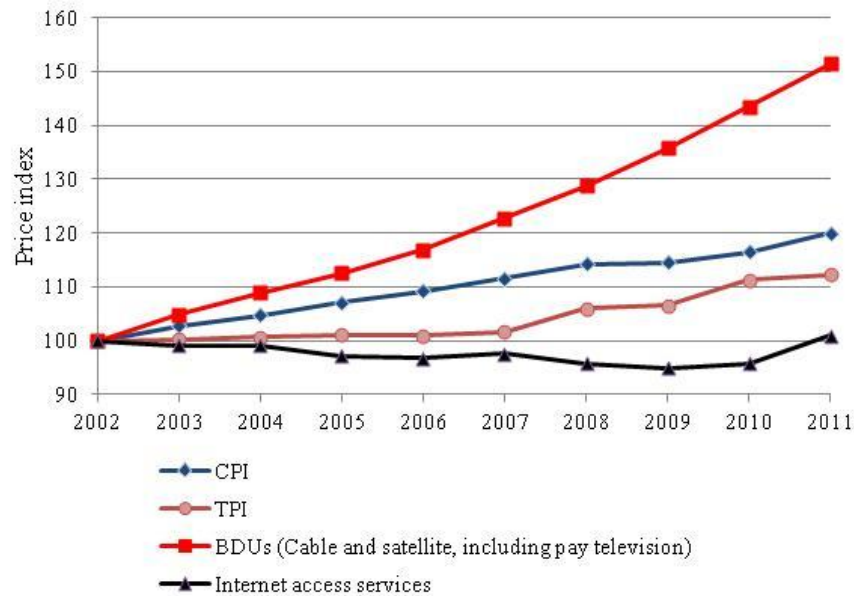
Source: CRTC data collection

Figure 3.1.6 BDU – EBITDA margins achieved from all services (programming, exempted and non-programming services)



Source: CRTC data collection

Figure 3.1.7 Price indices [TPI¹, BDU² (cable and satellite, including pay television), Internet access services, and CPI]



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, the 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 services. The basket includes both 'Basic' and 'Extended' cable services. Basic cable service is the minimum service to which all customers must subscribe. Extended cable service is the most popular package of additional channels. The index does not account for 'bundling discounts.'

Source: Statistics Canada

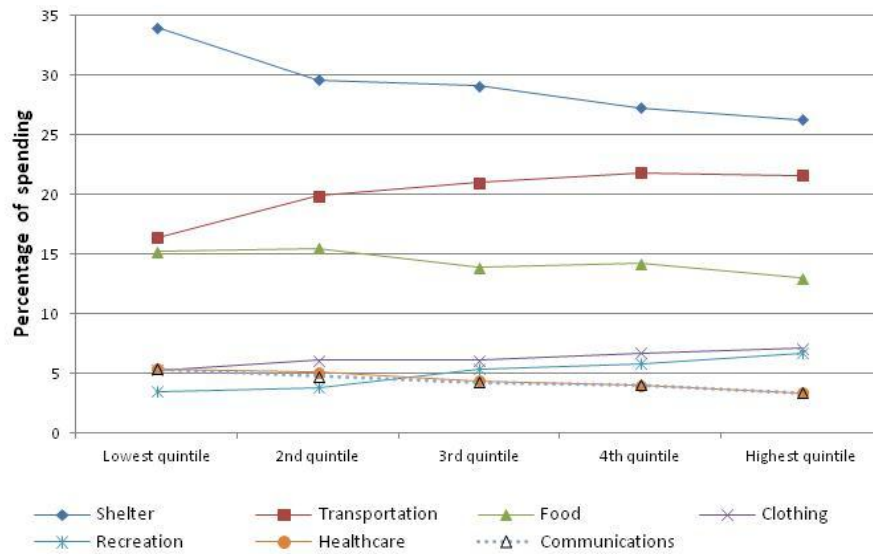
Table 3.1.5 Monthly household communications expenditures by quintile (2011)

Service (\$/month/household)	Lowest quintile	Second quintile	Third quintile	Fourth quintile	Highest quintile	All classes
Landline telephone	33.91	33.51	37.01	42.56	42.39	37.66
Cell phone	31.58	43.33	58.25	73.00	98.50	60.92
Internet	18.45	25.47	31.80	34.65	39.28	29.95
Cablevision and DTH	37.99	45.76	52.09	59.35	67.11	52.42
Communications	121.75	148.03	179.26	209.60	247.34	180.95

- The upper bounds in 2010 for the first to fourth quintiles are \$27K, \$47K, \$71K, and \$110K.
- Landline telephone service excludes equipment sales and rental

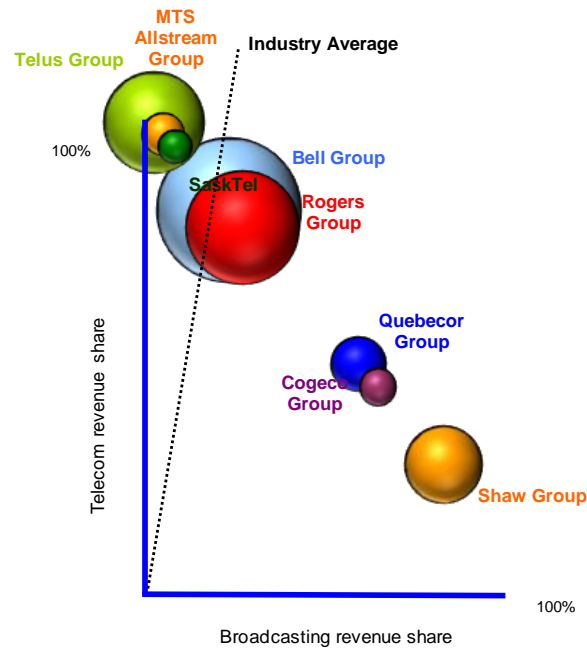
Source: Statistics Canada - Survey of household spending, CRTC data collection

Figure 3.1.8 Household spending by quintile for the 7 highest expenditures



- Communications includes landline telephone, cell phone, Internet, and cablevision and DTH
- Source: Statistics Canada - Survey of household spending, CRTC data collection

Figure 3.1.9 Canadian broadcasting and telecommunications revenue composition for a select number of large companies



- Bubbles represent estimated Canadian telecommunications and broadcasting revenues in 2011.
- Source: CRTC data collection

Figure 3.1.10 Broadcasting and telecommunications operating platforms

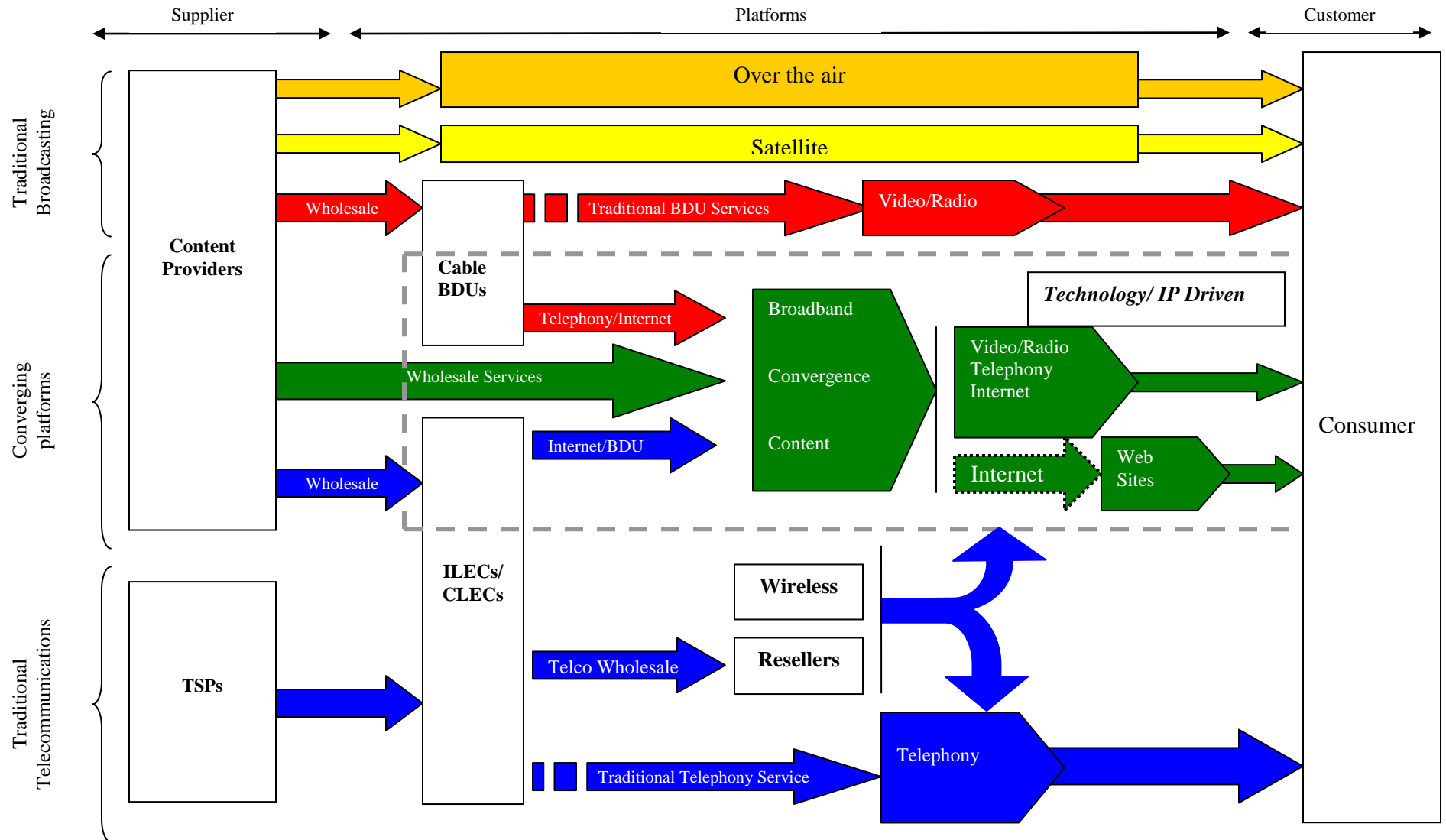
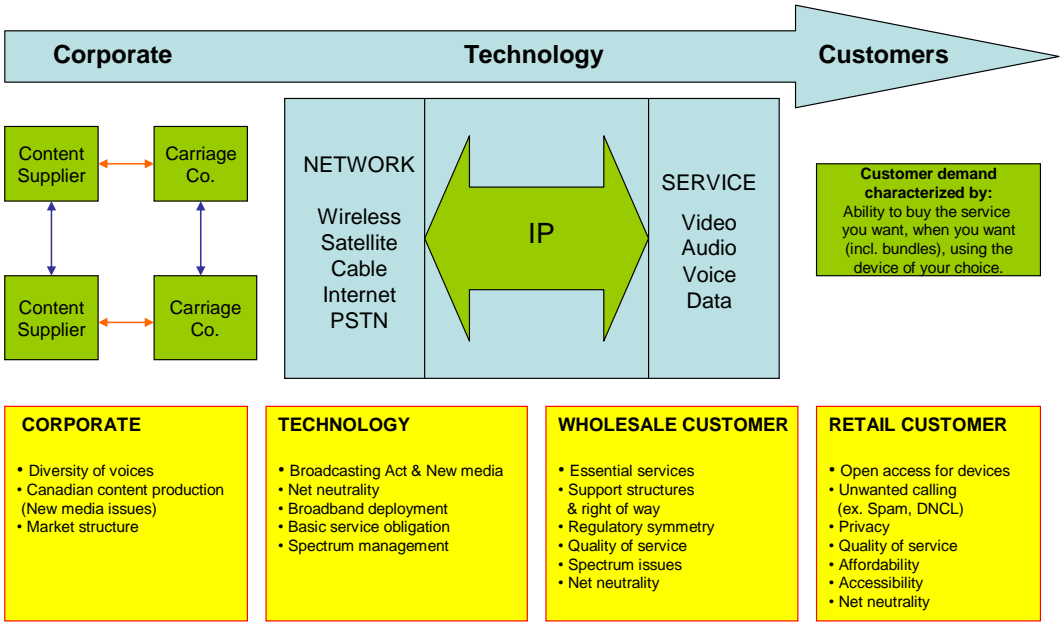


Figure 3.1.11 Regulatory considerations in a converging industry



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, or 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 and via wireless cellular services.

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 (broadcasters' websites), to subscription based (Netflix), to pay-per-view (Apple TV).

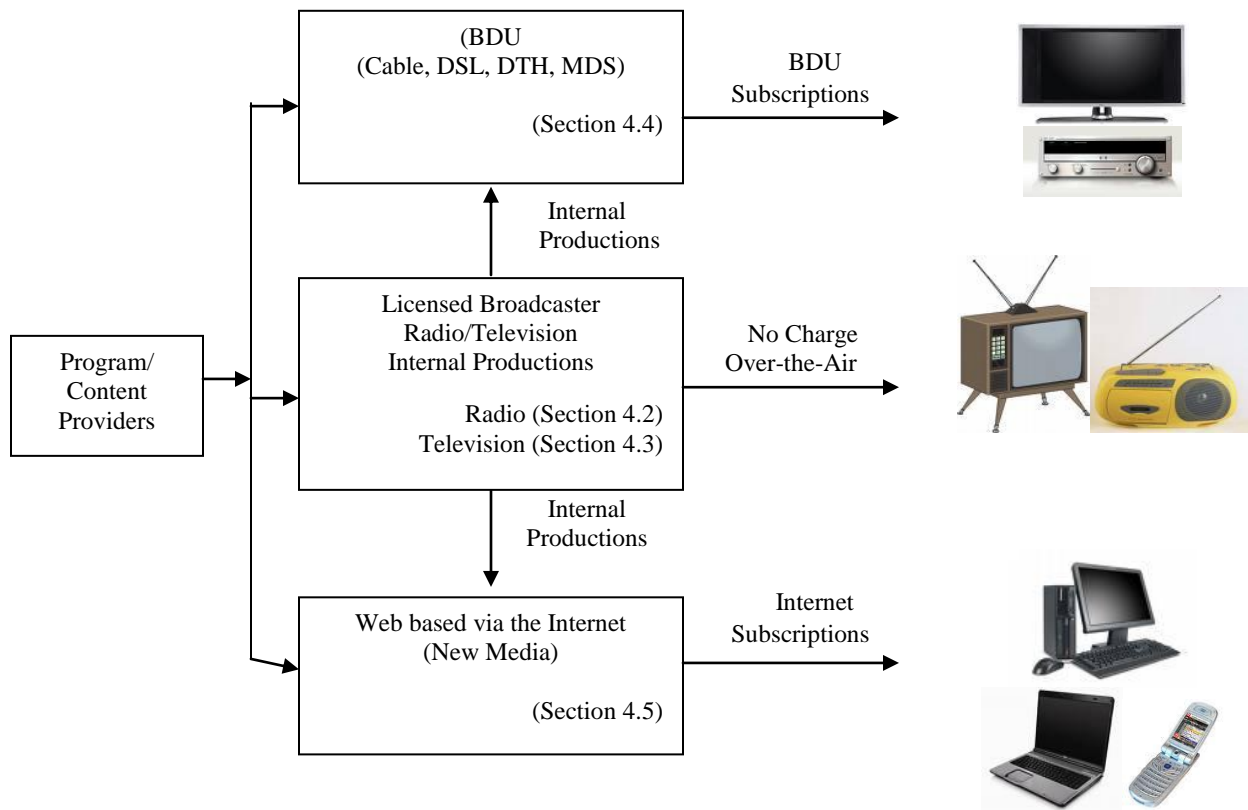
Broadcasters that produce their own content can broadcast their content over their facilities, use their web-based facilities or use the services of a BDU.

These services are available virtually to all Canadians.

Diagram 4.0.1

Program distribution

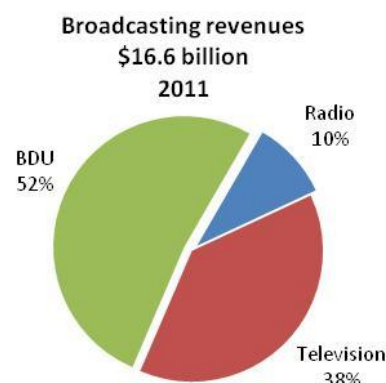
Consumer Device



4.1 Broadcasting - Financial review

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

	2010	2011	% Growth
Revenues (\$ millions)			
Broadcasting	15,728	16,586	5.5
Radio	1,552	1,613	3.9
Television	6,055	6,385	5.5
BDU ^{1,2}	8,119	8,588	5.8
PBIT (\$ millions)			
Radio	298	311	4.3
Television	889	1,091	22.7
EBITDA (\$ millions)			
BDU ^{1,2}	2,001	1,927	-3.7

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.

Source: CRTC data collection

Statistical Information – Broadcasting revenues

Table 4.1.1 Broadcasting revenues (\$ millions)

						CAGR 2007-2011
	2007	2008	2009	2010	2011	
Radio						
AM	329	331	306	307	311	-1.4%
Annual growth	2.4%	0.4%	-7.4%	0.4%	1.2%	
FM	1,173	1,260	1,201	1,244	1,302	2.6%
Annual growth	6.9%	7.5%	-4.7%	3.6%	4.6%	
Radio total	1,502	1,591	1,508	1,552	1,613	1.8%
Annual growth	5.9%	5.9%	-5.2%	2.9%	3.9%	
Television						
CBC conventional television ¹	356	412	392	450	500	8.9%
Annual growth	-9.2%	15.7%	-4.9%	14.8%	11.1%	
Private conventional television	2,171	2,138	1,971	2,147	2,153	-0.2%
Annual growth	1.3%	-1.5%	-7.8%	9.0%	0.3%	
Pay, PPV, VOD, and specialty service	2,729	2,929	3,113	3,457	3,732	8.1%
Annual growth	9.2%	7.3%	6.3%	11.1%	7.9%	
Television total	5,256	5,480	5,475	6,055	6,385	5.0%
Annual growth	4.4%	4.3%	-0.1%	10.6%	5.5%	
BDU						
Cable and IPTV	4,334	4,762	5,123	5,594	5,918	8.1%
Annual growth	8.1%	9.9%	7.6%	9.2%	5.8%	
DTH/MDS undertakings	1,834	2,036	2,196	2,385	2,532	8.4%
Annual growth	11.8%	11.0%	7.8%	8.6%	6.1%	
Non-reporting BDUs	134 #	116 #	111 #	139 #	139	0.9%
Annual growth	-5.7%	-13.9 %	-3.7%	25.1 %	0.0%	
BDU Total	6,302 #	6,914 #	7,430 #	8,119 #	8,588	8.0%
Annual growth	8.8%	9.7 %	7.5%	9.3 %	5.8%	
Broadcasting Total						
	13,061	13,987	14,413	15,728	16,586	6.2%
Annual growth	6.7%	7.1 %	3.0%	9.1 %	5.5%	

1. CBC revenues include advertising and other commercial revenues. Parliamentary appropriations are excluded.

Source: CRTC data collection

Table 4.1.2 Percent of broadcasting revenues generated by companies operating in multiple markets

Number of markets	Number of reporting companies operating in these markets		Percent of broadcasting revenues generated in these markets	
	2010	2011	2010	2011
5	3	3	69	68
4	2	2	15	15
3	1	3	0	5
2	17	15	10	7
1	166	170	6	6

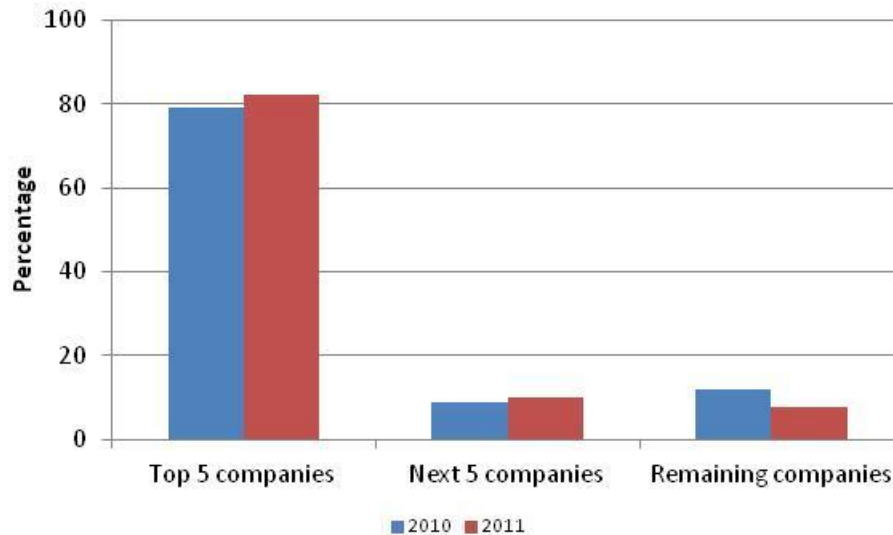
1. Number of markets includes radio, television, BDU, specialty, and VOD, pay & PPV markets.

2. 2010 data restated to reflect industry players as of 30 March 2011.

3. Affiliates are included with their parent company.

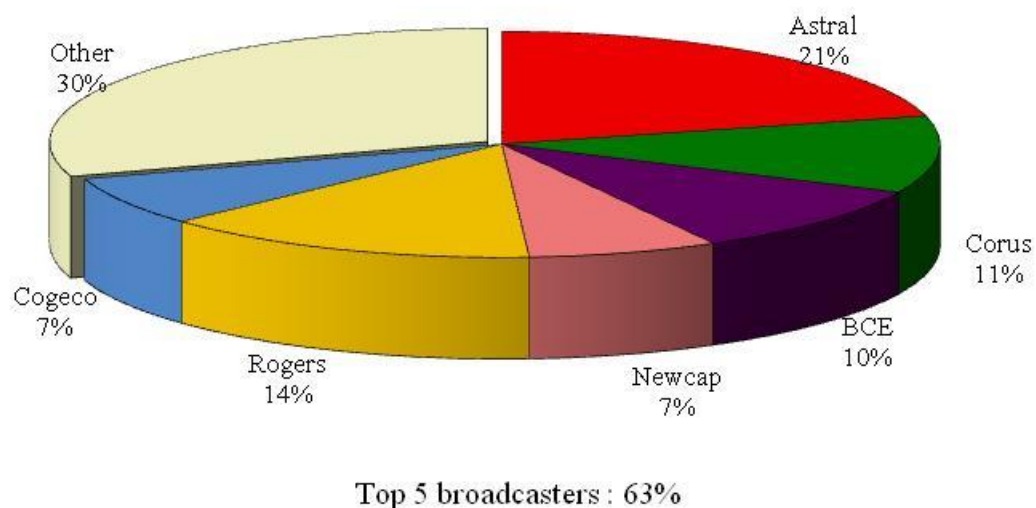
Source: CRTC data collection

Figure 4.1.1 Broadcasting revenues for the top 5 group of companies, the next top 5 group and the remaining companies



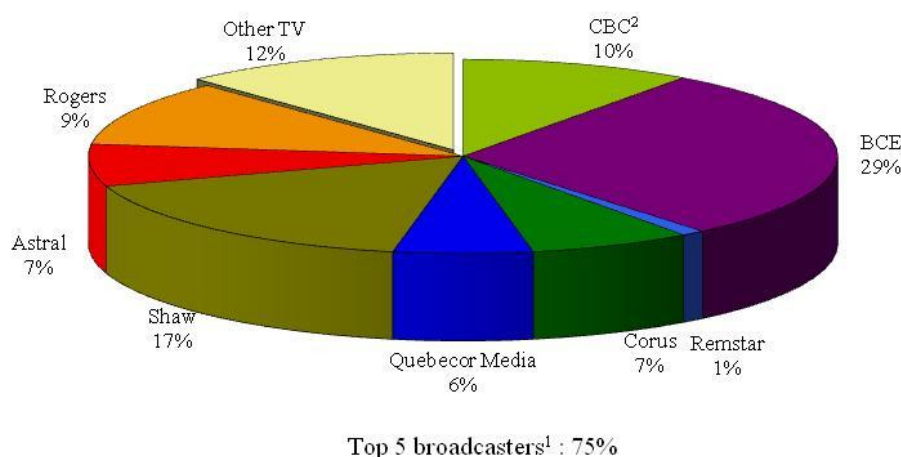
- Revenues for the top companies include the revenues of their affiliates.
 - Affiliates are included with their parent company
- Source: CRTC data collection

Figure 4.1.2 2011 Commercial radio revenues by broadcaster



- 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 2011.
- Source: CRTC data collection

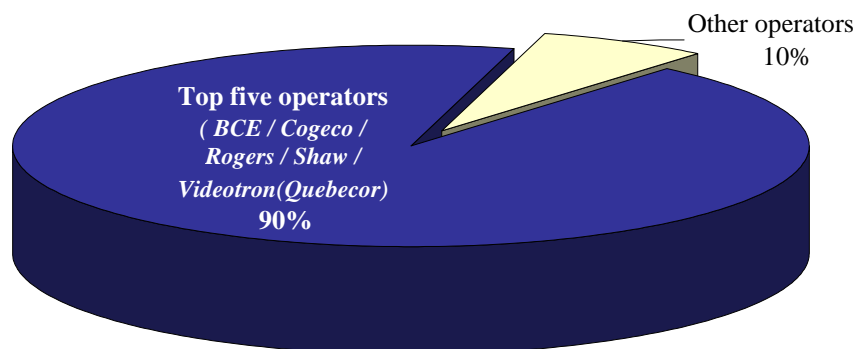
Figure 4.1.3 2011 Commercial television revenues by broadcaster



- 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 2011.
 - Following a change in effective control, CTV's properties are now controlled by BCE (Broadcasting Decision 2011-163).
1. In the determination of the top 5, Shaw and Corus were combined.
 2. Based on advertising, subscriber and other commercial revenues only and does not include parliamentary appropriations.

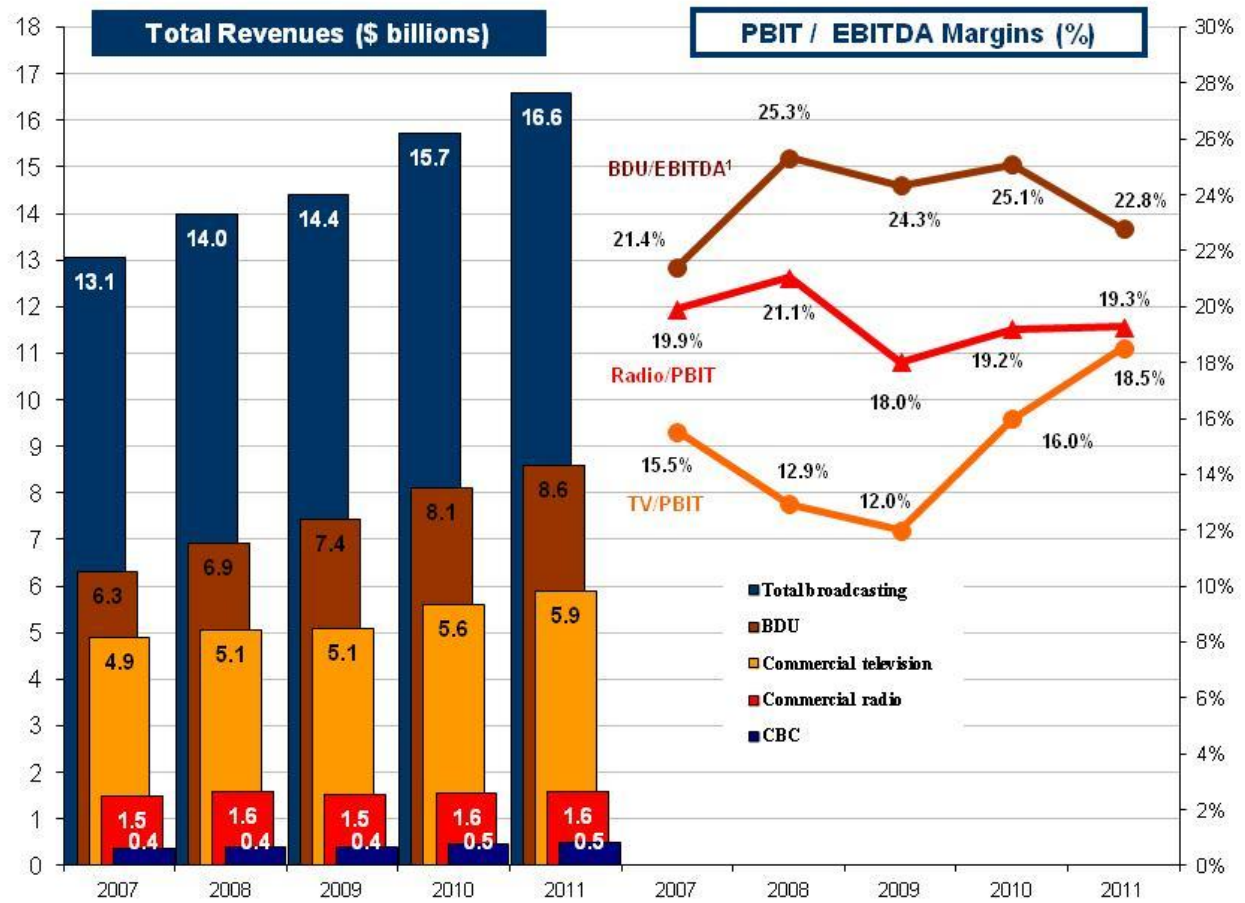
Source: CRTC data collection

Figure 4.1.4 2011 BDU revenues by operator



- Includes non-reporting BDU revenues
- Source: CRTC data collection

Figure 4.1.5 Total broadcasting revenues and PBIT/EBITDA margins

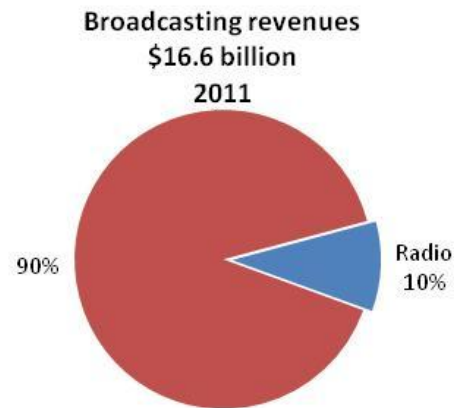


1. BDU revenues include non-reporting BDU revenues, but exclude exempt and non-programming services. BDU EBITDA represents only basic and non-basic services.
Source: CRTC data collection

4.2 Radio market sector

Overview

The radio market sector in Canada consists of over 1,200 radio and audio services. Ninety-nine percent of these radio and audio services are over-the-air while other types of services deliver the remaining 1%. Canada's national broadcaster, the CBC, accounts for approximately 7% of radio and audio services while the private commercial broadcasters account for 61%. The remaining 30% consists of religious, community, campus, Aboriginal and other radio and audio services.



Radio sector at a glance

	2010	2011	% Change
Number of radio and audio services in Canada	1,208	1,183	-1.9
English-language	902	896	-0.7
French-language	266	251	-5.6
Third-language	38	36	-5.3
Total number of private commercial radio and audio services in Canada	733	733	0
English-language share	81%	81%	0
French-language share	15%	15%	0
Total commercial radio revenues (\$ millions)	1,552	1,613	3.9
English-language share	81%	81%	0
French-language share	16%	16%	0
Largest private commercial radio operators (% of total revenues)			
English-language market - top 5	70%	69%	-1.5
French-language market - top 3/2	82%	42%	n.a.
Private commercial broadcasters PBIT (\$ millions)	298	311	4.3
English-language broadcasters	252	269	6.7
French-language broadcasters	42	37	-11.9

Source: CRTC data collection

Statistical Information – Radio market sector

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

	English Language ¹		French Language ²		Third Language		All Languages	
	2010	2011	2010	2011	2010	2011	2010	2011
Over-the-air radio services³								
National public broadcaster								
CBC Radio One / Première chaîne ⁴	36	36	20	20			56	56
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 ⁵	4	0	3	0			7	0
CBC digital: Radio 2 / Espace musique ⁵	4	0	3	0			7	0
Private Commercial								
AM stations	122	115	9	9	12	12	143	136
FM stations ⁴	436	456	95	94	12	13	543	563
AM and FM network licenses ⁶	4	0	2	1			6	1
Digital radio (stand-alone and transitional) ⁷	32	24	4	4	5	5	41	33
Religious (music and spoken word)⁸	45	50	27	24	1	0	73	74
Community								
Type A stations ⁹	11	12	34	35			45	47
Type B stations	32	34	33	33	1	1	66	68
Developmental	6	8					6	8
Campus								
Community based	36	35	5	5			41	40
Instructional	10	9					10	9
Developmental							0	0
Aboriginal - Type B stations⁹	36	41	9	10			45	51
Other (tourist/traffic, Environment Canada, special event, other network licences, etc)	63	50	8	2	2	0	73	52
Total number of over-the-air Canadian radio services	893	886	266	251	33	31	1,192	1,168
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)	3	6			5	5	8	11
Pay audio (English and French national services)	4	2					4	2
Total number of Canadian radio and audio services	902	896	266	251	38	36	1,206	1,183

- 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 2011.

1. English-language includes bilingual (English and French) and English-native services.
2. Includes French-native services.
3. Over-the-air radio services exclude radiocommunication distribution undertakings (RDU), rebroadcasters and exempted radio services.
4. Approval of a new FM radio station, resulting from an AM to FM band conversion, will result in the station counted as both an AM and an FM station until the AM licence is surrendered by the licensee - roughly three months after AM and FM simulcast transition period.
5. The CBC requested the revocation of its broadcasting licences for its transitional digital radio undertakings.
6. Most commercial network licences previously noted here fall under Broadcasting Public Notice 2006-143 and have since been revoked as per the licensee's request. (Note: for the purpose of this category, the data is as of 1 May 2012.)
7. A number of transitional digital radio stations approved but not necessarily on air.
8. Religious (music and spoken word) includes commercial and not-for-profit religious radio stations.
9. Community Type A stations and aboriginal Type B stations excludes network licences.

Source: CRTC internal database

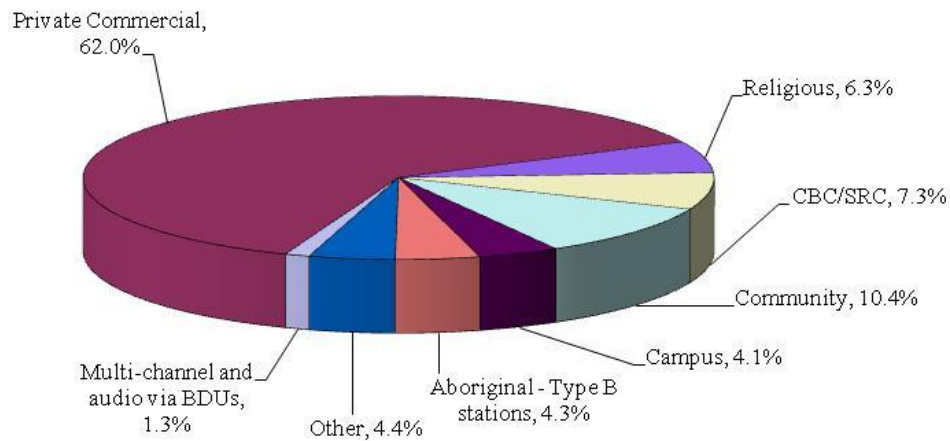
Table 4.2.2 Number of new over-the-air radio stations approved from 1 January 2007 to 31 December 2011

		2007	2008	2009	2010	2011	Total
<i>Number of new over-the-air radio stations approved</i>		55 #	43 #	37 #	16	30	181
<i>Number of stations approved by:</i>							
<i>Language</i>	English-language	46	40	32	16	27	161
	French-language	7	2	5	0	2	16
	Ethnic	2	1	0	0	1	4
<i>Licence category</i>	Commercial	36	34	21	11	11	113
	Community	7	6	11	2	9	35
	Campus	3	-	-	-	-	3
	Native	4	2	1	1	7	15
	Other	5	1	4	2	3	15
<i>Type</i>	Stand-alone digital	-	-	-	-	-	0
	Digital Radio	2	-	-	-	-	2
	AM Frequency	2	-	1	-	2	5
	FM Frequency	51	43	36	16	28	174
	<i>AM to FM Conversions (included in FM)</i>	13	7	8	4	1	33
<i>Process</i>	Competitive	17	23	8	1	1	50
	Non-Competitive	38	20	29	15	29	131

- RDU, rebroadcasters, pay audio, specialty audio services and multi-channel subscription radio services are excluded.
- “Other licence category” includes not-for-profit, CBC/SRC, tourist, Environment Canada, etc. radio stations.

Source: CRTC Decisions issued from 1 January 2007 to 31 December 2011

Figure 4.2.1 Type of radio and audio services authorized to broadcast in Canada (2011)



Source: CRTC data collection

Table 4.2.3 Average weekly hours tuned per capita by age group for all Canada

	2007	2008	2009	2010	2011	
Weekly hours per age group					Diary	PPM
All persons 12+	18.3	18.3	17.7	17.6	17.7	8.3
Annual Growth	-1.6%	0.0%	-3.2%	-0.6%	-	-
Teens 12 - 17	7.2	7.2	6.8	7.0	7.3	4.0
Annual Growth	-5.3%	0.0%	-6.2%	3.0%	-	-
Adult 18 - 24	13.3	13.1	12.0	11.9	12.5	5.8
Annual Growth	-5.7%	-1.5%	-8.0%	-1.0%	-	-
25 - 34	17.4	17.3	16.6	15.8	16.8	6.5
Annual Growth	-4.9%	-0.6%	-4.1%	-4.6%	-	-
35 - 49	20.2	19.9	19.2	19.1	19.8	8.2
Annual Growth	-1.9%	-1.5%	-3.2%	-0.4%	-	-
50 - 54	21.2	21.5	20.6	21.0	21.3	9.5
Annual Growth	1.0%	1.4%	-3.9%	1.6%	-	-
55 - 64	21.1	21.1	20.8	20.8	20.0	9.5
Annual Growth	0.0%	0.0%	-1.4%	0.4%	-	-
65 +	21.5	21.6	21.0	20.7	19.4	12.0
Annual Growth	0.9%	0.5%	-2.9%	-1.1%	-	-

• Average weekly hours per capita is determined by dividing the total number of hours tuned by the population.

Sources:

- 2011 BBM Canada, PPM weeks 1-13 (29 August to 27 November, inclusive), all Persons 12+, Monday to Sunday, 2 a.m. to 2 a.m. and Fall 2011 Radio Diary Survey Data (5 September to 30 October, inclusive) all Persons 12+, Monday to Sunday, 5 a.m. to 1 a.m.;
- Fall 2010 Radio Diary Survey Data (6 September to 31 October, inclusive) all Persons 12+, Monday to Sunday, 5 a.m. to 1 a.m.;
- Fall 2009 Radio Diary Survey Data (7 September to 1 November, inclusive) all Persons 12+, Monday to Sunday, 5 a.m. to 1 a.m.;
- Fall 2008 Radio Diary Survey Data (1 September to 26 October, inclusive) all Persons 12+, Monday to Sunday, 5 a.m. to 1 a.m.;
- Fall 2007 Radio Diary Survey Data (3 September to 28 October, inclusive) all Persons 12+, Monday to Sunday, 5 a.m. to 1 a.m.

Table 4.2.4 Radio tuning share in an average week and average weekly hours tuned by listener for English- and French-language AM and FM bands

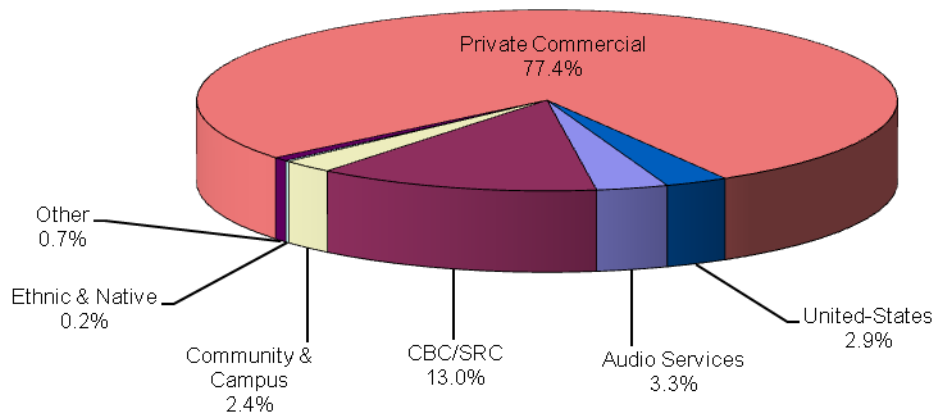
	2007	2008	2009	2010	2011	
Percentage of Hours Tuned (%)					Diary	PPM
English-language AM	19.1	18.7	17.7	17.4	15.7	21.8
English-language FM	54.8	54.0	54.9	55.3	57.0	55.0
<i>Subtotal</i>	<i>73.9</i>	<i>72.7</i>	<i>72.6</i>	<i>72.6</i>	<i>72.7</i>	<i>76.8</i>
<i>Annual Growth</i>	<i>-0.5%</i>	<i>-1.6%</i>	<i>-0.1%</i>	<i>0.0%</i>	-	-
French-language AM	0.9	0.9	1.1	0.8	0.2	0.2
French-language FM	18.7	19.9	19.6	20.0	20.3	22.8
<i>Subtotal</i>	<i>19.6</i>	<i>20.8</i>	<i>20.7</i>	<i>20.8</i>	<i>20.5</i>	<i>22.9</i>
<i>Annual Growth</i>	<i>0.5%</i>	<i>6.1%</i>	<i>-0.5%</i>	<i>0.5%</i>	-	-
Other	6.5	6.5	6.7	6.6	6.9	0.2
<i>Annual Growth</i>	<i>4.8%</i>	<i>0.0%</i>	<i>3.1%</i>	<i>-1.5%</i>	-	-
Average weekly hours per listener	20.2	20.0	19.5	19.4	19.9	9.9
<i>Annual Growth</i>	<i>-1.0%</i>	<i>-1.0%</i>	<i>-2.5%</i>	<i>-0.5%</i>	-	-
Total average national hours (millions)	521.3	530.6	525.1	515.7	303.8	164.5
<i>Annual Growth</i>	<i>-0.8%</i>	<i>1.8%</i>	<i>-1.0%</i>	<i>-1.8%</i>	-	-

- Average weekly hours per listener are determined by dividing the total number of hours tuned by reach.
- “Other” is principally over-the-air tuning to U.S. border stations (diary). “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.
- PPM data includes only PPM meter service stations reported by BBM Canada on an individual basis in designated PPM markets. All remaining stations are included in the diary data.

Source:

- 2011 BBM Canada, PPM weeks 1-13 (29 August to 27 November, inclusive), all Persons 12+, Monday to Sunday, 2 a.m. to 2 a.m. and Fall 2011 Radio Diary Survey Data (5 September to 30 October, inclusive) all Persons 12+, Monday to Sunday, 5 a.m. to 1a.m.;
- Fall 2010 Radio Diary Survey Data (6 September to 31 October, inclusive) all Persons 12+, Monday to Sunday, 5 a.m. to 1a.m.;
- Fall 2009 Radio Diary Survey Data (7 September to 1 November, inclusive) all Persons 12+, Monday to Sunday, 5 a.m. to 1a.m.;
- Fall 2008 Radio Diary Survey Data (1 September to 26 October, inclusive) all Persons 12+, Monday to Sunday, 5 a.m. to 1a.m.;
- Fall 2007 Radio Diary Survey Data (3 September to 28 October, inclusive) all Persons 12+, Monday to Sunday, 5 a.m. to 1a.m. and CRTC data collection.

Figure 4.2.2 Radio tuning share in an average week in diary markets



- Data excludes PPM meter service stations reported by BBM Canada on an individual basis in designated PPM markets.
 - “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 2011 Radio Diary Surveys for all persons 12+, Monday to Sunday, 5 a.m. to 1 a.m (Total Diary Canada); and CRTC data collection.

Table 4.2.5 Fall tuning achieved by largest English- and French-language private commercial radio operators in Canada (Part 1 of 2)

Listening hours (thousands) per Corporation	2009	2010		2011	
		PPM	Diary	PPM	Diary
Largest Canadian English-language radio operators					
Astral	58,846	29,381	20,367	27,924	20,001
Share	26%	31%	22%	30%	22%
BCE	36,867	13,250	16,815	13,287	14,455
Share	16%	14%	18%	14%	16%
Cogeco	N/A	N/A	N/A	2,746	N/A
Share				3%	%
Corus	58,968	26,616	18,671	23,535	18,254
Share	26%	28%	20%	25%	20%
Newcap	22,087	3,727	19,598	4,079	19,651
Share	10%	4%	21%	4%	22%
Rogers	49,513	21,888	19,091	22,652	18,341
Share	22%	23%	20%	24%	20%
Sub-total	226,281	94,862	94,541	94,223	90,701
	100%	100%	100%	100%	100%
Largest Canadian French-language radio operators					
Astral	30,833	9,373	17,353	9,819	17,688
Share	46%	32%	63%	33%	65%
Cogeco	13,175	7,359	3,816	20,221	9,638
Share	20%	25%	14%	67%	35%
Corus	22,621	12,868	6,450	N/A	N/A
Share	34%	43%	23%		
Sub-total	66,629	29,600	27,619	30,040	27,326
	100%	100%	100%	100%	100%

Table 4.2.5 Fall tuning achieved by largest English- and French-language private commercial radio operators in Canada (Part 2 of 2)

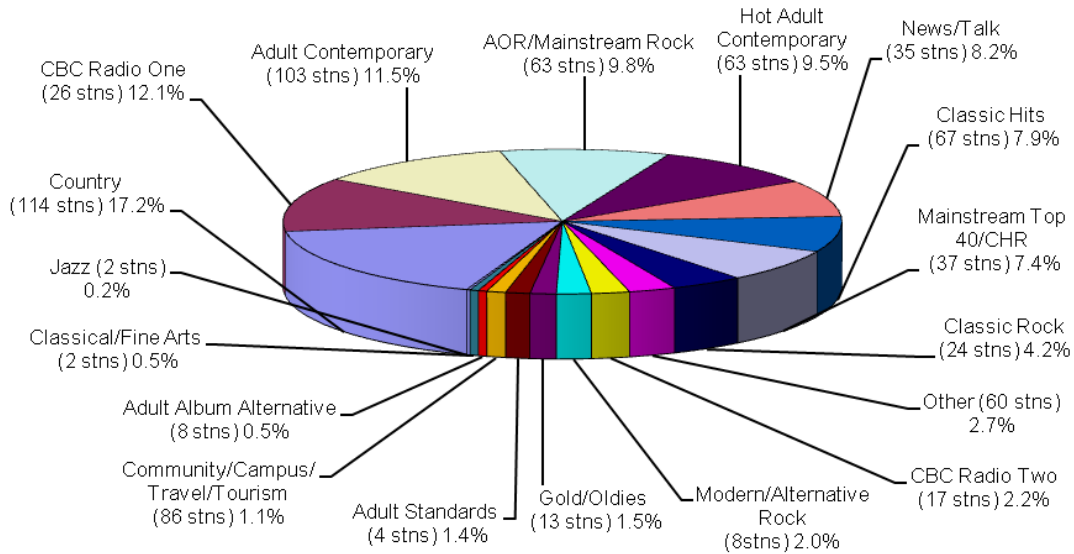
Total					
Astral	89,679	38,754	37,720	37,743	37,689
Share	31%	31%	31%	30%	32%
BCE	36,867	13,250	16,815	13,287	14,455
Share	13%	11%	14%	11%	12%
Cogeco	13,175	7,359	3,816	22,967	9,638
Share	4%	6%	3%	18%	8%
Corus	81,589	39,484	25,121	23,535	18,254
Share	28%	32%	21%	19%	15%
Newcap	22,087	3,727	19,598	4,079	19,651
Share	8%	3%	16%	3%	17%
Rogers	49,513	21,888	19,091	22,652	18,341
Share	17%	18%	16%	18%	16%
Total	292,911	124,462	122,160	124,263	118,027
	100%	100%	100%	100%	100%

- Refer to “Notes to tables 4.2.5, 4.2.6 and 4.2.8” found under Table 4.2.8.
- In 2009, diary data is included from a limited sample in Montréal.
- In 2010, tuning data was captured using one of two methods, PPM meters or the traditional diary method. The results from these two methodologies cannot be combined due to the differences in the underlying methodologies in capturing the data.
- The largest private commercial radio operators’ revenue share represents 70% of the total commercial radio revenues in Canada.

Source:

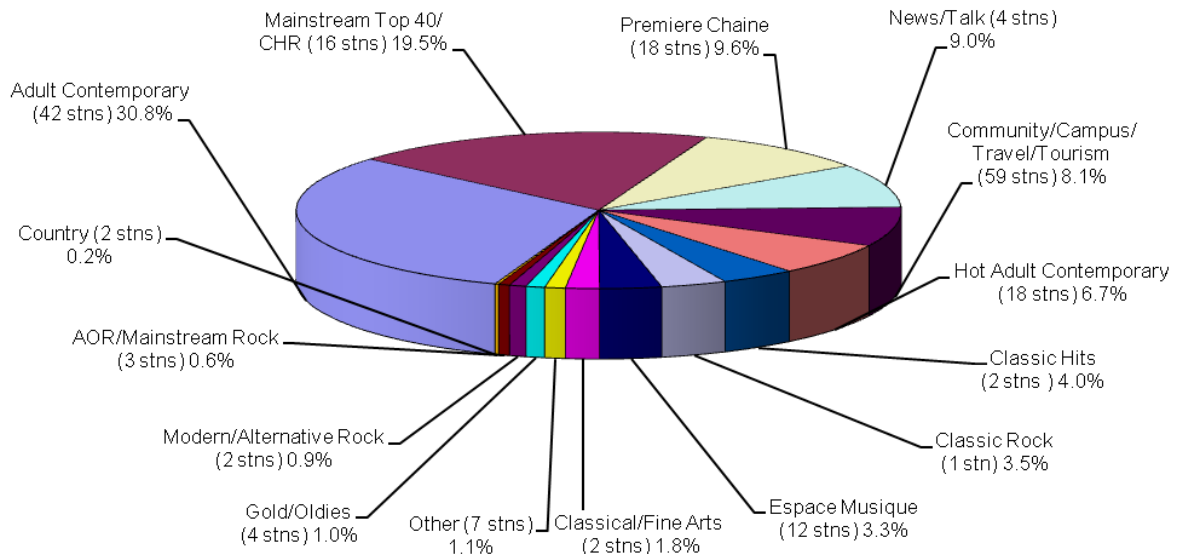
- 2011 BBM Canada, PPM weeks 1-13 (29 August to 27 November, inclusive), all Persons 12+, Monday to Sunday, 2 a.m. to 2 a.m. and Fall 2011 Radio Diary Survey Data (5 September to 30 October, inclusive) all Persons 12+, Monday to Sunday, 5 a.m. to 1 a.m.;
- 2010 BBM Canada, PPM weeks 1-13 (30 August to 28 November, inclusive), all Persons 12+, Monday to Sunday, 2 a.m. to 2 a.m. and Diary Fall 2010 Radio Survey Data (6 September to 31 October, inclusive) all Persons 12+, Monday to Sunday, 5 a.m. to 1 a.m.;
- Fall 2009 Radio Diary Survey Data (7 September to 1 November, inclusive) all Persons 12+, Monday to Sunday, 5 a.m. to 1 a.m. and CRTC data collection.

Figure 4.2.3 Radio tuning shares - English-language station formats in diary markets



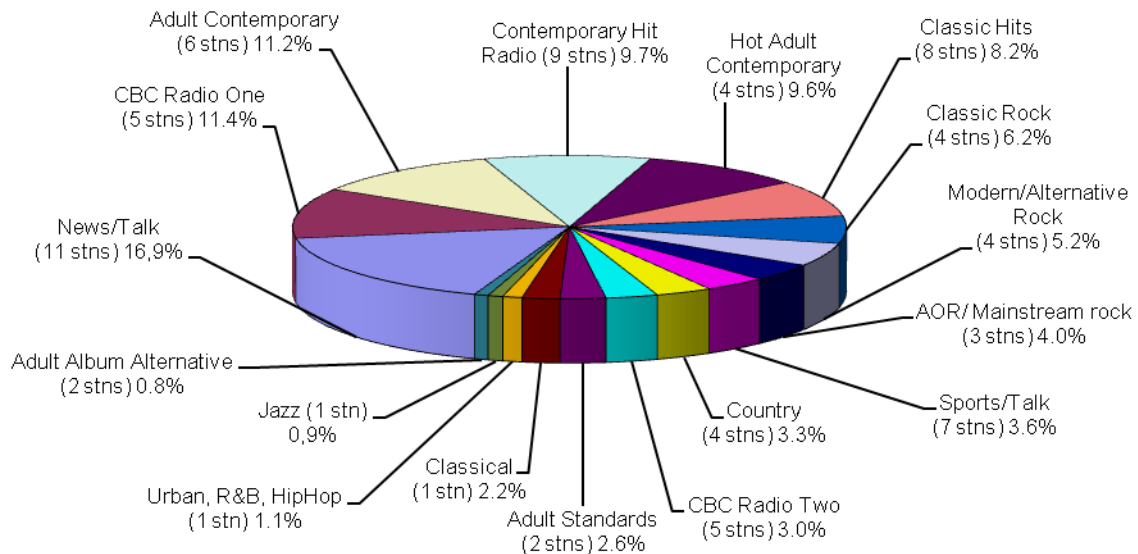
- Data excludes PPM meter service stations reported by BBM Canada on an individual basis in designated PPM markets.
- Source: BBM Canada Fall 2011 Radio Diary Survey for all persons 12+, Monday to Sunday, 5 a.m. to 1 a.m. (Total Diary Canada) and CRTC data collection. This analysis includes only stations specifically licensed as English-language by the CRTC.

Figure 4.2.4 Radio tuning shares - French-language station formats in diary markets



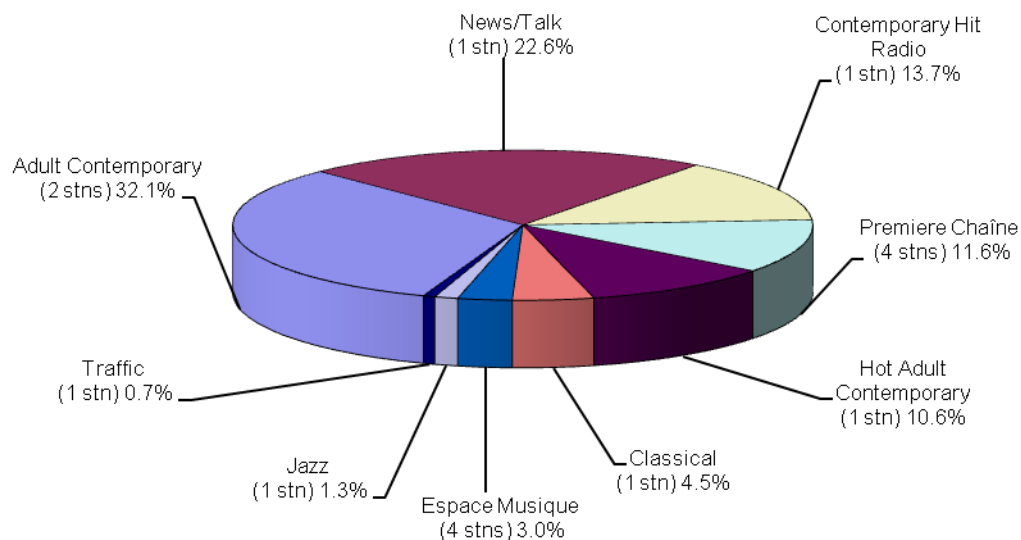
- Data excludes PPM meter service stations reported by BBM Canada on an individual basis in designated PPM markets
- Source: BBM Canada Fall 2011 Radio Diary Survey for all persons 12+, Monday to Sunday, 5 a.m. to 1 a.m. (Total Diary Canada) and CRTC data collection. This analysis includes only stations specifically licensed as French-language by the CRTC.

Figure 4.2.5 Radio tuning shares - English-language station formats in PPM markets



- PPM data includes only PPM meter service stations reported by BBM Canada on an individual basis in designated PPM markets. All remaining stations are included in the diary data.
- Source: 2011 BBM Canada, PPM weeks 1-13 (29 August to 27 November, inclusive), all Persons 12+, Monday to Sunday, 2 a.m. to 2 a.m.; and CRTC data collection. This analysis includes only stations specifically licensed as English-language by the CRTC.

Figure 4.2.6 Radio tuning shares - French-language station formats in PPM markets



- PPM data includes only PPM meter service stations reported by BBM Canada on an individual basis in designated PPM markets. All remaining stations are included in the diary data.
- Source: 2011 BBM Canada, PPM weeks 1-13 (29 August to 27 November, inclusive), all Persons 12+, Monday to Sunday, 2 a.m. to 2 a.m.; and CRTC data collection. This analysis includes only stations specifically licensed as French-language by the CRTC.

Table 4.2.6 Revenues and number of undertakings reporting financial results for private commercial radio stations – English- and French-language, and Ethnic

	2007	2008	2009	2010	2011	% growth 2010- 2011	CAGR 2007- 2011
Revenues (\$ millions)							
AM English-language	291.4	295.5	271.9	272.1	274.9	1.0	-1.4%
AM French-language	16.2	12.6	11.6	11.2	11.7	4.7	-7.8%
AM Ethnic	21.8	22.6	22.7	24.0	24.4	1.6	2.9%
AM Total	329.4	330.7	306.2	307.3	311.1		-1.4%
Annual Growth	2.5%	0.4%	-7.4%	0.4%	1.2%		
FM English-language	946.5	1,021.0	958.8	986.9	1,035.0	4.9	2.3%
FM French-language	210.8	225.3	226.8	239.9	246.7	2.8	4.0%
FM Ethnic	16.1	16.8	16.2	17.9	19.8	11.0	5.3%
FM Total	1,173.4	1,263.0	1,201.8	1,244.7	1,301.6		2.6%
Annual Growth	6.9%	7.6%	-4.9%	3.6%	4.6%		
Total revenues	1,502.8	1,593.7	1,508.0	1,552.0	1,612.6	3.9	1.8%
Number of undertakings reporting financial results							
AM English-language	148	136	129	120	115	-4.2	-6.1%
AM French-language	13	10	9	9	7	-22.2	-14.3%
AM Ethnic	10	11	12	12	12	0.0	4.6%
AM total	171	157	150	141	134		-5.9%
Annual Growth	-3.4%	-8.2%	-4.5%	-6.0%	-5.0%		
FM English-language	347	378	396	416	436	4.8	5.9%
FM French-language	87	87	90	87	88	1.1	0.3%
FM Ethnic	10	9	10	10	11	10.0	2.4%
FM total	445	475	500	516	535		4.7%
Annual Growth	6.2%	6.7%	5.3%	3.2%	3.7%		
Total number of undertakings reporting	616	632	650	657	669	1.8	2.1%

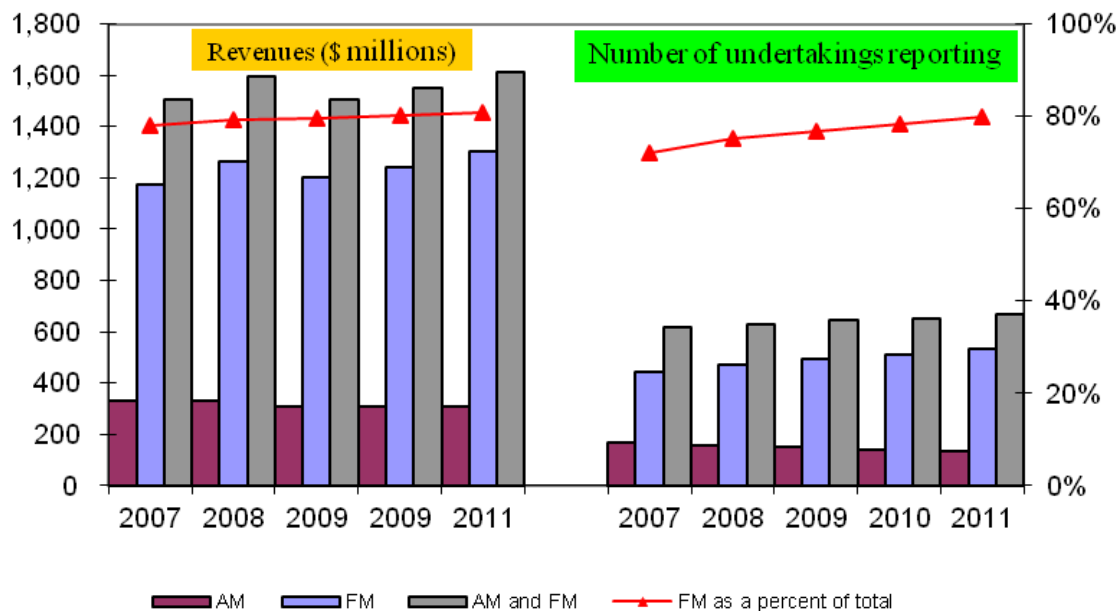
- 2007-2010 figures have been restated.
- Network results are included.
- Pay and specialty audio programming services as well as multi-channel subscription radio services are excluded from the table above.
- Minor variances are due to rounding.

Source: CRTC data collection

Table 4.2.7 CBC radio revenues

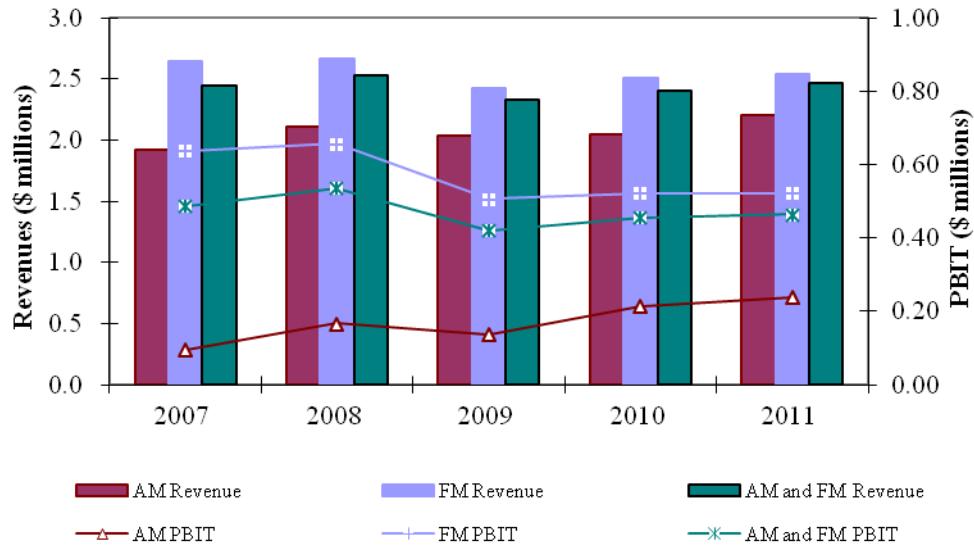
Revenues (\$ thousands)	2009	2010	2011
Advertising revenues	0	0	0
Annual growth	-	-	-
Parliamentary appropriation ¹	N/A	346,548	327,267
Annual growth	-	-	-5.6%
Sales/Syndication of programs	417	893	859
Annual growth	-	114.1%	-3.9%
Miscellaneous ¹	414,929	10,856	8,803
Annual growth	-	-	-18.9%
Total revenues	415,347	358,298	336,928
Annual growth	-	-13.7%	-6.0%
Number of units	82	82	82

1. Parliamentary appropriation was included in “miscellaneous” in 2009.
Source: CRTC data collection

Figure 4.2.7 Revenues - Private commercial radio stations


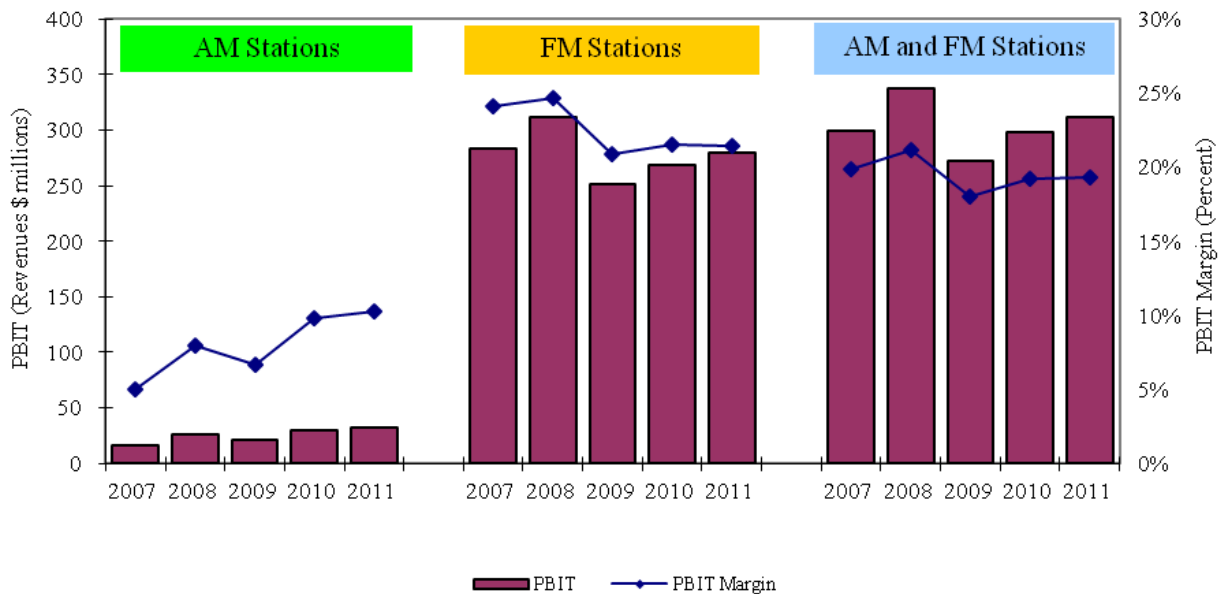
- Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
 - 2007 to 2009 figures have been updated to reflect current August aggregate results.
- Source: CRTC data collection

Figure 4.2.8 Average annual revenues and PBIT per station – Private commercial radio stations



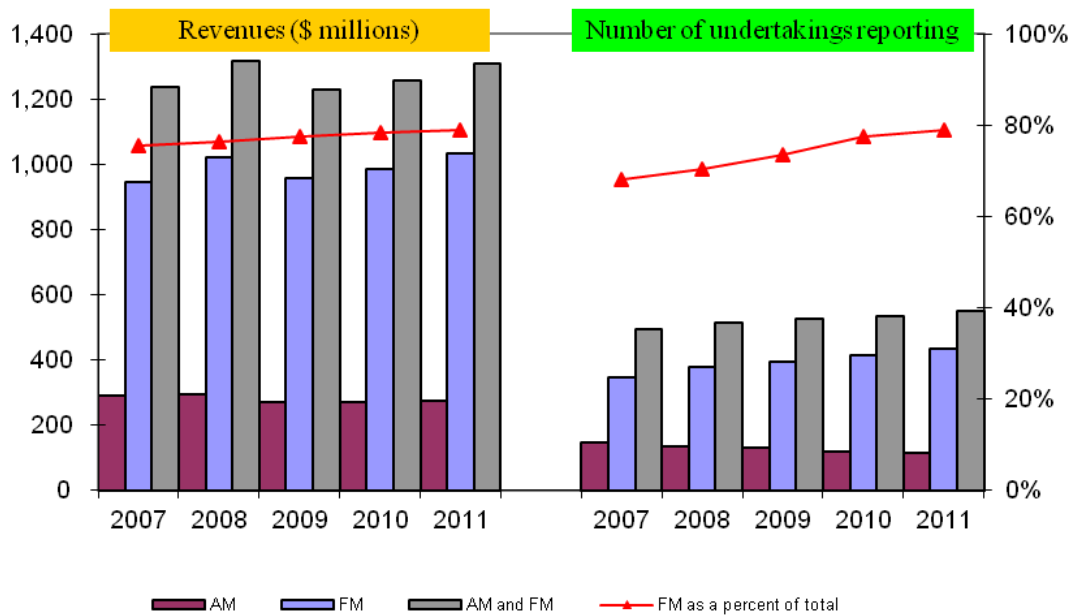
- Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
 - 2007 to 2009 figures have been updated to reflect current August aggregate results.
- Source: CRTC data collection

Figure 4.2.9 PBIT and PBIT margin – Private commercial radio stations



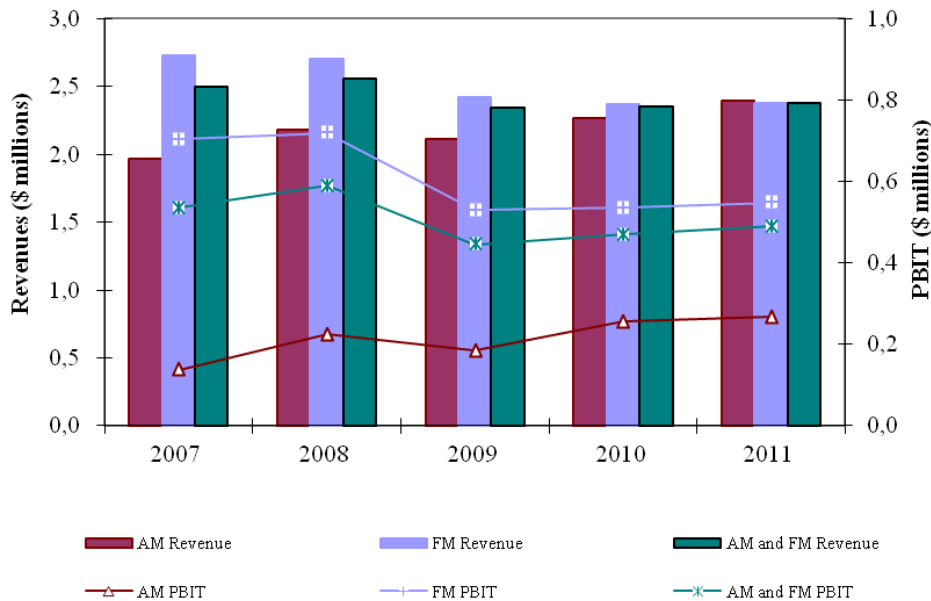
- Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
 - 2007 to 2009 figures have been updated to reflect current August aggregate results.
- Source: CRTC data collection

Figure 4.2.10 Revenues – English-language private commercial radio stations



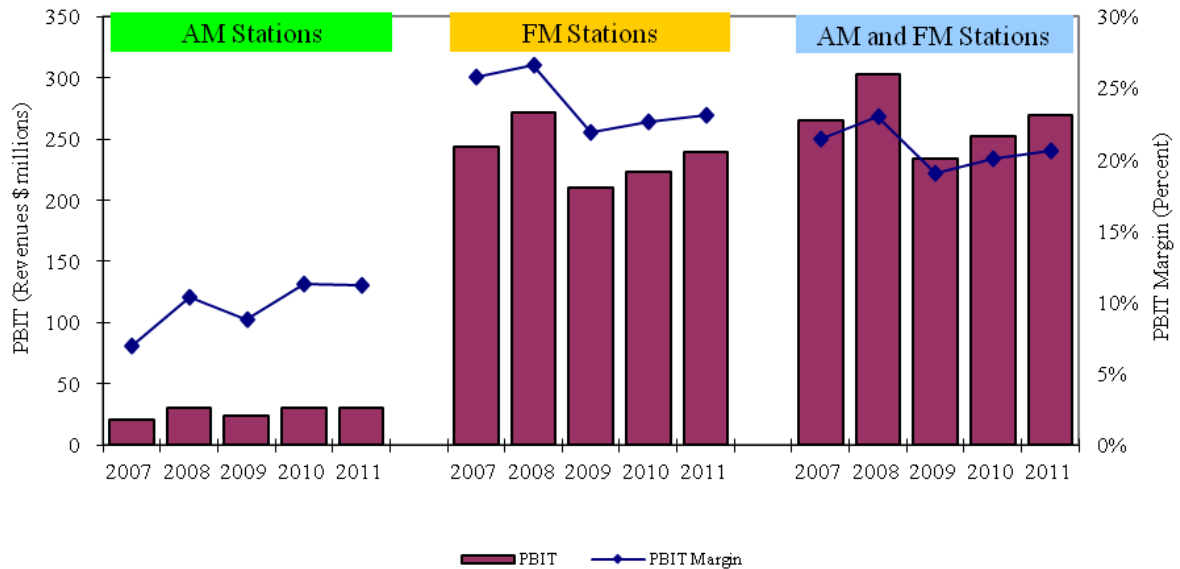
- Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
 - 2007 to 2009 figures have been updated to reflect current August aggregate results.
- Source: CRTC data collection

Figure 4.2.11 Average annual revenues and PBIT per station – English-language private commercial radio stations



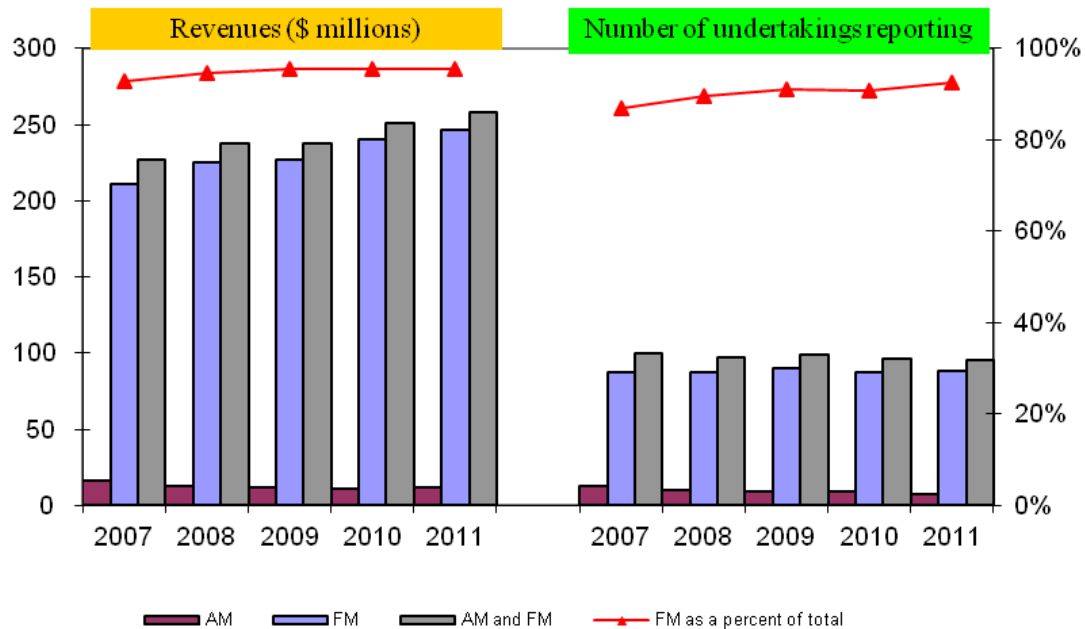
- Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
 - 2007 to 2009 figures have been updated to reflect current August aggregate results.
- Source: CRTC data collection

Figure 4.2.12 PBIT and PBIT margin – English-language private commercial radio stations



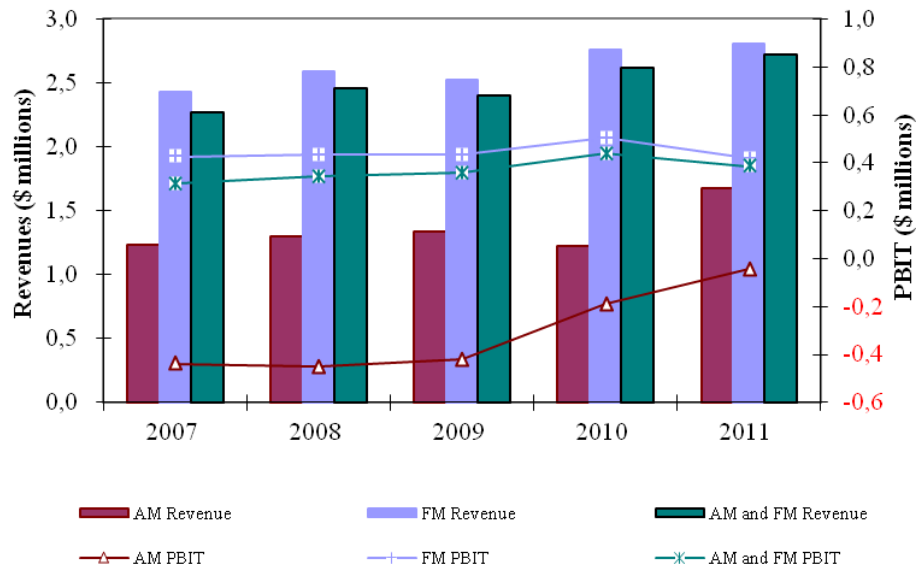
- Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
 - 2007 to 2009 figures have been updated to reflect current August aggregate results.
- Source: CRTC data collection

Figure 4.2.13 Revenues – French-language private commercial radio stations



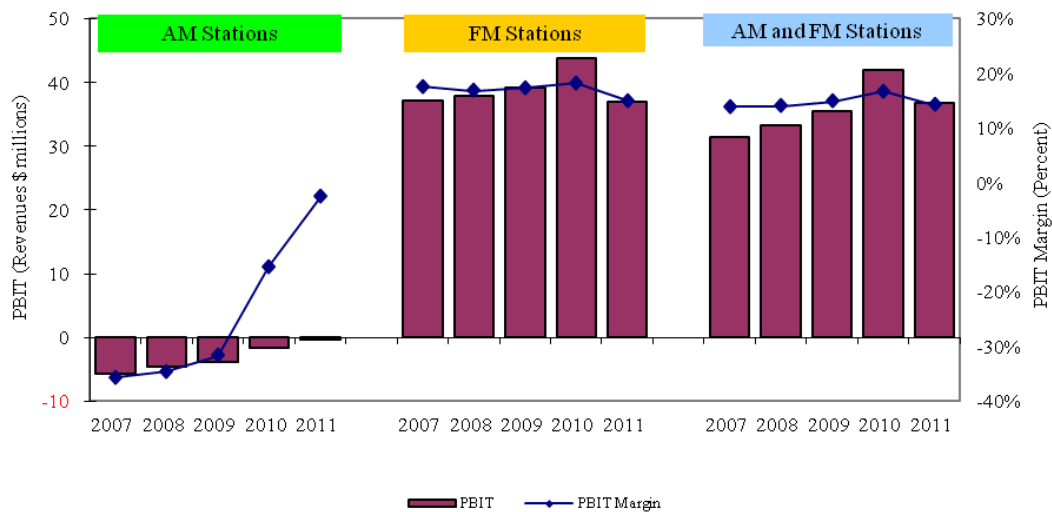
- Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
 - 2007 to 2009 figures have been updated to reflect current August aggregate results.
- Source: CRTC data collection

Figure 4.2.14 Average annual revenues and PBIT per station – French-language private commercial radio stations



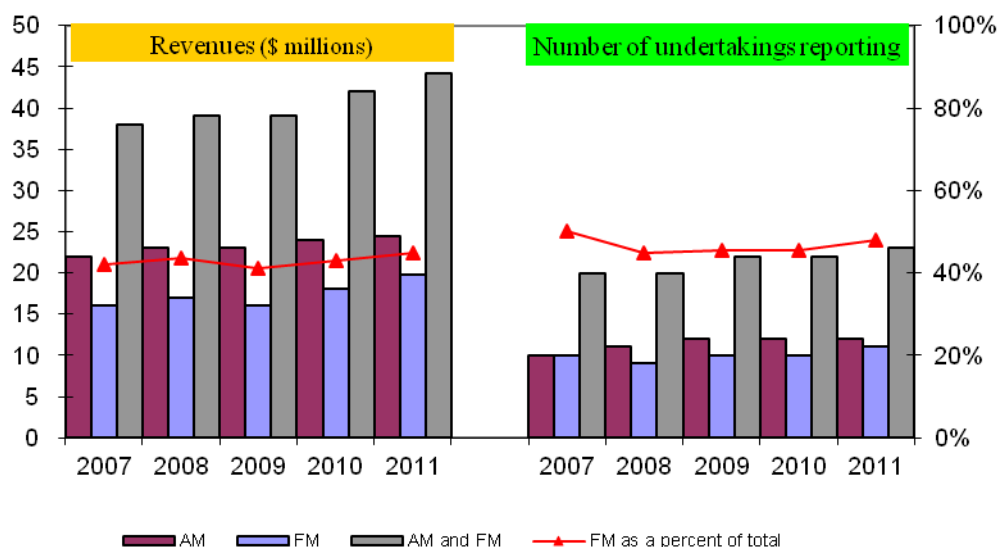
- Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
 - 2007 to 2009 figures have been updated to reflect current August aggregate results.
- Source: CRTC data collection

Figure 4.2.15 PBIT and PBIT margin – French-language private commercial radio stations



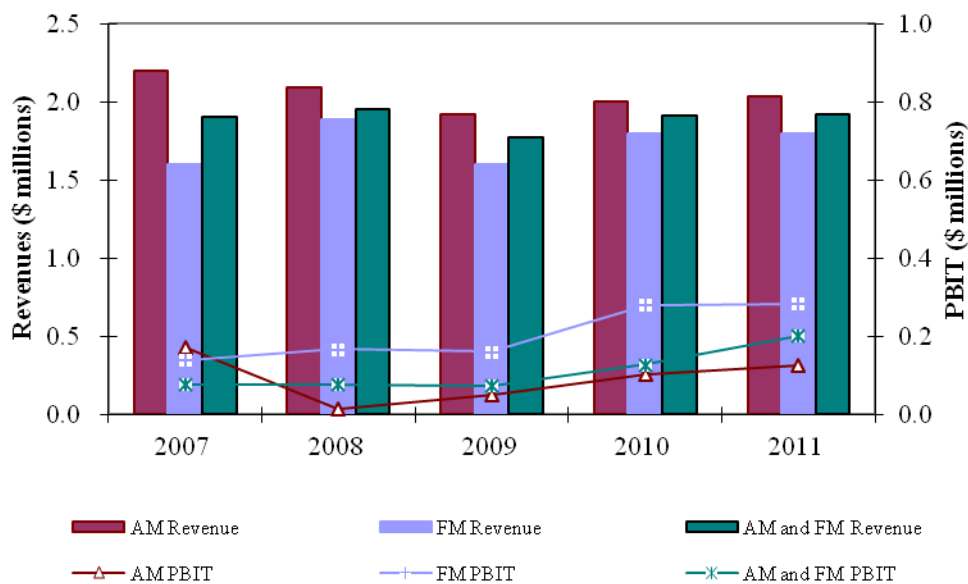
- Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
 - 2007 to 2009 figures have been updated to reflect current August aggregate results.
- Source: CRTC data collection

Figure 4.2.16 Revenues – Ethnic private commercial radio stations



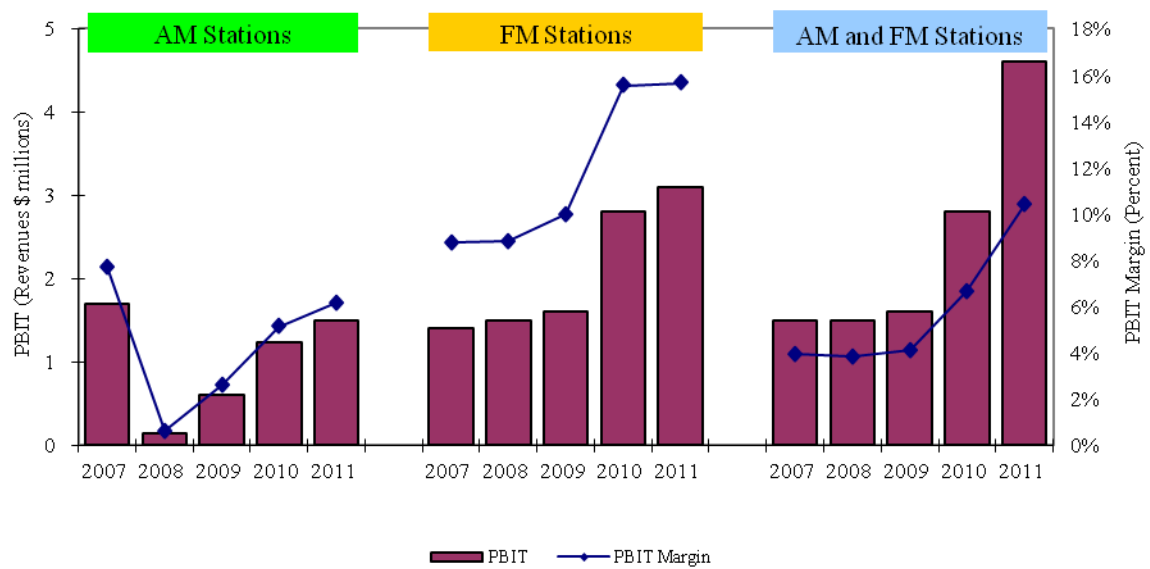
- Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
 - 2007 to 2009 figures have been updated to reflect current August aggregate results.
- Source: CRTC data collection

Figure 4.2.17 Average annual revenues and PBIT per station – Ethnic private commercial radio stations



- Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
 - 2007 to 2009 figures have been updated to reflect current August aggregate results.
- Source: CRTC data collection

Figure 4.2.18 PBIT and PBIT margin – Ethnic private commercial radio stations



- Includes network results. Excludes pay and specialty audio programming services as well as multi-channel subscription radio services.
 - 2007 to 2009 figures have been updated to reflect current August aggregate results.
- Source: CRTC data collection

Table 4.2.8 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		
	2009	2010	2011	2009	2010	2011	2009	2010	2011
Largest private radio operators									
Astral ¹	317,461	326,494	332,711	81	82	84	21%	21%	21%
Corus ²	240,585	248,052	184,189	52	52	37	16%	16%	11%
Rogers	212,492	204,351	220,814	53	52	54	14%	13%	14%
BCE	161,960	161,157	160,464	34	34	35	11%	10%	10%
Newcap ³	96,452	105,476#	113,646	62	59	60	6%	7%	7%
Cogeco ⁴	N/A	N/A	113,585	N/A	N/A	16	N/A	NA	7%
Total largest private radio operators	1,028,950	1,045,530#	1,125,409	282	279	286	68%	67%	70%
Total private radio operators	1,507,732	1,551,759	1,612,646	646	654	669	100%	100%	100%
Largest English-language radio operators									
Astral ¹	209,013	216,768	223,718	60	61	63	17%	17%	17%
Rogers	212,492	204,351	220,814	53	52	54	17%	16%	17%
Corus	190,139	192,575	184,189	40	40	37	15%	15%	15%
BCE	161,960	161,157	160,464	34	34	35	13%	13%	12%
Newcap ³	96,452	105,476#	113,646	62	59	60	8%	8%	9%
Total English-language largest private radio operators	870,056	880,327#	902,831	249	246	249	71%	70%	69%
Total English-language private radio operators	1,230,398	1,258,737	1,309,970	525	536	551	100%	100%	100%
Largest French-language radio corporations									
Astral	108,448	109,726	108,993	21	21	21	45%	44%	42%
Corus ²	50,446	55,478	N/A	12	12	N/A	21%	22%	N/A
Cogeco ⁴	36,280	41,780	N/A	5	5	N/A	15%	17%	N/A
Total French-language largest private radio operators	195,174	206,984	108,993	38	38	21	82%	82%	42%
Total French-language private radio operators	238,396	251,139	258,443	99	96	95	100%	100%	100%

- Total private radio operators includes private commercial networks and commercial ethnic radio stations.
 - Total English- and French- language private radio operators include private commercial network radio revenues.
 - 2009 industry revenue figures have been updated to reflect current August aggregate results.
 - The following notes apply to Tables 4.2.5, 4.2.6 and 4.2.8:
 - 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.
1. Astral's 2010 results reflect the launch of CJOT-FM Ottawa.
 2. Corus' 2011 results reflect the sale of its Quebec radio stations as approved in Broadcasting Decision 2010-942.
 3. Newcap's 2010 results reflect the sale of CKTG-FM and CJUK-FM Thunder Bay to Northwoods Broadcasting Limited, as approved in Broadcasting Decision 2009-746.
 4. Cogeco's 2011 results reflect the purchase of several of Corus' Quebec radio stations as approved in Broadcasting Decision 2010-942. Cogeco has been removed from the "Largest French-language radio corporations" category and included in the "Largest private radio operators" category due to residual disclosure issues.

Source: CRTC data collection

Table 4.2.9 Revenues for Type B Native, community, and campus radio stations

	2007	2008	2009	2010	2011
Native Type B radio stations					
Number of radio undertakings reporting	29	20	26	25	20
Revenues (\$ thousands)					
Advertising	4,075	2,873	3,563	3,950	2,073
Other ¹	11,766	6,274	10,660	10,975	9,650
Total revenues	15,841	9,147	14,223	14,926	11,723
Other as a percent of total revenues	74.3%	68.6%	74.9%	73.5%	82.3%
PBIT margin	6.3%	10.2%	14.9%	10.1%	3.7%
Community radio stations					
Number of radio undertakings reporting	80	80	80	87	84
Revenues (\$ thousands)					
Advertising	11,066	11,753	12,077	13,046	14,456
Other ²	9,846	11,980	11,635	13,044	13,437
Total revenues	20,911	23,733	23,713	26,089	27,893
Other as a percent of total revenues	47.1%	50.5%	49.1%	50.0%	48.2%
PBIT margin	3.3%	7.8%	7.1%	8.3 %	14.8%
Campus radio stations					
Number of radio undertakings reporting	43	42	45	43	45
Revenues (\$ thousands)					
Advertising	1,525	1,240	1,058	1,192	1,060
Other ³	6,832	6,922	7,289	6,899	7,283
Total revenues	8,357	8,162	8,347	8,091	8,342
Other as a percent of total revenues	81.8%	84.8%	87.3%	85.3%	87.3%
PBIT margin	5.5%	5.0%	12.9%	10.1%	23.9%

• 2007 to 2010 figures have been restated.

1. Native Type B 'other' revenues include government and band council grants and contributions from other sources

2. Community radio 'other' revenues include fundraising, grants and other sources

3. Campus radio 'other' revenues include fees, fundraising and grants

Source: CRTC financial database

Table 4.2.10 Value of radio transactions and corresponding tangible benefits for the period 1 January 2007 to 31 December 2011

RADIO Tangible Benefits (\$ millions)	English-language services			French-language services			Total benefits
	# of Trans.	Value of the transactions ¹	Benefits	# of Trans.	Value of the transactions ¹	Benefits	
1 Jan. 07 to 31 Dec. 07 ²	13	1,675.0	88.9	6	4.0	11.8	100.8
1 Jan. 08 to 31 Dec. 08	9	59.5	3.5	3	1.5	0.1	3.6
1 Jan. 09 to 31 Dec. 09	10	27.5	1.6	1	-	-	1.6
1 Jan. 10 to 31 Dec. 10 ³	7	67.2	4.0	2	97.7	8.8	12.8
1 Jan. 11 to 31 Dec. 11 ⁴	9	316.2	19.0	3	-	-	19.0
Total	48	2,145.4	117.0	15	103.2	20.7	137.8

• Minor variances are due to rounding.

1. Value determined by the Commission for the purpose of calculating tangible benefits.

2. 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.

3. Total tangible benefits relating to the Corus/Cogeco (Broadcasting Decision 2010-942) radio ownership transactions totalled \$8.8 million.

4. The BCE/CTVglobemedia ownership transaction (Broadcasting Decision 2011-163) resulted in \$17.5 million of radio-related tangible benefits.

Source: CRTC Decisions and Administrative Approvals

Table 4.2.11 Summary of annual CCD contributions reported by radio licensees (\$ thousands)

RADIO - CCD	2006-07	2007-08	2008-09	2009-10	2010-11	% annual increase / decrease			
						08/07	09/08	10/09	11/10
i) CCD contributions by new stations during the first licence term									
FACTOR	1,266	983	1,582	2,014	2,719	-22%	61%	27%	35%
MUSICACTION	238	306	697	552	791	28%	128%	-21%	43%
Music Industry Associations ¹	-	-	-	2,150	2,493	-	-	-	16%
Local Music Initiatives ¹	-	-	-	7,120	7,485	-	-	-	5%
New Spoken Word Content ¹	-	-	-	420	1,139	-	-	-	171%
Music organizations ¹	586	2,886	5,187	N/A	N/A	393%	80%	N/A	N/A
Performing arts groups ¹	3,426	3,126	8,957	N/A	N/A	-9%	186%	N/A	N/A
Schools and educational institutions ¹	596	614	899	1,179	2,020	3%	46%	31%	71%
StarMaker Fund/Fonds Radio Star	1,019	0	220	1,077	1,982			389%	84%
Other eligible CCD initiatives	1,324	696	1,994	7,550	9,714	-47%	186%	279%	29%
Total	8,457	8,611	19,537	22,061	28,342	2%	127%	13%	28%
ii) CCD contributions reported by radio licensees in the context of licence renewals									
FACTOR	946	1,243	2,999	2,003	2,629	31%	141%	-33%	31%
MUSICACTION	343	302	1,390	1,324	808	-12%	360%	-5%	-39%
Music Industry Associations ¹	-	-	-	647	823	-	-	-	27%
Local Music Initiatives ¹	-	-	-	1,809	1,947	-	-	-	8%
New Spoken Word Content ¹	-	-	-	188	201	-	-	-	7%
Music organizations ¹	588	2,023	3,081	N/A	N/A	244%	52%	N/A	N/A
Performing arts groups ¹	1,068	1,264	1,850	N/A	N/A	18%	46%	N/A	N/A
Schools and educational institutions ¹	279	357	618	422	473	28%	73%	-32%	12%
StarMaker Fund/Fonds Radio Star	23	0	0	0	0	nm			
Other eligible CCD initiatives	141	349	1,107	876	873	148%	217%	-21%	0%
Total	3,387	5,538	11,045	7,269	7,754	64%	99%	-34%	7%
iii) CCD contributions relating to changes in ownership and/or control									
FACTOR	2,580	4,023	5,711	5,179	5,407	56%	42%	-9%	4%
MUSICACTION	1,464	1,033	992	344	331	-29%	-4%	-65%	-4%
Music Industry Associations ¹	-	-	-	440	1,044	-	-	-	137%
Local Music Initiatives ¹	-	-	-	1,705	1,401	-	-	-	-18%
New Spoken Word Content ¹	-	-	-	0	0	-	-	-	-
Audio Content Initiatives ¹	-	-	-	-	135	-	-	-	-
CRFC ¹	-	-	-	-	346	-	-	-	-
Music organizations ¹	436	2	65	N/A	N/A	-100%	3,382%	N/A	N/A
Performing arts groups ¹	529	490	2,466	N/A	N/A	-7%	404%	N/A	N/A
Schools and educational institutions ¹	354	114	379	274	207	-68%	233%	-28%	-24%
StarMaker Fund/Fonds Radio Star	5,975	8,093	10,508	8,167	8,801	35%	30%	-22%	8%
Other eligible CCD initiatives	354	0	394	613	228			55%	-63%
Total	11,692	13,755	20,515	16,722	17,900	18%	49%	-18%	7%
Total annual CCD contributions	23,536	27,904	51,097	46,053	53,996	19%	83%	-10%	17%

- Contributions are based on annual disbursements reported by licensees for the period 1 September to 31 August
- Contributions made under both the CTD and CCD regimes are included in these results.
- Minor variances are due to rounding.
- 2009-2011 figures include contributions by satellite radio.
- 1. The CCD categories collected were amended for the 2010-2011 annual return to more accurately reflect Broadcasting Public Notice 2006-158. Two new categories (Audio Content Initiatives & the Community Radio Fund of Canada) have been added to the table to more accurately reflect the initiatives being supported with Canadian Content Development funds.

Source: CRTC data collection

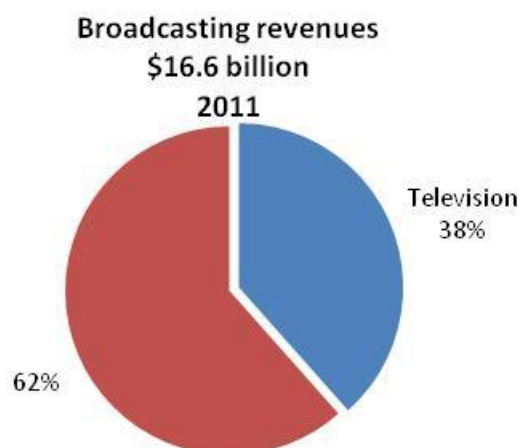
4.3 Television market sector

Overview

The television broadcasting industry delivers over 700 television services to Canadians. The industry includes a number of large ownership groups representing over 92% 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: BCE (CTV & CTV Two) with a revenue share of 46%, Shaw (Global) with 29%, and Rogers (Citytv & Omni) with 17%. French-language private conventional television has two major players: Quebecor (TVA) with a revenue share of 71% and Remstar (V) with 18%.

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 sector at a glance

	2010	2011	% Growth
Number of television services authorized to broadcast in Canada	704	702	-0.3
English-language	459	439	-4.4
French-language	114	101	-11.4
Third-language	131	162	23.7
Revenues (\$ millions)	6,054	6,385	5.5
Private conventional television stations	2,147	2,153	0.3
Pay, PPV, VOD and specialty services	3,457	3,732	7.9
CBC conventional	450	500	11.1
PBIT (\$ millions)			
Private conventional television stations	11.4	160.6	1300.2
Pay, PPV, VOD and specialty services	877.3	930.5	6.1
Average weekly viewing hours for all Canadians, aged 2+	28	28.5	1.8
Average weekly viewing percentage (%) of Canadian programs			
Canadian English-language services (excluding Quebec Francophone market)	43.0	42.0	-2.3
Canadian French-language services (Quebec Francophone market)	64.5	64.0	-0.8
Canadian programming expenditures (\$ millions)	2,527	2,610	3.3
Canadian programming expenditures (% of total)			
CBC/SRC (conventional)	26.0	27.2	
Conventional private television	25.4	21.6	
Pay, PPV, VOD and Specialty	45.9	48.3	
Other public and not-for-profit conventional television	2.7	2.9	

Statistical Information – Television sector

Table 4.3.1 Number and type of television services authorized to broadcast in Canada

	English Language		French Language		Third language		All Languages	
	2010	2011	2010	2011	2010	2011	2010	2011
Canadian conventional OTA¹								
National public broadcaster (CBC)								
Owned and operated	15	16	13	13			28	29
Private commercial ²	63	64	20	20	6	6	89	90
Religious ³	8	8					8	8
Educational	4	4	3	3			7	7
Aboriginal	4#	4					4#	4
Canadian specialty, PPV and VOD								
Analog specialty services	30	30	14	14	5	5	49	49
Digital Category 1 specialty services	16	15	3	3			19	18
Digital Category 2 specialty services ⁴	73	67	10	9	25	34	108	110
Pay television services ⁵	8	9	2	3	6	7	16	19
PPV services (DTH and terrestrial)	10	10	1	1			11	11
VOD services ⁶	32	24	1	1			33	25
Other Canadian services								
Community channels ⁷	85	73	35	22			120	95
Community program services	11	11	2	2			13	13
House of Commons - CPAC	1	1	1	1			2	2
Non-Canadian services⁸								
Non-Canadian satellite services authorized for distribution in Canada	99	103	9	9	89	110	197	222
Total number of television services	459	439	114	101	131	162	704	702

- Excludes RDUs, 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. Excludes private commercial religious stations.

3. Includes 5 private commercial OTA television stations.

4. Includes only digital Category 2 specialty services that have been launched as of 31 December 2011.

5. Includes only pay services that have been launched as of 31 December 2011.

6. Number of services approved but not necessarily in operation. Number of services has decreased due to Broadcasting Order 2011-60.

7. Number of channels reported by BDU licensees as of 31 August 2011. Excludes class 2 and class 3 BDUs.

8. Carriage of authorized services is at the discretion of the BDU. Refer to Appendix 2 to Broadcasting Regulatory Policy 2012-86 for a complete listing of eligible services approved to the end of 31 December 2011. English-language services includes bilingual services.

Source: CRTC internal database

Table 4.3.2 National average weekly viewing hours, by age group

	2008-09	2009-10 ¹	2010-11
All persons 2+	26.5	28.0	28.5
<i>Annual growth</i>	-0.4%	<i>n/a</i>	1.8%
Children 2-11	17.2	22.4	22.7
<i>Annual growth</i>	-5.5%	<i>n/a</i>	1.3%
Teens 12-17	16.6	23.0	22.4
<i>Annual growth</i>	-4.6%	<i>n/a</i>	-2.6%
18+	28.8	29.2	29.8
<i>Annual growth</i>	0.0%	<i>n/a</i>	2.1%
18-34	20.6	23.5	23.0
<i>Annual growth</i>	-2.4%	<i>n/a</i>	-2.1%
18-49	23.5	24.3	24.1
<i>Annual growth</i>	-2.1%	<i>n/a</i>	-0.8%
25-54	26.1	25.1	25.4
<i>Annual growth</i>	-1.5%	<i>n/a</i>	1.2%

- Television seasons:
 - 1 September 2008 to 30 August 2009, all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.
 - 31 August 2009 to 29 August 2010, all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.
 - 30 August 2010 to 28 August 2011, all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.
 - 1. Starting with broadcast year 2009-2010, the data is based on the national PPM panel as Anglo Canada switched to PPM technology on 31 August 2009. Previously the measurement technology for Anglo Canada was Mark II meters (set-top). Some fluctuations in the data may be attributed to this change in methodology.
- Source: BBM Nielsen/BBM Canada (2008-09)
 BBM Canada – PPM data (2009-10, 2010-11)

Table 4.3.3 Viewing share of Canadian and non-Canadian services, by language and type of service – All of Canada, excluding the Quebec Francophone market - 2007/2008 – 2010/2011 television seasons (Part 1 of 2)

Viewing share (%)	2007-2008	2008-2009	2009-2010 ¹	2010-2011
Canadian services				
English-language				
CBC	5.4	4.9	6.3	6.4
Private conventional	23.9	22.2	26.6	25.0
Specialty	28.4	29.3	36.9	36.0
Pay	5.3	5.1	6.5	6.3
Digital pay and specialty	4.2	4.6	5.9	7.0
Other services ²	2.6	2.4	2.3	2.3
Total English-language	69.8	68.6	84.5	83.0
<i>Percent growth</i>	<i>0.3%</i>	<i>-1.7%</i>	<i>N/A</i>	<i>-1.8%</i>
French-language				
SRC	0.6	0.5	0.1	0.2
Private conventional	0.6	0.5	0.2	0.1
Télé-Québec	0.1	0.0	0.0	0.0
Other services ³	0.1	0.0	0.0	0.0
Specialty	0.6	0.6	0.4	0.4
Pay	0.0	0.0	0.0	0.0
Digital pay and specialty	0.0	0.0	0.0	0.0
Total French-language	2.0	1.7	0.8	0.8
<i>Percent growth</i>	<i>-9.1%</i>	<i>-15.0%</i>	<i>N/A</i>	<i>0%</i>
Other languages				
Private conventional	1.4	1.4	1.3	1.3
Specialty	0.4	0.4	1.0	1.2
Digital	0.1	0.1	0.0	0.0
APTN	0.2	0.1	0.2	0.2
Total other languages	1.9	1.9	2.4	2.6
<i>Percent Growth</i>	<i>11.8%</i>	<i>0%</i>	<i>N/A</i>	<i>8.3%</i>
Community services	1.0	1.1	0.2	0.3
VOD/PPV	0.5	0.8	0.0	0.0
Total Canadian services	75.3	73.9	87.9	86.7
<i>Percent Growth</i>	<i>0.5%</i>	<i>-1.9%</i>	<i>N/A</i>	<i>-1.4%</i>

Table 4.3.3 Viewing share of Canadian and non-Canadian services, by language and type of service – All of Canada, excluding the Quebec Francophone market - 2007/2008 – 2010/2011 television seasons (Part 2 of 2)

Viewing share (%)	2007-2008	2008-2009	2009-2010 ¹	2010-2011
Non-Canadian services				
U.S. conventional	11.8	10.9	4.7	5.3
U.S. specialty	9.4	9.7	7.3	8.0
International	0.2	0.3	0.0	0.0
Total non-Canadian services	21.4	21.0	12.1	13.3
<i>Percent growth</i>	-5.3%	-1.9%	N/A	9.9%
Miscellaneous	3.5	5.1	0.0	0.0
<i>Percent growth</i>	29.6%	45.7%	N/A	0%
Total viewing share	100	100	100	100
Total hours (millions)	644.2	650.1	709.3	713.2
<i>Percent growth</i>	-2.3%	0.9%	N/A	0.5%

- Television seasons:
 - 27 August 2007 to 31 August 2008, includes all persons 2+, Monday to Sunday, 6 a.m. to 6 a.m.;
 - 1 September 2008 to 30 August 2009, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.;
 - 31 August 2009 to 29 August 2010, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.; and
 - 30 August 2010 to 28 August 2011, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.
 - Minor variances are due to rounding.
 - 1. Starting with broadcast year 2009-2010, the data is based on the national PPM panel as Anglo Canada switched to PPM technology on 31 August 2009. Previously the measurement technology for Anglo Canada was Mark II meters (set-top). Some fluctuations in the data may be attributed to this change in methodology.
 - 2. Canadian, English-language other services includes Access, Knowledge, SCN, TVO, CTS and CJIL
 - 3. Canadian, French-language other services includes TFO
- Source: BBM Nielsen (2007-08, 2008-09)
BBM Canada – PPM data (2009-10, 2010-11)

Table 4.3.4 Viewing share of Canadian and non-Canadian services, by language and type of service in the Quebec Francophone market 2007/2008 – 2010/2011 television seasons

Viewing share (%)	2007-2008	2008-2009	2009-2010	2010-2011	Change 2007-2008-2010-2011
Canadian services					
French-language					
SRC	13.8	13.4	12.5	12.9	-0.9
Private conventional	35.6	33.8	32.9	32.3	-3.3
Télé-Québec	3.5	3.6	3.2	3.0	-0.5
Other services ¹	0.2	0.1	0.0	0.1	-0.1
Specialty	34.4	36.1	36.1	35.1	0.7
Pay	4.5	3.8	4.1	3.6	-0.9
Digital pay and specialty	2.0	2.2	3.2	5.1	3.1
Total French-language	93.9	93.0	92.0	92.2	-1.7
Percent growth	0.3%	-1.0%	-1.1%	0.2%	
English-language					
CBC	0.5	0.6	0.6	0.5	0.0
Private conventional	1.7	1.8	1.9	1.9	0.2
Specialty	1.9	2.3	2.4	2.3	0.4
Pay	0.0	0.3	0.4	0.4	0.4
Digital pay and specialty	0.0	0.2	0.6	0.8	0.8
Total English-language	4.2	5.2	6.0	6.0	1.8
Percent growth	0.0%	23.8%	15.4%	0.0%	
Other – languages					
Private conventional	0.1	0.1	0.1	0.1	0.0
Specialty	0.1	0.0	0.0	0.0	-0.1
Digital	0.0	0.0	0.0	0.0	0.0
APTN	0.0	0.1	0.1	0.0	0.0
Total other language	0.2	0.2	0.2	0.1	-0.1
Community services	0.2	0.2	0.2	0.2	0.0
VOD/PPV	0.0	0.0	0.0	0.0	0.0
Total Canadian services	98.5	98.5	98.4	98.5	0.0
Percent growth	0.0%	0.0%	-0.1%	0.1%	
Non-Canadian services					
US conventional	0.8	0.8	1.0	1.0	0.2
US specialty	0.6	0.6	0.6	0.5	-0.1
International	0.0	0.0	0.0	0.0	0.0
Total non-Canadian services	1.4	1.5	1.6	1.5	0.1
Percent growth	-12.5%	7.1%	6.7%	-6.3%	
Miscellaneous	0.1	0.0	0.0	0.0	-0.1
Total viewing share	100	100	100	100	
Total hours (millions)	202.6	205.7	217.9	219.5	16.9
Percent growth	6.0%	1.5%	5.9%	0.7%	

• Television seasons:

- 27 August 2007 to 31 August 2008, includes all persons 2+, Monday to Sunday, 6 a.m. to 6 a.m.;
- 1 September 2008 to 30 August 2009, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.;
- 31 August 2009 to 29 August 2010, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.; and
- 30 August 2010 to 28 August 2011, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.

• Minor variances are due to rounding.

1. Canadian French-language other services includes TFO

Source: BBM Canada

Table 4.3.5 Average weekly viewing hours of Canadian programs distributed by Canadian English- and French-language television services, by program origin, genre and region

Viewing hours (millions)	English-language services All of Canada excluding Quebec Francophone market				French-language services Quebec Francophone market			
	2007-2008	2008-2009	2009-2010 ¹	2010-2011	2007-2008	2008-2009	2009-2010	2010-2011
News and analysis and interpretation	59.8	65.4	80.9	92.7	38.7	68.7	49.9	51.8
% Canadian	95.2%	95.0%	95.5%	95.8%	99.0%	99.5%	99.3%	99.2%
% of total	15.1%	17.2%	14.3%	16.3%	21.8%	32.8%	24.6%	25.3%
Long-form documentary	22.8	21.3	30.0	34.9	9.9	10.9	12.4	12.4
% Canadian	52.0%	51.1%	41.1%	40.8%	49.4%	48.8%	48.2%	50.5%
% of total	5.8%	5.6%	5.3%	6.2%	5.5%	5.2%	6.1%	6.1%
Sports	43.9	38.6	81.6	61.1	14.8	12.6	16.7	12.7
% Canadian	72.4%	67.8%	76.2%	70.7%	84.5%	77.4%	85.6%	81.8%
% of total	11.1%	10.2%	14.4%	10.9%	8.3%	6.0%	8.2%	6.2%
Drama and comedy	171.3	163.4	245.1	241.9	74.3	74.7	79.9	78.3
% Canadian	20.4%	21.3%	19.2%	19.2%	32.5%	31.9%	32.7%	30.2%
% of total	43.3%	43.1%	43.2%	42.6%	41.7%	35.7%	39.4%	38.2%
Music and dance and variety	10.2	9.3	12.0	10.6	4.1	5.1	3.5	4.4
% Canadian	49.7%	48.0%	46.4%	42.5%	78.0%	81.8%	74.5%	80.8%
% of total	2.6%	2.4%	2.1%	1.9%	2.3%	2.4%	1.7%	2.2%
Other	87.3	81.3	117.5	125.5	36.3	37.5	40.5	45.3
% Canadian	34.8%	37.7%	33.8%	32.4%	85.3%	78.8%	80.0%	79.3%
% of total	22.1%	21.4%	20.7%	22.1%	20.4%	17.9%	20%	22.1%
Total	395.3	379.3	567.1	567.4	178.1	209.5	202.9	205.0
% Canadian	43.3%	44.8%	43.0%	42.0%	64.1%	67.7%	64.5%	64.0%

- Based on Canadian services with available program level data that incorporates country of origin and program genre.
- Television seasons:
 - 27 August 2007 to 31 August 2008, includes all persons 2+, Monday to Sunday, 6 a.m. to 6 a.m.;
 - 1 September 2008 to 30 August 2009, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.;
 - 31 August 2009 to 29 August 2010, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.; and
 - 30 August 2010 to 28 August 2011, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.
- English-language services include viewing of ethnic stations.
- 1. Starting with broadcast year 2009-2010, the data is based on the national PPM panel as Anglo Canada switched to PPM technology on 31 August 2009. Previously the measurement technology for Anglo Canada was Mark II meters (set-top). Some fluctuations in the data may be attributed to this change in methodology.

Source: English-language services

- BBM Nielsen (2007-08, 2008-09)
- BBM Canada - PPM Data (2009-10, 2010-11)

French-language services:

- BBM Canada

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

Viewing hours (millions)	English-language services All of Canada excluding Quebec Francophone market				French-language services Quebec Francophone market			
	2007-2008	2008-2009	2009-2010 ¹	2010-2011	2007-2008	2008-2009	2009-2010	2010-2011
News and analysis and interpretation	32.5	23.9	37.5	40.5	27.1	24.6	24.1	23.5
% Canadian	97.0%	96.6%	98.3%	96.5%	100.0%	99.9%	100.0%	100.0%
% of total	23.2%	23.7%	20.5%	23.7%	37.9%	35.8%	34.0%	33.4%
Long-form documentary	2.3	1.7	1.7	2.4	0.5	0.6	1.1	0.9
% Canadian	65.9%	66.6%	71.3%	57.8%	86.5%	87.7%	90.7%	95.2%
% of total	1.6%	1.7%	0.9%	1.4%	0.8%	0.9%	1.6%	1.2%
Sports	2.5	1.8	17.2	3.8	0.9	1.0	2.4	0.2
% Canadian	2.8%	3.2%	78.1%	4.6%	100.0%	96.5%	95.2%	100.0%
% of total	1.8%	1.8%	9.4%	2.2%	1.3%	1.4%	3.3%	0.2%
Drama and comedy	55.7	39.6	70.5	70.1	24.6	23.9	25.0	25.2
% Canadian	11.0%	13.7%	11.0%	10.8%	27.9%	27.5%	28.2%	24.3%
% of total	39.7%	39.3%	38.7%	41.4%	34.5%	34.7%	35.3%	35.8%
Music and dance and variety	4.4	4.3	5.9	6.2	1.0	2.8	1.2	1.9
% Canadian	17.5%	17.9%	9.2%	9.6%	47.2%	79.2%	56.6%	74.7%
% of total	3.1%	4.2%	3.2%	3.6%	1.1%	4.0%	1.7%	2.6%
Other	42.8	29.6	49.6	47.6	17.3	15.9	17.1	18.8
% Canadian	19.9%	24.2%	22.6%	21.5%	88.0%	79.5%	84.3%	84.5%
% of total	30.6%	29.3%	27.2%	27.8%	24.2%	23.1%	24.1%	26.7%
Total	140.0	100.9	182.4	171.1	71.4	68.8	71.0	70.3
% Canadian	34.6%	37.3%	38.9%	34.5%	71.4%	69.2%	69.9%	68.1%

- Based on Canadian services with available program level data that incorporates country of origin and program genre.
 - Television seasons:
 - 27 August 2007 to 31 August 2008, includes all persons 2+, Monday to Sunday, 6 a.m. to 6 a.m.;
 - 1 September 2008 to 30 August 2009, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.;
 - 31 August 2009 to 29 August 2010, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.; and
 - 30 August 2010 to 28 August 2011, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.
 - English-language services include viewing of ethnic stations.
 - 1. Starting with broadcast year 2009-2010, the data is based on the national PPM panel as Anglo Canada switched to PPM technology on 31 August 2009. Previously the measurement technology for Anglo Canada was Mark II meters (set-top). Some fluctuations in the data may be attributed to this change in methodology.
- Source: English-language services
- BBM Nielsen (2007-08, 2008-09)
 - BBM Canada - PPM Data (2009-10, 2010-11)
- French-language services:
- BBM Canada

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

Viewing hours (millions)	English-language services All of Canada excluding Quebec Francophone market				French-language services Quebec Francophone market			
	2007- 2008	2008- 2009	2009- 2010 ¹	2010- 2011	2007- 2008	2008- 2009	2009- 2010	2010- 2011
News and analysis and Interpretation	5.4	6.4	6.5	7.6	6.9	7.5	6.8	7.1
% Canadian	100.0%	99.8%	100.0%	100.0%	100.0%	99.9%	100.0%	100.0%
% of total	15.5%	21.0%	15.1	17.1%	24.8%	27.2%	25.0%	25.1%
Long-form documentary	1.4	1.4	1.5	1.7	0.4	0.5	0.4	0.3
% Canadian	86.9%	93.9%	97.2%	97.7%	91.3%	93.2%	92.1%	97.2%
% of total	4.0%	4.6%	3.5%	3.9%	1.3%	1.9%	1.4%	1.1%
Sports	15.2	7.8	16.3	15.4	2.4	0.7	1.0	0.4
% Canadian	100.0%	100.0%	100.0%	98.7%	100.0%	92.6%	100.0%	100.0%
% of total	43.5%	25.5%	37.6%	34.4%	8.7%	2.5%	3.8%	1.4%
Drama and comedy	10.2	9.2	11.4	11.1	9.2	9.1	8.9	8.3
% Canadian	39.7%	44.9%	45.5%	46.4%	63.0%	62.0%	66.5%	72.8%
% of total	29.2%	30.1%	26.2%	24.9%	33.1%	33.1%	32.9%	29.1%
Music and dance and variety	0.2	0.2	0.1	0.1	0.8	0.5	0.5	0.8
% Canadian	89.3%	92.4%	84.1%	78.8%	99.7%	100.0%	100.0%	99.5%
% of total	0.7%	0.6%	0.2%	0.2%	2.8%	1.7%	1.8%	3.0%
Other	2.5	5.6	7.5	8.8	8.2	9.2	9.5	11.4
% Canadian	88.1%	41.8%	45.1%	49.1%	99.8%	100.0%	100.0%	99.9%
% of total	7.1%	18.3%	17.3%	19.6%	29.4%	33.6%	35.0%	40.2%
Total	34.9	30.5	43.3	44.7	27.9	27.4	27.1	28.3
% Canadian	80.9%	72.4%	76.1%	76.1%	87.6%	87.1%	88.8%	92.0%

- Based on Canadian services with available program level data that incorporates country of origin and program genre.
 - Television seasons:
 - 27 August 2007 to 31 August 2008, includes all persons 2+, Monday to Sunday, 6 a.m. to 6 a.m.;
 - 1 September 2008 to 30 August 2009, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.;
 - 31 August 2009 to 29 August 2010, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.; and
 - 30 August 2010 to 28 August 2011, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.
 - 1. Starting with broadcast year 2009-2010, the data is based on the national PPM panel as Anglo Canada switched to PPM technology on 31 August 2009. Previously the measurement technology for Anglo Canada was Mark II meters (set-top). Some fluctuations in the data may be attributed to this change in methodology.
- Source: English-language services
- BBM Nielsen (2007-08, 2008-09)
 - BBM Canada - PPM Data (2009-10, 2010-11)
- French-language services:
- BBM Canada

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

Viewing hours (millions)	English-language services All of Canada excluding Quebec Francophone market				French-language services Quebec Francophone market			
	2007- 2008	2008- 2009	2009- 2010 ¹	2010- 2011	2007- 2008	2008- 2009	2009- 2010	2010- 2011
News and analysis and Interpretation	21.2	11.5	36.4	43.2	4.6	32.1	18.8	21.0
% Canadian	91.3%	83.2%	92.2%	94.6%	92.0%	98.9%	98.1%	98.0%
% of total	10.2%	5.6%	10.9%	12.8%	6.4%	31.6%	19.1%	21.1%
Long-form documentary	17.2	15.2	25.2	28.4	8.4	9.1	10.4	10.6
% Canadian	48.5%	47.0%	36.0%	36.4%	45.7%	44.4%	42.8%	45.8%
% of total	8.3%	7.4%	7.6%	8.4%	11.7%	9.0%	10.6%	10.6%
Sports	26.3	29.0	48.0	42.6	11.6	10.9	13.3	12.2
% Canadian	63.0%	63.3%	67.5%	66.4%	79.5%	74.7%	82.8%	81.2%
% of total	12.6%	14.2%	14.5%	12.6%	16.1%	10.7%	13.6%	12.2%
Drama and comedy	98.9	104.2	157.7	153.1	36.2	37.3	41.6	40.8
% Canadian	23.7%	22.1%	20.7%	20.8%	25.0%	24.9%	26.2%	23.5%
% of total	47.5%	51.0%	47.4%	45.2%	50.3%	36.7%	42.5%	40.9%
Music and dance and variety	5.5	4.4	6.0	4.5	2.1	1.5	1.6	1.4
% Canadian	73.5%	78.4%	82.0%	84.8%	81.4%	77.4%	77.1%	74.0%
% of total	2.7%	2.2%	1.8%	1.3%	2.9%	1.5%	1.6%	1.5%
Other	39.0	39.9	59.0	66.7	9.2	10.6	12.4	13.7
% Canadian	46.1%	46.7%	41.2%	36.1%	68.0%	59.2%	58.0%	54.0%
% of total	18.7%	19.5%	17.8%	19.7%	12.7%	10.5%	12.6%	13.7%
Total	208.2	204.3	332.3	338.4	72.0	101.6	98.0	99.8
% Canadian	43.1%	39.5%	41.2%	41.1%	47.5%	60.0%	54.2%	53.5%

- Based on Canadian services with available program level data that incorporates country of origin and program genre.
 - Television seasons:
 - 27 August 2007 to 31 August 2008, includes all persons 2+, Monday to Sunday, 6 a.m. to 6 a.m.;
 - 1 September 2008 to 30 August 2009, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.;
 - 31 August 2009 to 29 August 2010, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.; and
 - 30 August 2010 to 28 August 2011, includes all persons 2+, Monday to Sunday, 2 a.m. to 2 a.m.
 - English-language services include viewing of ethnic stations.
1. Starting with broadcast year 2009-2010, the data is based on the national PPM panel as Anglo Canada switched to PPM technology on 31 August 2009. Previously the measurement technology for Anglo Canada was Mark II meters (set-top). Some fluctuations in the data may be attributed to this change in methodology.
- Source: English-language services
- BBM Nielsen (2007-08, 2008-09)
 - BBM Canada - PPM Data (2009-10, 2010-11)
- French-language services:
- BBM Canada

Table 4.3.9 Viewing share of Canadian services by ownership group in the English- and French-language markets (Part 1 of 2)

Viewing share (%)	2008-2009			2009-2010			2010-2011		
	Conventional	Discretionary	Total	Conventional	Discretionary	Total	Conventional	Discretionary	Total
Canadian English-language market									
All of Canada, excluding the Quebec francophone market									
BCE ¹¹	17.1	16.4	33.5	17.5	17.1#	34.6#	16.4	17.3	33.7
<i>English services</i>	17.1	16.2		17.5	16.9#		16.4	17.1	
<i>French services</i>	-	0.2		-	0.2		-	0.2	
Shaw ^{10, 12}	9.2	12.9	22.1	8.6	12.5	21.1	8.7	13.2	21.9
<i>English services</i>	9.2	12.9		8.6	12.5		8.7	13.2	
<i>French services</i>	-	-		-	-		-	-	
Corus ^{9,13}	0.4	9.5	10.0	0.4	10.4	10.8	0.3	10.2	10.4
<i>English services</i>	0.4	9.5		0.4	10.4		0.3	10.2	
<i>French services</i>	-	-		-	-		-	-	
CBC ⁸	6.8	2.0	8.8	7.1	1.4	8.5	7.6	1.9	9.4
<i>English services</i>	6.1	1.8		7.0	1.3		7.4	1.8	
<i>French services</i>	0.7	0.2		0.2	0.0		0.2	0.1	
Rogers	5.2	2.8	7.9	4.9	4.0	8.9	4.9	3.8	8.7
<i>English services</i>	5.2	2.8		4.9	4.0		4.9	3.8	
<i>French services</i>	-	-		-	-		-	-	
Astral ^{12,13}	-	5.7	5.7	-	5.9	5.9	-	6.0	6.0
<i>English services</i>	-	5.4		-	5.8		-	5.9	
<i>French services</i>	-	0.3		-	0.1		-	0.1	
Other	4.4	7.5	11.9	2.6#	6.8#	9.5#	2.3	6.8	9.2
<i>English services</i>	3.7	7.3		2.6	6.7#		2.3	6.8	
<i>French services</i>	0.7	0.3		0.0	0.1		0.0	0.0	
Total hours (millions)	199.5	262.9	462.4	254.2	353.6	607.8	242.9	356.1	598.9
Canadian French-language market									
Quebec francophone market									
Quebecor ¹²	26.3	4.7	31.0	23.8	5.8	29.6	23.2	7.2	30.5
<i>French services</i>	26.3	4.7		23.8	5.8		23.2	7.2	
<i>English services</i>	0.0	0.0		0.0	0.0		0.0	0.0	
SRC ⁸	14.0	4.6	18.6	13.4	4.1	17.5	13.7	4.7	18.3
<i>French services</i>	13.5	4.5		12.7	4.0		13.2	4.6	
<i>English services</i>	0.6	0.1		0.6	0.1		0.5	0.1	
Astral ^{12,13}	-	17.3	17.3	-	17.9	17.9	-	16.6	16.6
<i>French services</i>	-	17.0		-	17.6		-	16.2	
<i>English services</i>	-	0.3		-	0.3		-	0.4	
BCE ¹¹	1.1	7.0	8.1	1.2	7.7	8.9	1.2	7.1	8.3
<i>French services</i>	-	5.7		-	6.3		-	5.7	
<i>English services</i>	1.1	1.3		1.2	1.4		1.2	1.4	
Remstar	6.4#	-	6.4#	7.5	-	7.5	7.7	-	7.7
<i>French services</i>	6.4#	-		7.5	-		7.7	-	
<i>English services</i>	-	-		-	-		-	-	
Other	6.3#	12.4	18.7#	5.5	10.9	16.4	5.2	11.3	16.4
<i>French services</i>	5.5#	11.1		5.4	10.6		5.1	10.9	
<i>English services</i>	0.8	1.3		0.1	0.3		0.1	0.4	
Total hours (millions)	109.5	92.5	202.0	111.5	102.4	214.0	111.6	104.0	215.6

Source: BBM Nielsen Media Research/BBM Canada (InfoSys PPM TV)

Table 4.3.9 Viewing share of Canadian services by ownership group in the English-language and French-language markets (Part 2 of 2)

Notes:

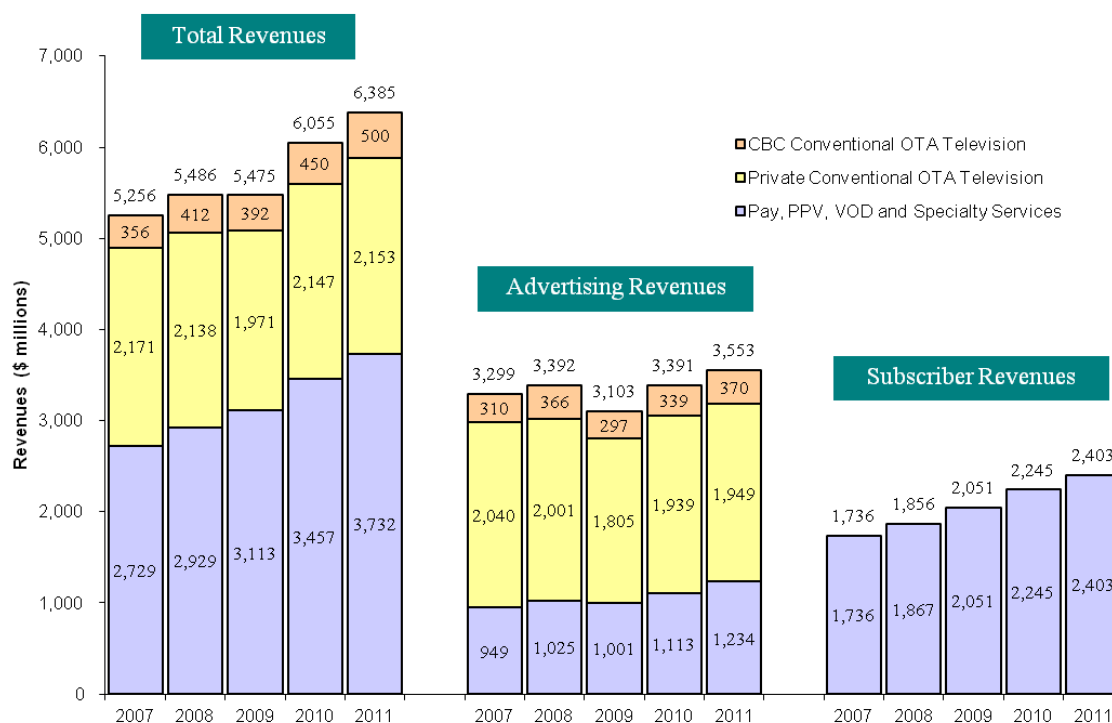
- Starting with broadcast year 2009-2010, the data is based on the national PPM panel as Anglo Canada switched to PPM technology on 31 August 2009. Previously the measurement technology for Anglo Canada was Mark II meters (set-top). Some fluctuations in the data may be attributed to this change in methodology.
- Minor variances are due to rounding.
- Television seasons: 2008-2009: 1 September 2008 to 30 August 2009; 2009-2010, 31 August 2009 to 29 August 2010; 2010-2011, 30 August 2010 to 28 August 2011.
- 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.
- 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).
- 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.
- Ownership is based on the date of the approval decision, not the official closing date of the transaction. Viewing for the entire television season is attributed to the ownership group holding direct and indirect voting interests greater than 50% on the last day of each television season.
- Stations owned and operated by the CBC/SRC.
- Corus' totals do not include viewing to Telelatino. Corus' total for 2009-2010 *includes*: the Sundance Channel (formerly Drive-In Classics Channel) and W Movies (formerly SexTV: the Channel) following an acquisition of assets (Broadcasting Decision 2009-706, 19 November 2009).
- Following a change in effective control, Canwest's properties are now controlled by Shaw Communications Inc. (Shaw) (Broadcasting Decision 2010-782, 22 October 2010). Shaw's viewing share for 2008-2009 *excludes*: CHCH-TV Hamilton following an acquisition of assets (Broadcasting Decision 2009-537, 28 August 2009) and CJNT-TV Montréal following an acquisition of assets (Broadcasting Decision 2009-536, 28 August 2009). Shaw's viewing share for 2009-2010 *excludes*: CHEK-TV following an acquisition of assets (Broadcasting Decision 2009-699, 19 November 2009). Shaw's viewing share for 2010-2011 *excludes*: BBC Kids following an acquisition of assets (Broadcasting Decision 2011-277, 29 April 2011).
- Following a change in effective control, CTVglobemedia's (CTVgm) properties are now controlled by BCE Inc. (BCE) (Broadcasting Decision 2011-163, 7 March 2011). BCE's viewing share for 2010-2011 *excludes*: travel+escape following a change in effective control (Broadcasting Decision 2010-551, 26 October, 2010).
- 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		
	2008-2009	2009-2010	2010-2011	2008-2009	2009-2010	2010-2011
Astral 50% / Shaw 50%						
<i>Historia [Fr.]</i>	0.02	nm	nm	1.74	1.80	1.63
<i>Séries + [Fr.]</i>	0.03	0.01	0.01	3.58	3.45	3.53
Astral 50% / Corus 50%						
<i>Teletoon [Eng.]</i>	1.77	2.32	2.11	0.06	0.06	0.09
<i>Télétoon [Fr.]</i>	0.03	0.02	0.02	3.21	2.86	2.54
<i>Teletoon Rétro [Eng.]</i>	0.43	0.48	0.55	nm	0.04	0.02
<i>Télétoon Retro [Fr.]</i>	0.01	0.01	0.01	0.22	0.31	0.37
Shaw 50% / Quebecor 50%						
<i>Mystery [Eng.]</i>	0.59	0.49	0.48	0.01	0.04	0.02
Astral / Corus						
<i>HBO Canada</i> ¹³	0.32	0.35	0.36	nm	0.02	0.02

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

- HBO Canada is delivered as part of two separate, wholly owned and independently operated regional English-language pay services. The Movie Network (TMN) pay service, which is distributed in Eastern Canada, is part of the Astral ownership group. The Movie Central pay service, which is part of the Corus ownership group, is distributed in Western Canada. Due to BBM software limitations, a separate viewing share to HBO Canada for the TMN and Movie Central feeds is not available.

Figure 4.3.1 Television revenues: CBC and private conventional television, pay, PPV, VOD, and specialty services



- Advertising revenue includes infomercial sales. Includes CBC commercial revenues only – does not include parliamentary appropriations. Total revenue includes “other revenue” and funding from the LPIF (2010 and 2011).
- 2008-2009 figures have been updated to reflect current 31 August aggregate results.
- Minor variances are due to rounding.

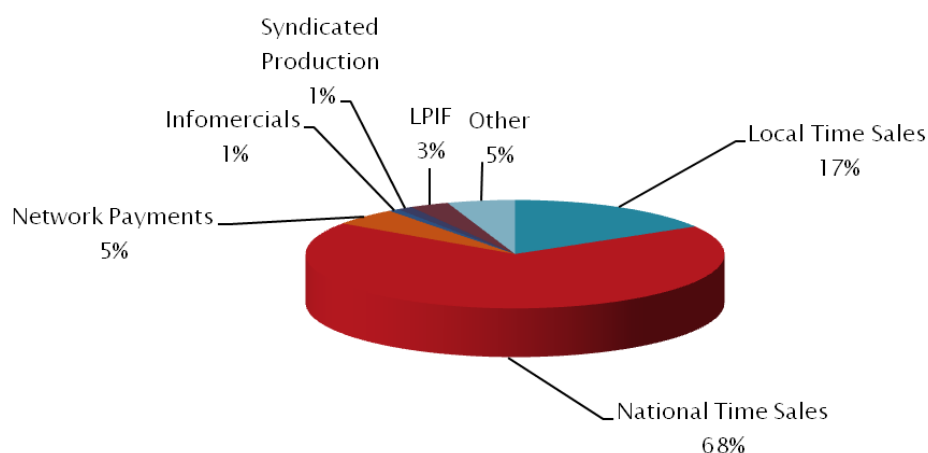
Source: CRTC data collection

Table 4.3.10 Television revenues by type of service (\$ millions)

	2010	2011	% growth
Conventional television			
Private	2,147	2,153	0.3
CBC	450	500	11.1
Subtotal	2,597	2,653	2.2
Nonconventional television			
Pay, PPV and VOD	802	856	6.7
Specialty	2,656	2,877	8.3
Subtotal	3,457	3,732	7.9
Total	6,055	6,385	5.5

Source: CRTC data collection

Figure 4.3.2 Source of revenues for private conventional television (2011)



Source: CRTC data collection

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

Revenues (\$ millions)	2007	2008	2009	2010	2011	CAGR 2007-2011
CBC conventional television						
Advertising revenues						
English-language stations	203	253	192	221	246	4.9%
Annual growth	-9.4%	24.6%	-24.1%	15.1%	11.3%	
French-language stations	108	113	105	118	123	3.3%
Annual growth	-6.1%	4.6%	-7.1%	12.4%	4.2%	
Advertising total	310	366	297	339	370	4.5%
Annual growth	-8.6%	18.1%	-18.9%	14.1%	9.1%	
Other revenues	45	46	95	111	130	30.4%
Annual growth	-15.1%	2.2%	106.5%	16.8%	17.1%	
Total	356	412	392	450	500	8.9%
Annual growth	-9.2%	15.7%	-4.9%	14.8%	11.1%	
Parliamentary appropriation	n/a	n/a	n/a	794	839	
Annual growth				N/A	5.7%	

- “Other revenues” includes:
 - a) for 2007 to 2011: other commercial revenues;
 - b) for 2009 to 2011: corporate revenues (if these revenues were included in 2008, the annual growth rate in 2009 would have been -20% instead of -5%); and
 - c) for 2010 and 2011: LPIF.
 - Minor variances are due to rounding.
- Source: CRTC data collection

Table 4.3.12 Advertising and other revenues: Private conventional television stations

						CAGR
Revenues (\$ millions)	2007	2008	2009	2010	2011	2007-2011
English-language stations						
Advertising	1,717	1,679	1,520	1,650	1,650	-1.0%
<i>Annual growth</i>	1.4%	-2.2%	-9.5%	8.6%	0.0%	
<i>% of subtotal</i>	96%	96%	94%	92%	92%	
Other	73	75	101	144	138	17.3%
<i>Annual growth</i>	15.9%	2.7%	34.7%	42.6%	-4.2%	
<i>% of subtotal</i>	4%	4%	6%	8%	8%	
Subtotal	1,790	1,754	1,621	1,794	1,788	-0.3%
<i>Annual growth</i>	1.9%	-2.0%	-7.6%	10.7%	-0.3%	
French-language stations						
Advertising	323	322	286	273	282	-3.3%
<i>Annual growth</i>	-1.2%	-0.3%	-11.2%	-4.5%	3.0%	
<i>% of subtotal</i>	85%	84%	82%	77%	77%	
Other	58	62	64	80	83	9.4%
<i>Annual growth</i>	-3.3%	6.9%	3.2%	25.0%	3.8%	
<i>% of subtotal</i>	15%	16%	18%	23%	23%	
Subtotal	381	384	350	354	365	-1.1%
<i>Annual growth</i>	-1.6%	0.8%	-8.9%	1.1%	3.1%	
Total						
Advertising	2,040	2,001	1,806	1,939 #	1,949	-1.1%
<i>Annual growth</i>	1.0%	-1.9%	-9.7%	7.4%	0.5%	
<i>% of total</i>	94%	94%	92%	90%	91%	
Other	131	137	165	208 #	204	11.7%
<i>Annual growth</i>	6.5%	4.6%	20.4%	26.1%	-1.9%	
<i>% of total</i>	6%	6%	8%	10%	9%	
Total	2,171	2,138	1,971	2,147	2,153	-0.2%
<i>Annual Growth</i>	1.3%	-1.5%	-7.8%	8.9%	0.3%	

- English-language stations include revenues from ethnic conventional stations, as a significant portion of their revenues is derived from English-language programming.
- For 2010 and 2011, “other revenues” include funding from the LPIF.
- Minor variances are due to rounding.

Source: CRTC data collection

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

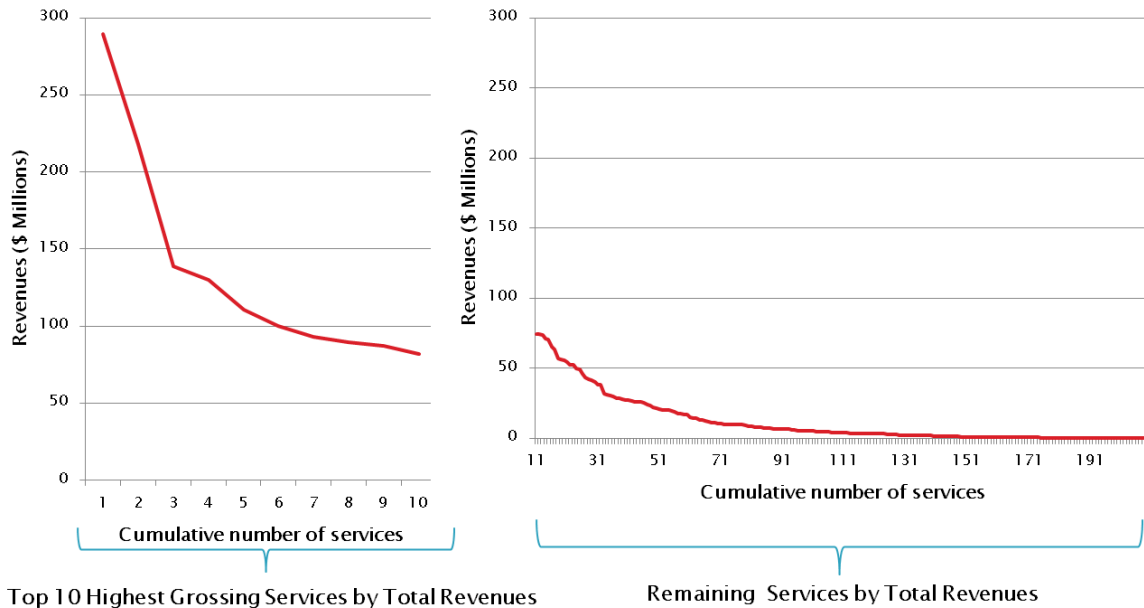
Services	Revenues (\$ thousands)			PBIT (\$ thousands)			PBIT margin		
	2009	2010	2011	2009	2010	2011	2009	2010	2011
<i>Specialty services</i>									
<i>English-language</i>									
Analog	1,615,684	1,777,612	1,863,170	468,121	522,697	563,553	29.0%	29.4%	30.3%
Digital category 1	83,324	90,766	91,647	14,273	21,055	16,775	17.1%	23.2%	18.3%
Digital category 2	216,451	246,456 #	331,970	40,095	62,693 #	65,375	18.5%	25.4% #	19.7%
Subtotal	1,915,459	2,114,834 #	2,286,787	522,489	606,445 #	645,703	27.3%	28.7%	28.2%
<i>French-language</i>									
Analog	406,619	436,876	465,285	101,644	112,636	123,137	25.0%	25.8%	26.5%
Digital category 1	17,309	19,298	22,048	3,391	4,600	5,998	19.6%	23.8%	27.2%
Digital category 2	7,579	11,754	19,841	-979	-2,666	-5,241	-12.9%	-22.7%	-26.4%
Subtotal	431,507	467,928	507,175	104,056	144,570	123,894	24.1%	24.5%	24.4%
<i>Ethnic and third-language</i>									
Analog	62,759 #	67,942	68,241	16,346 #	19,234	18,919	26.0% #	28.3%	27.7%
Digital category 1									
Digital category 2	7,697 #	10,102	14,307	-463 #	222	1,534	-6.0% #	2.2%	10.7%
Subtotal	70,456 #	78,044	82,548	15,883 #	19,456	20,453	22.5% #	24.9%	24.8%
<i>Total specialty services</i>									
Analog	2,085,062	2,282,430	2,396,696	586,111	654,567	705,610	28.1%	28.7%	29.4%
Digital category 1	100,633	110,063	113,696	17,664	25,655	22,773	17.6%	23.3%	20.0%
Digital category 2	231,727	268,312	366,118	37,776	60,249	61,668	16.3%	22.3%	16.8%
Subtotal	2,417,422 #	2,660,806 #	2,876,510	642,429 #	740,471 #	790,051	26.6% #	27.8% #	27.5%
<i>Pay, PPV, and VOD services</i>									
Pay services	402,150 #	447,982	468,946	48,727 #	100,412	123,445	12.1% #	22.4%	26.3%
PPV services-Terrestrial & DTH	139,649	145,139 #	129,243	17,512	20,235 #	13,095	12.5%	13.9% #	10.1%
VOD	153,723	205,429	257,450	20,137	12,778	3,931	13.1%	6.2%	1.5%
Subtotal	695,521 #	798,551 #	855,640	86,376 #	133,426 #	140,470	12.4% #	16.7% #	16.4%
Total	3,112,943 #	3,459,357 #	3,732,149	728,805 #	873,896 #	930,521	23.4% #	25.3% #	24.9%

- English-language includes bilingual services.

- Minor variances are due to rounding.

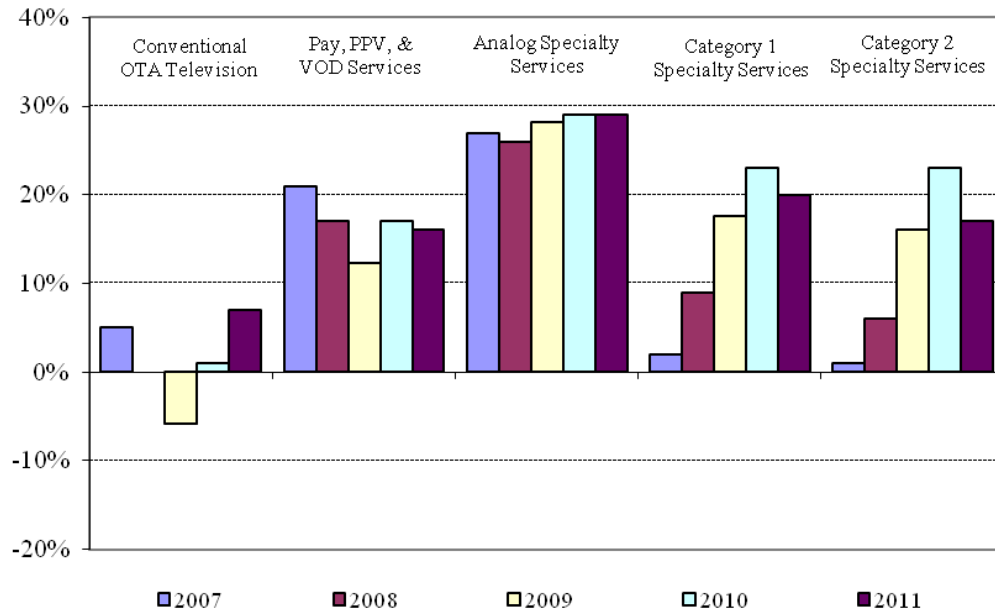
Source: CRTC data collection

Figure 4.3.3 Ranking by revenue for individual Pay, PPV, VOD and specialty services in descending order



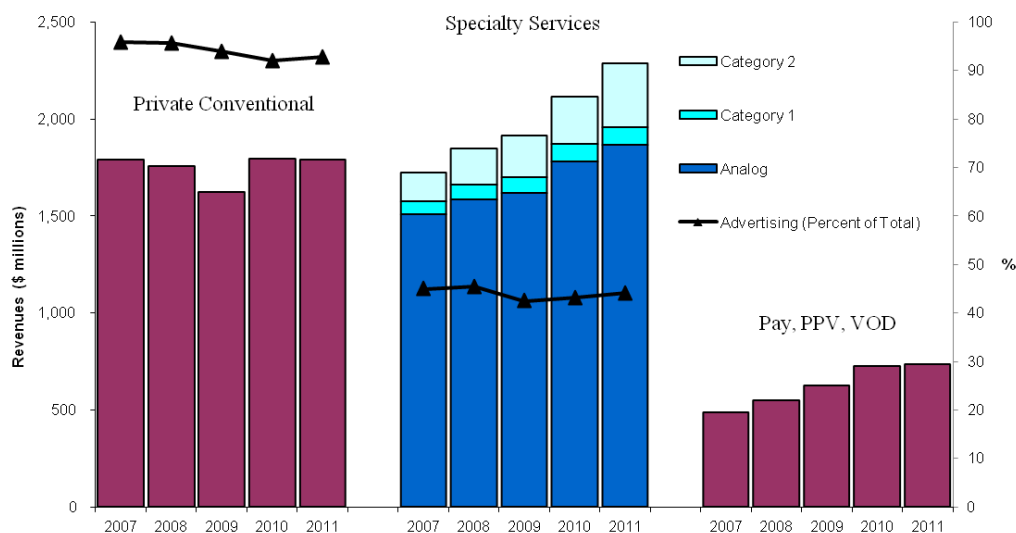
Source: CRTC data collection

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



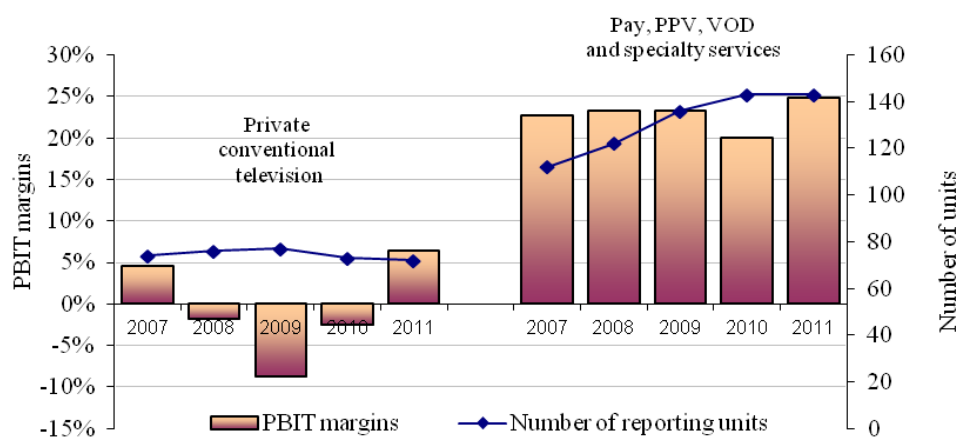
Source: CRTC data collection

Figure 4.3.5 Revenues of English-language private conventional television, specialty, pay, PPV, and VOD services



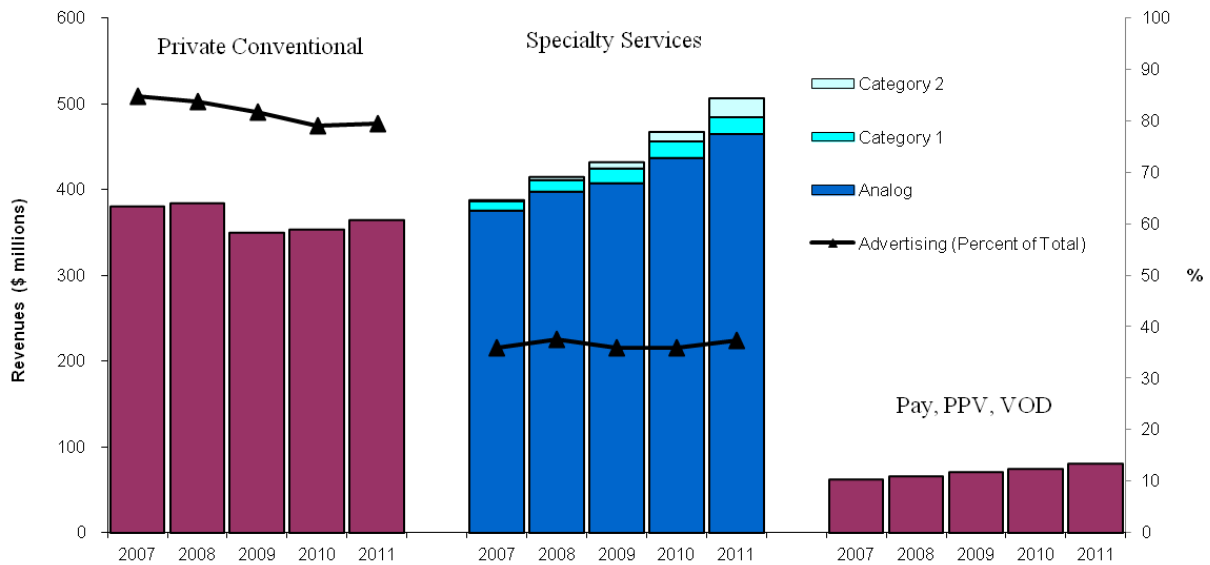
- English-language private conventional television includes ethnic conventional stations, as a significant portion of their revenues are derived from English-language programming.
 - English-language specialty, pay, PPV, and VOD services include bilingual services.
- Source: CRTC data collection

Figure 4.3.6 Aggregate PBIT margins for English-language private conventional television, pay, PPV, VOD, and specialty services



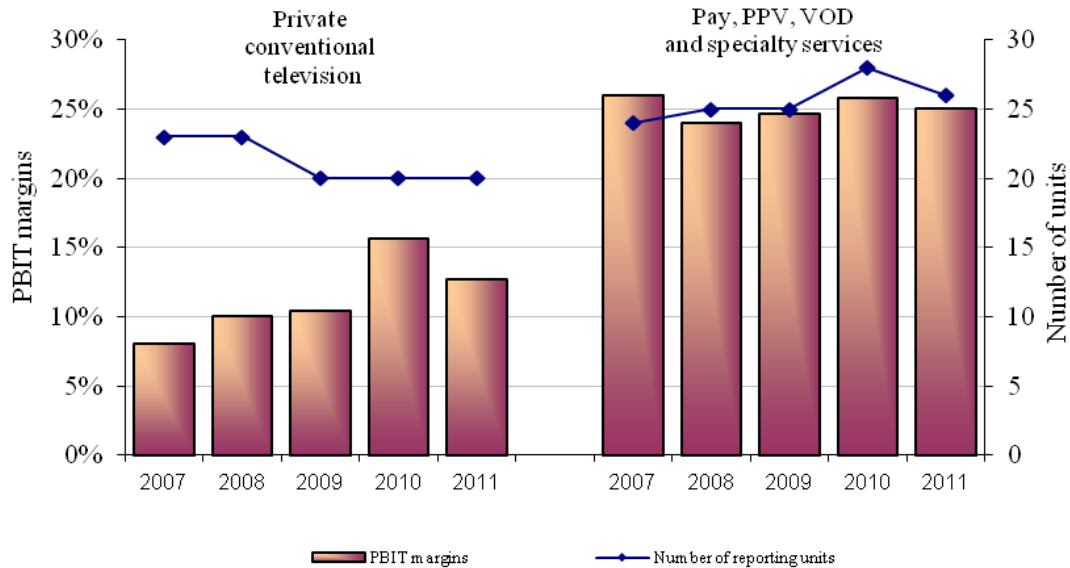
- English-language private conventional television includes ethnic conventional stations, as a significant portion of their revenues are derived from English-language programming.
 - English-language specialty, pay, PPV, and VOD services include bilingual services.
- Source: CRTC data collection

Figure 4.3.7 Revenues of French-language private conventional television, specialty, pay, PPV, and VOD services



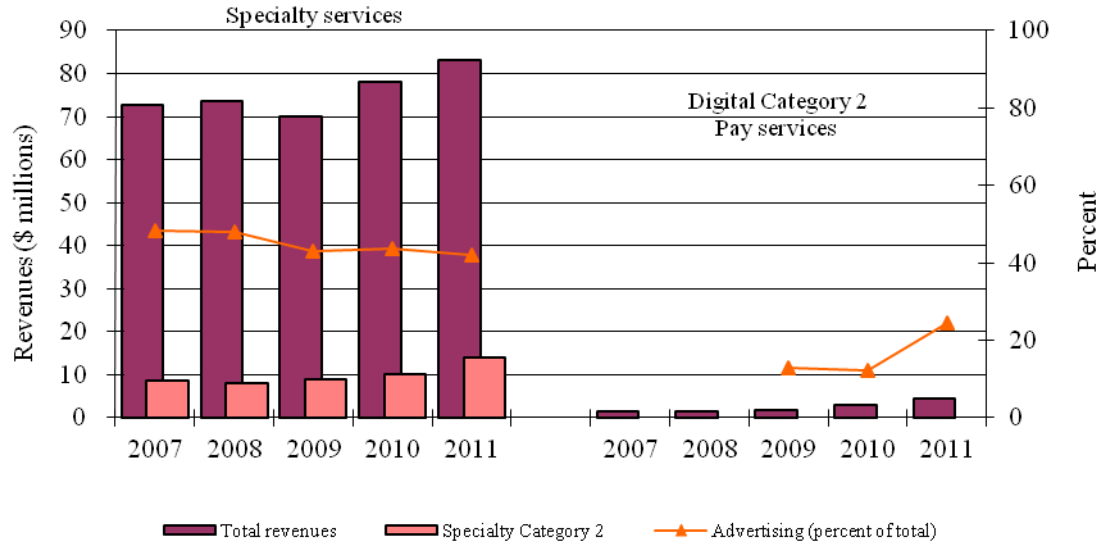
Source: CRTC data collection

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



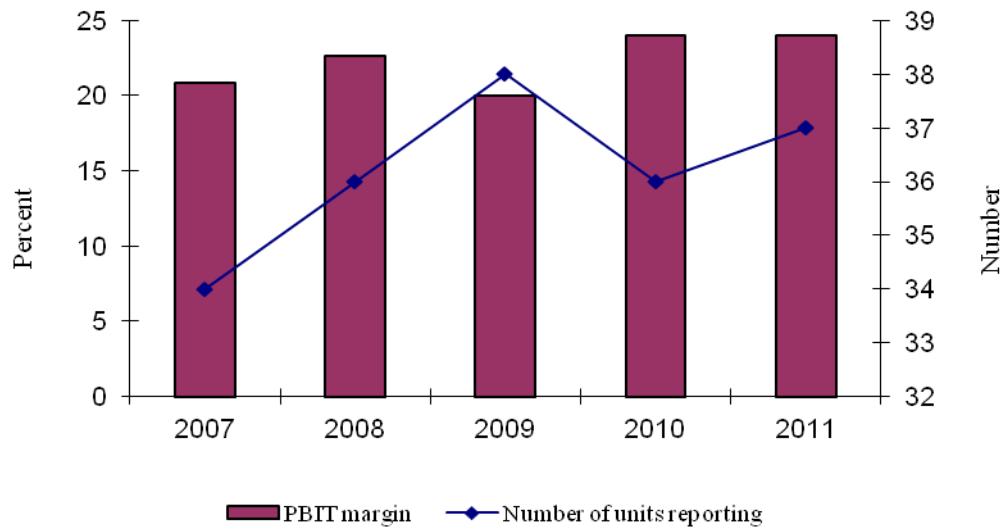
Source: CRTC data collection

Figure 4.3.9 Revenues of ethnic and third-language specialty and digital Category 2 pay services



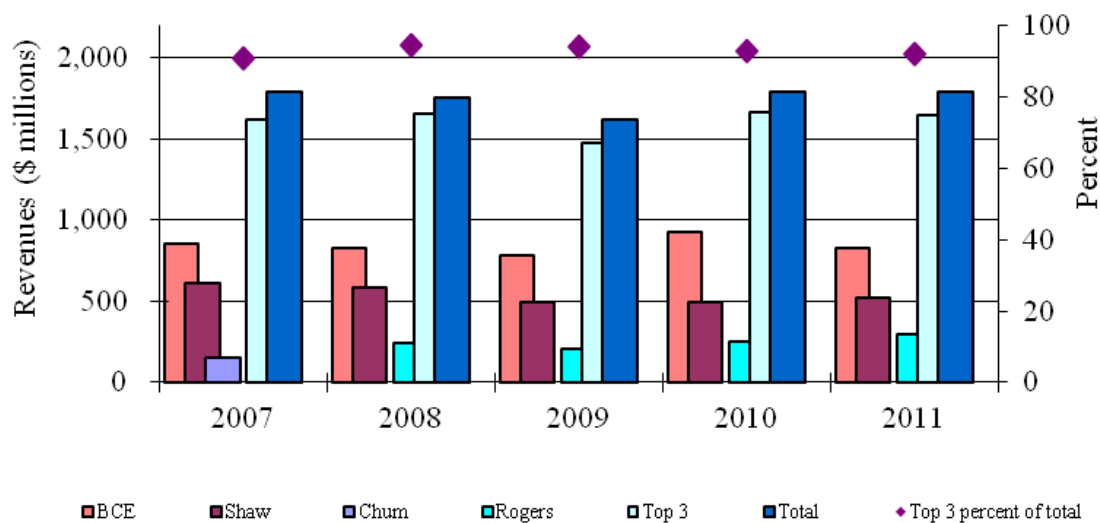
Source: CRTC Data Collection

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



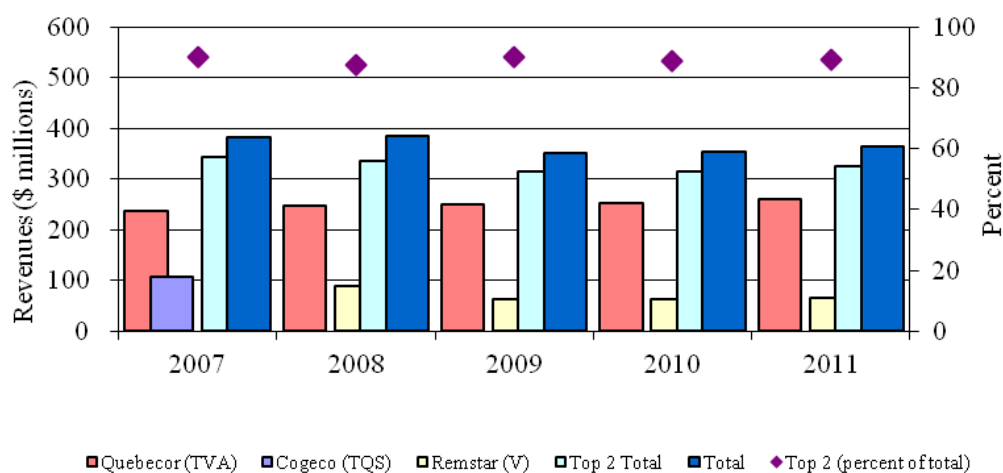
Source: CRTC data collection

Figure 4.3.11 Revenues of large English-language private conventional television ownership groups



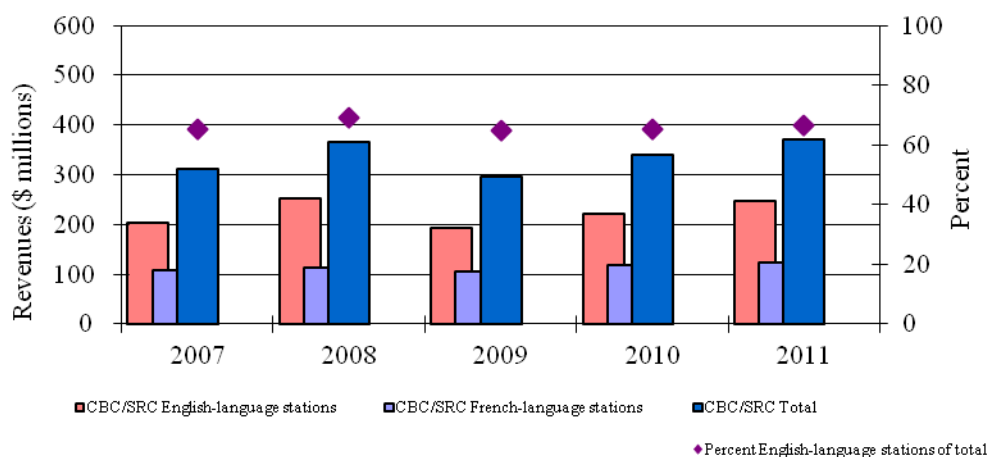
- Based on conventional OTA stations owned or controlled by the ownership group on 31 August of each year. Ownership is based on the date of the approving decision, not the official closing date of the transaction. The station's entire annual revenue is attributed to the ownership group that was deemed to be its owner as of 31 August.
- English-language private conventional television includes ethnic private conventional stations, as a significant portion of their revenues are derived from English-language programming.
- Following a change in effective control, Canwest's properties are now controlled by Shaw (Broadcasting Decision 2010-782). Shaw's total revenues for 2008-2009 excludes: CHCH-TV Hamilton following an acquisition of assets (Broadcasting Decision 2009-537) and CJNT-TV Montréal following an acquisition of assets (Broadcasting Decision 2009-536). Shaw's total for 2009-2010 excludes: CHEK-TV following an acquisition of assets (Broadcasting Decision 2009-699)
- Following a change in effective control, CTV's properties are now controlled by BCE (Broadcasting Decision 2011-163). BCE and CHUM's results reflect Broadcasting Decision CRTC 2007-165.
- Total revenue includes funding from the LPIF (2010 and 2011).

Source: CRTC data collection

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

- 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.
- In Broadcasting Decision 2008-129, the Commission approved, subject to certain conditions, the acquisition by Remstar of TQS's network and television stations in Montréal, Québec, Trois-Rivières, Sherbrooke, and Saguenay. TQS was changed to V.
- In Broadcasting Decision 2008-130 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.
- Total revenue includes funding from the LPIF (2010 and 2011).

Source: CRTC data collection

Figure 4.3.13 Advertising revenues: CBC conventional television stations (owned & operated)

Source: CRTC data collection

Table 4.3.14 Ownership groups with significant ownership interest in specialty, pay, PPV, and VOD services as of 31 December 2011 (Part 1 of 6)¹

HD	Astral	Type of service	Language	Direct / indirect voting interest	31 August 2011 financial results (thousands)			
					Number of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
✓	Canal D	Sp. A	f	100%	2,611	38,400	19,159	49.9%
✓	Canal Vie	Sp. A	f	100%	2,343	41,905	13,664	32.6%
✓	CINÉPOP	Pay 2	f	100%	881	6,951	2,455	35.3%
✓	The Family Channel	Pay	e	100%	5,937	63,280	20,270	32.0%
✓	Mpix	Pay	e	100%	1,583	25,687	14,416	56.1%
✓	Super Écran	Pay	f	100%	633	65,571	19,343	29.5%
✓	The Movie Network	Pay	e	100%	1,226	138,748	28,133	20.3%
✓	VRAK.TV	Sp. A	f	100%	2,504	27,855	11,331	40.7%
✓	Ztélé	Sp. A	f	100%	2,068	23,361	8,076	34.6%
✓	Viewers Choice Canada	PPV**	e	50.10%	N/A	17,118	2,825	16.5%
✓	Historia	Sp. A	f	50%	2,087	19,885	9,226	46.4%
✓	Musimax	Sp. A	f	100%	2,071	9,690	190	2.0%
✓	MusiquePlus	Sp. A	f	100%	2,469	13,155	-1,032	-7.8%
✓	Séries+	Sp. A	f	50%	2,099	29,931	16,370	54.7%
✓	Teletoon/Télétoon	Sp. A	b	50%	7,726	89,301	41,713	46.7%
	Teletoon Retro English	Sp. D2	e	50%	N/A	6,454	N/A	N/A
	Télétoon Rétro French	Sp. D2	f	50%	N/A	1,551	N/A	N/A
	Disney Junior	Sp. D2	b	100%	N/A	646	N/A	N/A

Table 4.3.14 Ownership groups with significant ownership interest in specialty, pay, PPV, and VOD services as of 31 December 2011 (Part 2 of 6)¹

HD	BCE ²	Type of service	Language	Direct / indirect voting interest	31 August 2011 financial results (thousands)			
					Number of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
✓	CTV News Channel	Sp. A	e	100%	8,612	23,713	5,645	23.8%
	MTV Canada	Sp. A	e	100%	6,745	26,137	155	0.6%
✓	Business News Network	Sp. A	e	100%	6,291	31,833	11,665	36.6%
	Comedy Network	Sp. A	e	100%	6,149	56,608	24,259	42.9%
	ESPN Classic Canada	Sp. D2	e	80%	1,092	2,914	705	24.2%
✓	Réseau des Sports (RDS)	Sp. A	f	80%	3,446	129,966	29,520	22.7%
	RDS Info	Sp. D1	f	80%	1,444	11,340	3,988	35.2%
✓	The Sports Network (TSN)	Sp. A	e	80%	9,004	289,400	82,204	28.4%
✓	Animal Planet	Sp. D2	e	64%	1,924	6,237	1,369	21.9%
✓	Discovery Channel	Sp. A	e	64%	8,114	99,913	35,088	35.1%
✓	Discovery Science	Sp. D2	e	64%	1,400	4,147	338	8.1%
✓	Discovery World HD	Sp. D2	e	64%	1,442	27,145	13,774	50.7%
✓	Viewers Choice Canada	PPV**	e	19.96%	N/A	17,118	2,825	16.5%
	The NHL Network	Sp. D2	e	17.14%	N/A	11,971	N/A	N/A
✓	Book Television	Sp. D1	e	100%	969	4,253	1,321	31.1%
✓	Bravo!	Sp. A	e	100%	7,020	38,350	11,175	29.1%
✓	Investigation Discovery	Sp. D2	e	100%	957	4,364	893	20.5%
✓	Fashion Television Channel	Sp. D1	e	100%	812	4,597	2,629	57.2%
	MuchLoud	Sp. D2	e	100%	165	359	66	18.3%
✓	MuchMoreMusic	Sp. A	e	100%	6,344	17,396	4,617	26.5%
	MuchMoreRetro	Sp. D2	e	100%	267	745	434	58.3%
✓	MuchMusic	Sp. A	e	100%	8,412	45,846	9,623	21.0%
	MuchVibe	Sp. D2	e	100%	482	642	305	47.5%
✓	CablePulse 24	Sp. A	e	100%	2,988	21,675	1,367	6.3%
	Juicebox (formerly PunchMuch) ^a	Sp. D2	e	100%	283	718	390	54.3%
✓	MTV2 Canada	Sp. D1	e	100%	803	4,627	-458	-9.9%
✓	SPACE	Sp. A	e	100%	6,871	49,779	15,862	31.9%
✓	E!	Sp. A	e	100%	6,460	27,125	4,773	17.6%
	Comedy Gold	Sp. D2	e	100%	968	3,252	1,880	57.8%
✓	Bell TV On Demand and Vu!	PPV**	b	100%	N/A	56,319	4,405	7.8%
✓	Bell TV On Demand	PPV	b	100%	N/A	104	35	33.3%
✓	Bell TV On Demand	VOD	b	100%	N/A	1,737	-534	-30.7%
✓	Câblevision du Nord de Québec inc.	VOD	f	100%	N/A	683	78	11.5%

a) PunchMuch was rebranded as Juicebox on 17 November 2011.

Table 4.3.14 Ownership groups with significant ownership interest in specialty, pay, PPV, and VOD services as of 31 December 2011 (Part 3 of 6)¹

HD		Type of service	Language	Direct / indirect voting interest	31 August 2011 financial results (thousands)			
					Number of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
HD	CBC							
✓	Bold	Sp. D1	e	100%	2,662	4,039	-406	-10.0%
✓	CBC News Network	Sp. A	e	100%	11,165	82,215	9,967	12.1%
✓	RDI	Sp. A	f	100%	11,190	54,083	6,941	12.8%
✓	ARTV	Sp. A	f	85%	2,117	17,214	177	1.0%
✓	Documentary	Sp. D1	e	82%	2,564	5,506	683	12.4%
• In September 2009, CBC sold its pay audio service Galaxie to Stingray Digital.								
HD		Type of service	Language	Direct / indirect voting interest	31 August 2011 financial results (thousands)			
					Number of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
HD	Cogeco							
	Cogeco On Demand	VOD	b	100%	N/A	19,331	7,869	40.7%
HD		Type of service	Language	Direct / indirect voting interest	31 August 2011 financial results (thousands)			
					Number of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
HD	Corus³							
✓	Encore Avenue	Pay	e	100%	2,371	20,552	8,929	43.4%
✓	MovieCentral	Pay	e	100%	984	110,499	19,332	17.5%
	TreeHouse TV	Sp. A	e	100%	8,580	14,552	4,788	32.9%
✓	W Network	Sp. A	e	100%	8,387	87,077	37,793	43.4%
	YTV	Sp. A	e	100%	11,237	93,094	36,611	39.3%
	CMT Canada	Sp. A	e	90%	10,627	30,684	11,281	36.8%
✓	Dusk	Sp. D2	e	51%	N/A	7,653	N/A	N/A
	Sky TG24 Canada	Sp. D2	o	50.50%	N/A	204	N/A	N/A
	TLN - Teletatino	Sp. A	o	50.50%	5,203	20,316	9,001	44.3%
✓	Teletoon/Télétoon ^a	Sp. A	b	50%	7,726	89,301	41,713	46.7%
	Teletoon Retro English ^a	Sp. D2	e	50%	N/A	6,454	N/A	N/A
	Télétoon Rétro French ^a	Sp. D2	f	50%	N/A	1,551	N/A	N/A
✓	Food Network Canada	Sp. A	e	22.58%	6,358	52,356	22,641	43.2%
	EuroWorld Sport	Sp. D2	e	50.50%	N/A	138	N/A	N/A
	Mediaset Italia	Sp. D2	o	50.50%	N/A	238	N/A	N/A
	TLN en español	Sp. D2	o	50.50%	N/A	901	N/A	N/A
	Nickelodeon (formerly YTV OneWorld)	Sp. D2	e	100%	N/A	6,793	N/A	N/A
✓	OWN (formerly VIVA) ^b	Sp. A	e	100%	5,968	26,699	10,437	39.1%
	Cosmopolitan TV	Sp. D2	e	67%	N/A	10,221	N/A	N/A
	Sundance Channel	Sp. D2	e	100%	N/A	5,437	N/A	N/A
✓	W Movies	Sp. D2	e	100%	N/A	5,837	N/A	N/A

a) 20% 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.

b) VIVA was rebranded as OWN (Oprah Winfrey Network) on 1 March 1 2011.

Table 4.3.14 Ownership groups with significant ownership interest in specialty, pay, PPV, and VOD services as of 31 December 2011 (Part 4 of 6)¹

HD	Quebecor	Type of service	Language	Direct / indirect voting interest	31 August 2011 financial results (thousands)			
					Number of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
✓	Illico sur demande	VOD	b	100%	N/A	55,510	2,894	5.2%
	Argent	Sp. D1	f	100%	950	4,185	812	19.4%
✓	Le Canal Nouvelles (LCN)	Sp. A	f	100%	2,264	28,685	8,118	28.3%
✓	addikTV (formerly Mystère)	Sp. D1	f	100%	873	6,524	1,198	18.4%
	Mlle	Sp. D2	f	100%	90	426	-2,498	-586.0%
	Prise 2	Sp. D2	f	100%	799	5,422	1,244	23.0%
	The Cave	Sp. D1	e	51%	906	4,757	-213	-4.5%
	Mystery TV	Sp. D1	e	50%	1,732	12,892	3,331	25.8%
✓	CASA	Sp. D2	f	100%	700	5,034	-852	-16.9%
✓	Canal Indigo	PPV**	f	100%	N/A	6,125	2,464	40.2%
✓	Yoopla	Sp. D2	f	100%	406	2,248	-1,208	-53.7%
✓	Évasion	Sp. A	f	8.31%	2,072	12,572	970	7.7%

HD	Rogers	Type of service	Language	Direct / indirect voting interest	31 August 2011 financial results (thousands)			
					Number of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
	The Biography Channel	Sp. D1	e	100%	2,289	8,006	1,513	18.9%
✓	Rogers On Demand	VOD	b	100%	N/A	70,842	3,470	4.9%
✓	Rogers Sportsnet	Sp. A	e	100%	8,957	217,810	31,286	14.4%
✓	Rogers Sportsnet One ^a	Sp. D2	e	100%	5,282	52,480	1,362	2.6%
✓	Rogers Sportsnet PPV	PPV**	e	100%	N/A	11,093	1,052	9.5%
	G4TechTV	Sp. D1	e	100%	2,347	9,782	1,901	19.4%
✓	Viewers Choice Canada	PPV**	e	24.95%	N/A	17,118	2,825	16.5%
✓	OLN (Outdoor Life Network)	Sp. A	e	100%	5,870	21,929	8,947	40.8%
	TVtropolis	Sp. A	e	33.33%	6,264	41,591	7,616	18.3%
	Rogers Pay Audio	Sp. A	b	100%	N/A	N/A	N/A	N/A
	Sportsnet World ^b	Sp. D2	e	100%	N/A	9,453	1,748	18.5%

a) Rogers Sportsnet One was licensed in Broadcasting Decision 2010-124 on 2 March 2010. The service subsequently launched on 14 August 2010.

b) Setanta Sports Canada was rebranded as Sportsnet World on 3 October 2011.

Table 4.3.14 Ownership groups with significant ownership interest in specialty, pay, PPV, and VOD services as of 31 December 2011 (Part 5 of 6)¹

		Type of service	Language	Direct / indirect voting interest	31 August 2011 financial results (thousands)			
					Number of subscribers	Revenues (\$)	PBIT (\$)	PBIT Margin
HD	Shaw ⁴							
	DejaView	Sp. D2	e	100%	1,516	7,414	3,267	44.1%
	Fox Sports World Canada	Sp. D2	e	100%	760	3,423	-1,155	-33.8%
✓	MovieTime	Sp. D2	e	100%	4,258	9,482	4,520	47.7%
	TVtropolis	Sp. A	e	66.67%	6,264	41,591	7,616	18.3%
	Mystery TV	Sp. D1	e	50%	1,732	12,892	3,331	25.8%
	The Cave	Sp. D1	e	49%	906	4,757	-213	-4.5%
✓	History Television	Sp. A	e	100%	7,440	70,567	37,408	53.0%
	The Independent Film Channel Canada	Sp. D1	e	100%	2,822	9,741	3,102	31.8%
✓	Showcase	Sp. A	e	100%	8,671	74,371	38,620	51.9%
	Action	Sp. D2	e	100%	4,479	16,711	10,580	63.3%
	Showcase Diva	Sp. D2	e	100%	4,366	14,894	6,701	45.0%
	Slice	Sp. A	e	100%	6,515	39,868	7,898	19.8%
✓	HGTV Canada	Sp. A	e	80.24%	8,309	74,477	31,931	42.9%
	BBC Canada	Sp. D2	e	80%	2,629	9,024	3,424	38.0%
	Twist TV	Sp. D1	e	100%	2,100	6,340	2,263	35.7%
✓	National Geographic Channel Canada	Sp. D2	e	80%	6,361	19,933	12,140	60.9%
✓	Food Network Canada	Sp. A	e	57.58%	6,358	52,356	22,641	43.2%
✓	Historia	Sp. A	f	50%	2,087	19,885	9,226	46.4%
✓	Séries+	Sp. A	f	50%	2,099	29,931	16,370	54.7%
✓	Dusk	Sp. D2	e	49%	N/A	7,653	N/A	N/A
	Global Reality Channel	Sp. D2	e	100%	1,137	2,362	-484	-20.5%
	D.I.Y. Network	Sp. D2	e	80.24%	2,200	9,838	6,221	63.2%
✓	Shaw Pay-Per-View	PPV**	e	100%	N/A	9,987	1,039	10.4%
✓	Shaw Pay-Per-View	PPV	e	100%	N/A	25,141	1,010	4.0%
	Shaw on Demand	VOD	b	100%	N/A	73,829	8,794	11.9%

Table 4.3.14 Ownership groups with significant ownership interest in specialty, pay, PPV, and VOD services as of 31 December 2011 (Part 6 of 6)¹

Notes to table 4.3.14:

1. In Broadcasting Regulatory Policy 2011-601, the Commission determined it will publish complete financial information for specialty Category A (Analog and Category 1) services and specialty Category B (Category 2) services owned or controlled by a vertically integrated entity. The Commission also determined it will publish partial financial information for all independent individual specialty Category B (Category 2) services including total revenues, total programming expenses and total Canadian programming expenses. Complete financial information for all independent specialty Category B (Category 2) services on an aggregate basis is also included in this publication.
 2. Following a change in effective control, CTVglobemedia's properties are now controlled by BCE (Broadcasting Decision 2011-163).
 3. Shaw is affiliated with Corus as J.R. Shaw has voting control of both companies.
 4. Following a change in effective control, Canwest's properties are now controlled by Shaw (Broadcasting Decision 2010-782).
- Ownership in Table 4.3.14 is based on the percentage of direct and indirect voting interest held on 31 December 2011. Where a change in ownership has occurred, the information is based on the date of the approval decision, not the closing date of the transaction.
 - Table 4.3.14 presents the ownership percentages and the financial results for individual specialty, Pay, PPV and VOD services. The percent ownership is not reflected in these results. For this reason, no totals per ownership group are provided.
 - Includes only services that have been launched as of 31 December 2011.

Legend:

- ✓ Indicates HD programming undertaking.
- 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)	2007	2008	2009	2010	2011	Annual growth %			
						2008	2009	2010	2011
News (category 1)	119,552	132,457	165,717	203,223	191,924	10.8%	25.1%	22.6%	-5.6%
Other information (categories 2 to 5)	84,881	94,782	106,500	75,754	98,534	11.7%	12.4%	-28.9%	30.1%
Sports (category 6)	97,781	189,427	151,315	159,463	157,190	93.7%	-20.1%	5.4%	-1.4%
Drama and comedy (category 7)	112,132	137,363	129,403	139,042	141,049	22.5%	-5.8%	7.4%	1.4%
Music and variety (categories 8 & 9)	26,648	27,059	21,432	13,700	12,912	1.5%	-20.8%	-36.1%	-5.8%
Game show (category 10)	823	13,373	13,785	12,068	11,900	1,524.9%	3.1%	-12.5%	-1.4%
Human interest (category 11)	53,490	74,584	62,352	80,167	94,059	39.4%	-16.4%	28.6%	17.3%
Other (categories 12 to 15)	-	-	-41	-	2,203	-	-	-	-
Total (categories 1 to 15)	495,307	669,045	650,464	683,417	709,769	35.1%	-2.8%	5.1%	3.9%

- 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

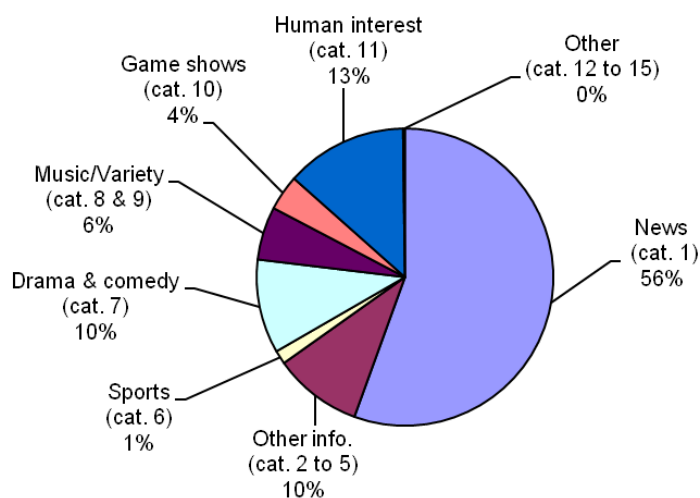
Table 4.3.16 Canadian Programming Expenditure (CPE) - Private conventional television

Genre (\$ thousands)	2007	2008	2009	2010	2011	Annual growth %			
						2008	2009	2010	2011
News (category 1)	324,772	322,997	312,106	304,358	316,922	-0.5%	-3.4%	-2.5%	4.1%
Other information (categories 2 to 5)	62,014	67,190	72,840	50,474	55,033	8.3%	8.4%	-30.7%	9.0%
Sports (category 6)	8,600	7,510	3,803	141,011	8,482	-12.7%	-49.4%	3607.9%	-94.0%
Drama and comedy (category 7)	76,452	88,334	77,372	71,365	58,322	15.5%	-12.4%	-7.8%	-18.3%
Music and variety (categories 8 & 9)	23,897	24,706	38,182	21,678	33,006	3.4%	54.5%	-43.2%	52.3%
Game show (category 10)	12,158	16,559	12,510	22,933	22,033	36.2%	-24.5%	83.3%	-3.9%
Human interest (category 11)	104,473	90,443	82,293	68,256	75,577	-13.4%	-9.0%	-17.1%	10.7%
Other (categories 12 to 15)	3,647	1,905	276	1,173	1,173	-47.8%	-85.5%	325.0%	0%
Total (categories 1 to 15)	616,013	619,643	599,383	681,248	562,914	0.6%	-3.3%	13.7%	-17.4%
% of total revenue	28.38%	28.98%	30.42%	31.73%	26.15%				

- 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 4.3.14 Canadian Programming expenditures (CPE) - distribution by genre for private conventional television (2011)



Source: CRTC data collection

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

Genre (\$ thousands)	2007	2008	2009	2010	2011	Annual growth %			
						2008	2009	2010	2011
News (category 1)	10	5	20	145	90	-50.0%	300.0%	625.0%	-38.0%
Other information (categories 2 to 5)	8,800	11,973	12,405	5,270	16,522	36.1%	3.6%	-57.5%	213.5%
Sports (category 6)	9,164	11,261	13,746	14,823	17,916	22.9%	22.1%	7.8%	20.9%
Drama and comedy (category 7)	507,689	524,235	602,865	553,796	480,114	3.3%	15.0%	-8.1%	-13.3%
Music and variety (categories 8 & 9)	29,123	28,825	31,710	32,968	31,878	-1.0%	10.0%	4.0%	-3.0%
Game show (category 10)	45,112	47,892	13,016	6,078	11,460	6.2%	-72.8%	-53.3%	88.5%
Human interest (category 11)	120,649	151,667	172,007	164,091	169,059	25.7%	13.4%	-4.6%	3.0%
Other (categories 12 to 15)	1,380	-619	517	6	1,994	-144.9%	183.5%	-98.8%	33,133.3%
Total (categories 1 to 15)	721,927	775,240	846,286	777,176	729,034	7.4%	9.2%	-8.2%	-6.2%
% of total revenues	33.3%	36.3%	42.9%	36.2%	33.9%				

- Amounts include expenditures on non-Canadian programs telecast and write-downs of non-Canadian programming.
- 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) ¹			Expenditures on non-Canadian programming		
	2010	2011	Growth	2010	2011	Growth
<i>Number of services reporting</i>	<i>110</i>	<i>116</i>		<i>110</i>	<i>116</i>	
English-language services²						
News (category 1)	128,637	131,514	2.2%	215	148	-31.2%
Other information (categories 2 to 5)	141,329	208,937	47.8%	23,143	44,099	90.6%
Sports (category 6)	287,656	334,154	16.2%	51,569	55,843	8.3%
Drama and comedy (category 7)	146,627	146,451	-0.1%	264,169	251,870	-4.7%
Music and variety (categories 8 & 9)	24,405	25,445	4.3%	2,014	951	-52.8%
Game show (category 10)	4,395	13,435	205.7%	1,478	1,337	-9.5%
Human interest (category 11)	74,308	76,510	3.0%	25,409	32,047	26.1%
Other (categories 12 to 15)	33,055	31,196	-5.6%	568	627	10.4%
Total (categories 1 to 15)	840,412	967,643	15.1%	368,565	386,921	5.0%
<i>Number of services reporting</i>	<i>25</i>	<i>28</i>		<i>25</i>	<i>28</i>	
French-language services						
News (category 1)	48,267	51,530	6.8%	36	462	1183.3%
Other information (categories 2 to 5)	51,902	73,107	40.9%	7,442	8,827	18.6%
Sports (category 6)	63,521	61,573	-3.1%	5,318	5,838	9.8%
Drama & comedy (category 7)	39,051	33,712	-13.7%	36,923	39,966	8.2%
Music and variety (category 8 & 9)	10,203	6,873	-32.6%	1,379	1,099	-20.3%
Game show (category 10)	1,467	655	-55.4%	124	1	-99.2%
Human interest (category 11)	6,509	18,698	187.3%	844	2,939	248.2%
Other (category 12 to 15)	10,058	7,331	-27.1%	743	87	-88.3%
Total (categories 1 to 15)	230,978	253,478	9.7%	52,809	59,219	12.1%
<i>Number of services reporting</i>	<i>35</i>	<i>37</i>		<i>35</i>	<i>37</i>	
Ethnic or third-language services						
News (category 1)	3,033	3,981	31.3%	869	1,397	60.8%
Other information (categories 2 to 5)	2,426	3,264	34.5%	778	382	-50.9%
Sports (category 6)	2,451	1,959	-20.1%	763	1,349	-76.8%
Drama and comedy (category 7)	1,638	2,351	43.5%	5,015	4,697	-6.3%
Music and variety (categories 8 & 9)	7,036	6,282	-10.7%	1,137	829	-27.1%
Game show (category 10)	68	398	485.3%	117	517	341.9%
Human interest (category 11)	2,326	3,157	35.7%	2,116	2,505	18.4%
Other (categories 12 to 15)	2,463	3,013	22.3%	282	672	138.3%
Total (categories 1 to 15)	21,441	24,406	13.8%	11,077	12,349	11.5%

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) ¹			Expenditures on non-Canadian programming		
	2010	2011	Growth	2010	2011	Growth
<i>Number of services reporting</i>	<i>170</i>	<i>181</i>		<i>170</i>	<i>181</i>	
Total pay and specialty services						
News (category 1)	179,937	187,025	3.9%	1,120	2,007	79.2%
Other information (categories 2 to 5)	195,657	285,308	45.8%	31,363	53,308	70.0%
Sports (category 6)	353,628	397,686	12.5%	57,650	63,029	9.3%
Drama and comedy (category 7)	187,316	182,514	-2.6%	306,107	296,533	-3.1%
Music and variety (categories 8 & 9)	41,644	38,600	-7.3%	4,530	2,879	-36.4%
Game show (category 10)	5,930	14,488	144.3%	1,719	1,856	8.0%
Human interest (categories 11)	83,143	98,365	18.3%	28,369	37,491	32.2%
Other (categories 12 to 15)	45,576	41,540	-8.9%	1,593	1,386	-13.0%
Total (categories 1 to 15)	1,092,831	1,245,528	14.0%	432,451	458,489	6.0%

1. Includes bilingual services. 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.

2. Includes bilingual services.

Source: CRTC data collection

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

(\$ thousands)	Eligible Expenditures on Canadian Programming (CPE)		
	2010	2011	Growth
<i>Number of services reporting</i>	<i>27</i>	<i>23</i>	
Total PPV and VOD services	26,348	16,838	-36.1%

- Programming expenditures by genre for PPV and VOD services are not available.
- 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 CFTM-TV (TVA) Montréal, CFTO-TV (CTV) Toronto, and CIII-TV (Global) Toronto for each of the 2006/07 to 2010/11 broadcast years.

(hours)	Broadcast years*					Annual growth %			
	06/07	07/08	08/09	09/10	10/11	08	09	10	11
CFTM-TV (TVA) Montréal (<i>French-language station</i>)									
Long-form documentary (cat. 2b)	22	19	52	5	9	-14%	174%	-90%	80%
Drama and comedy (cat. 7)	270	328	299	352	278	21%	-9%	18%	-21%
Music and dance (cat. 8a)	6	8	7	7	4	33%	-13%	-	-43%
Variety (cat. 9)	10	8	40	9	43	-20%	400%	-78%	378%
Regionally produced	-	-	6	-	5	-	-	-100%	-
Entertainment magazine	39	29	16	27	31	-26%	-45%	69%	15%
Total hours	347	392	429	400	369	13%	13%	-7%	-8%
<i>Number of Drama and comedy hours reported as:</i>									
<i>eligible for the 50% time credit</i>	153***	142	159	155	177	-7%	12%	-3%	14%
<i>eligible for the 25% time credit</i>	-	-	-	-	-	-	-	-	-
<i>not eligible for the time credit</i>	117***	186	140	197	101	59%	-25%	41%	-49%
CFTO-TV (CTV) Toronto (<i>English-language station</i>)									
Long-form documentary (cat. 2b)	53	63	64	46	47	19%	2%	-28%	2%
Drama and comedy (cat. 7)	183***	204	168	194	186	12%	-18%	15%	-4%
Music and dance (cat. 8a)	2	1	21	7	3	-50%	2,000%	-67%	-57%
Variety (cat. 9)	30	26	30	26	38	-13%	15%	-13%	46%
Regionally produced	2	2	-	2	-	-	-100%	-	-
Entertainment magazine	105	96	107	89	94	-9%	11%	-17%	6%
Total hours	375	392	390	364	368	5%	5%	-7%	1%
<i>Number of Drama and comedy hours reported as:</i>									
<i>eligible for the 50% time credit</i>	128	122	88	132	116	-5%	-28%	50%	-12%
<i>eligible for the 25% time credit</i>	16	6	17	20	15	-63%	183%	18%	-25%
<i>not eligible for the time credit</i>	39	76	63	42	55	95%	-17%	-33%	31%
CIII-TV (Global) Toronto (<i>English-language station</i>)									
Long-form documentary (cat. 2b)	151	104	119	76	80	-31%	14%	-36%	5%
Drama and comedy (cat. 7)	147	207	163	200	184	41%	-21%	23%	-8%
Music and dance (cat. 8a)	-	1	-	-	-	-	-100%	-	-
Variety (cat. 9)	2	-	-	-	-	-	-	-	-
Regionally produced	12	3	12	14	-	-75%	300%	17%	-
Entertainment magazine	127**	103	106	112	109	-19%	3%	6%	-3%
Total hours	438	418	400	402	373	-5%	-5%	1%	-7%
<i>Number of Drama and comedy hours reported as:</i>									
<i>eligible for the 50% time credit</i>	34	34	37	30	1	0%	9%	-19%	-97%
<i>eligible for the 25% time credit</i>	15	11	35	38	18	-27%	218%	9%	-53%
<i>not eligible for the time credit</i>	97	162	91	132	165	67%	-44%	45%	25%

- * Reflects hours broadcast from 1 September to 31 August.
 - **Entertainment magazine programming hours in 06/07 include programming required to make up for 05/06 shortfall in qualifying *ET Canada* episodes.
 - *** Reflects updated results
 - The results are based on the definitions of priority programming that came into effect September 2000 (Public Notice CRTC 1999-205). In Broadcasting Regulatory Policy 2010-167, the Commission eliminated the current exhibition requirement for priority programming and replaced it with an expenditure requirement that will apply to categories of programs that the Commission considers to be of national interest. The new requirement will be applied in broadcast year 2011-2012.
 - Minor variances are due to rounding.
- Source: Licensees

Table 4.3.21 Value of television transactions and corresponding tangible benefits for the period 1 Jan 2007 to 31 December 2011

(\$ millions)	English-language services			French-language services			Total benefits
	# of Trans.	Value of the transactions ¹	Benefits	# of Trans.	Value of the transactions ¹	Benefits	
1 Jan. 07 to 31 Dec. 07 ²	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 ³	0.2	17.6
1 Jan. 09 to 31 Dec. 09	7	54.8	5.8	0	-	-	5.8
1 Jan. 10 to 31 Dec. 10 ⁴	3	2,086.4	183.4	0	-	-	183.4
1 Jan. 11 to 31 Dec. 11 ⁵	5	2,254.0	224.2	0	-	-	224.2
Total	31	7,452.3	718.5	5	65.9	3.6	722.1

• Minor variances are due to rounding.

1. Value determined by the Commission for the purpose of calculating tangible benefits. This table includes only transactions subject to the Commission's tangible benefits policy. Transactions not affecting effective control of a licensed broadcasting undertaking, including corporate reorganisations, are not counted.
2. 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. The Canwest/Shaw ownership transaction (Broadcasting Decision 2010-782) resulted in \$180.2 million in tangible benefits.
5. The BCE/CTVglobemedia ownership transaction (Broadcasting Decision 2011-163) resulted in \$221.8 million of television-related tangible benefits. For the purpose of this analysis, the entire value of the television assets and associated benefits were included in the English-language services category.

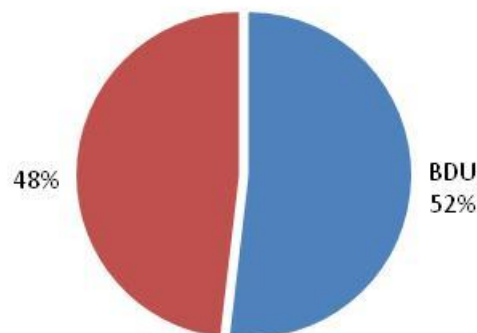
Source: CRTC Decisions and Administrative Approvals

4.4 Broadcasting distribution market sector

Overview

Broadcasting distribution refers to the distribution of programming services 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 cable BDUs, IPTV providers, national DTH distributors, and MDS operators. The sector is dominated by 5 large companies utilizing either cable or satellite facilities, capturing 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 revenues
\$16.6 billion
2011**



Broadcasting distribution sector at a glance

	2010	2011	% growth
Revenues (\$ billions)	8.1	8.6	5.8
Subscribers (millions)	11.5	11.8	2.2
Revenues per subscriber per month	59.73	61.86	3.6
Percent of households subscribing	88.5% #	89.6%	
Market share (subscriber)			
Top 4 major cable operators	64%	63%	
DTH operators	25%	25%	
Number of service providers			
Cable BDU	216	212	-1.9
IPTV	19	19	0.0
MDS	5 #	5	0.0
DTH	2	2	0.0
Affiliation payments per subscription dollar	\$0.347	\$0.354	2.0
EBITDA Margin	25.1%	22.8%	
Cable and IPTV	25.6%	22.6%	
DTH and MDS	23.9%	23.3%	

- The number of BDU is comprised of approximately 92 systems with 20,000 subscribers or more and approximately 2,077 systems with fewer than 20,000 subscribers. Most systems with fewer than 20,000 subscribers are eligible for exemption from licensing requirements.
- The source for the number of operators is the September 2011, Mediastats and CRTC APP1205 report dated 28 June 2012.

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

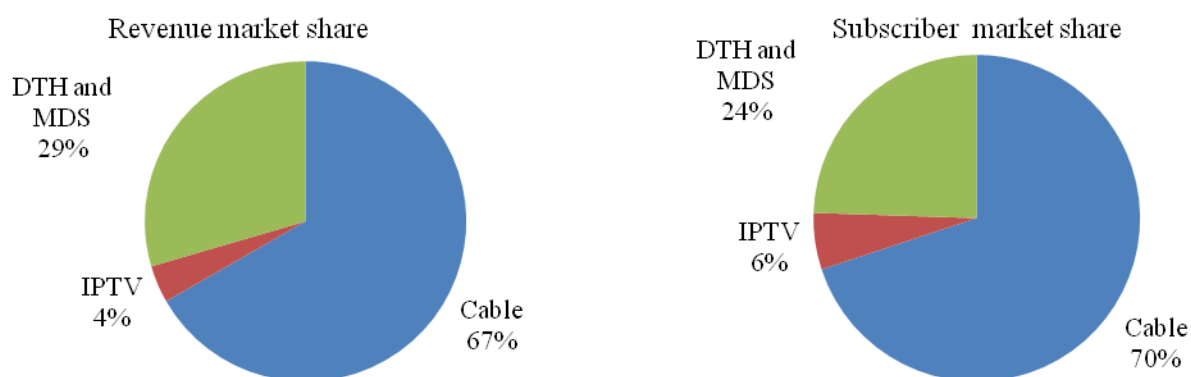
	2007	2008	2009	2010	2011	<i>CAGR 2007-2011</i>
Revenues (millions)						
Cable	4,258.0	4,653.5	4,971.3	5,386.7	5,595.3	7.1%
<i>Percent of total</i>	67.6%	67.3%	66.9%	66.3%	65.2%	
<i>Annual Growth</i>	7.7%	9.3%	6.8%	8.4%	3.9%	
IPTV	75.6	108.4	151.4	207.8	322.3	43.7%
<i>Percent of total</i>	1.2%	1.6%	2.0%	2.6%	3.8%	
<i>Annual Growth</i>	41.7%	43.3%	39.8%	37.2%	55.1%	
DTH and MDS	1,834.1	2,036.2	2,195.6	2,385.3	2,531.5	8.4%
<i>Percent of total</i>	29.1%	29.5%	29.6%	29.4%	29.5%	
<i>Annual Growth</i>	11.8%	11.0%	7.8%	8.6%	6.1%	
Reporting BDUs subtotal	6,167.7	6,798.0	7,318.3	7,979.8	8,449.1	8.2%
<i>Percent of total</i>	97.9%	98.3%	98.5%	98.3%	98.4%	
<i>Annual Growth</i>	9.2%	10.2%	7.7%	9.0%	5.9%	
Non-reporting BDUs	134.3 #	115.6 #	111.3 #	139.2 #	139.2	0.9%
<i>Percent of total</i>	2.1%	1.7%	1.5%	1.7%	1.6%	
<i>Annual Growth</i>	-6.9%	-13.9%	-3.7%	25.1%	0.0%	
Total revenues	6,302.0	6,913.6	7,429.6	8,119.0	8,588.3	8.0%
<i>Annual Growth</i>	8.8%	9.7%	7.5%	9.3%	5.8%	
Subscribers (thousands)						
Cable	7,525.1	7,691.7	7,782.7	7,854.1	7,847.7	1.1%
<i>Percent of total</i>	70.0%	70.1%	69.4%	68.2%	66.7%	
<i>Annual Growth</i>	2.1%	2.2%	1.2%	0.9%	-0.1%	
IPTV	166.2	225.0	311.4	416.9	657.3	41.0%
<i>Percent of total</i>	1.5%	2.1%	2.8%	3.6%	5.6%	
<i>Annual Growth</i>	47.4%	35.4%	38.4%	33.9%	57.6%	
DTH and MDS	2,631.0	2,699.5	2,760.9	2,862.1	2,877.4	2.3%
<i>Percent of total</i>	24.5%	24.6%	24.6%	24.9%	24.5%	
<i>Annual Growth</i>	0.1%	2.6%	2.3%	3.7%	0.5%	
Reporting BDUs subtotal	10,322.3	10,616.3	10,854.9	11,133.1	11,382.4	2.5%
<i>Percent of total</i>	96.0%	96.8%	96.8%	96.7%	96.8%	
<i>Annual Growth</i>	2.1%	2.8%	2.2%	2.6%	2.2%	
Non-reporting BDUs and estimates	429.3 #	350.2 #	354.2 #	376.8 #	376.8	-3.2%
<i>Percent of total</i>	4.0%	3.2%	3.2%	3.3%	3.2%	
<i>Annual Growth</i>	0.2%	-18.4%	1.1%	6.4%	0.0%	
Total subscribers	10,751.6	10,966.4	11,209.1	11,509.9	11,759.2	2.3%
<i>Annual Growth</i>	2.0%	2.0%	2.2%	2.7%	2.2%	

Table 4.4.1 Broadcasting 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	2007	2008	2009	2010	2011	CAGR 2007-2011
Cable	47.15	50.42	53.23	57.15	59.41	6.3%
Annual Growth	5.5%	6.9%	5.6%	7.4%	4.0%	
IPTV	37.92	40.13	40.52	41.53	40.86	
Annual Growth	-3.8%	5.8%	1.0%	2.5%	-1.6%	
DTH and MDS	58.09	62.86	66.27	69.45	73.32	7.5%
Annual Growth	11.6%	8.2%	5.4%	4.8%	5.6%	
Reporting BDUs subtotal	49.79	53.36	56.18	59.73	61.86	6.4%
Annual Growth	7.0%	7.2%	5.3%	6.3%	3.6%	
Subscribers per household ¹ (%)	88.7%	89.0%	90.0%	88.5% #	89.6%	

- Revenue data is based on the 12-month period ending 31 August of each year. Number of subscribers is as of 31 August of each year..
 - Non reporting BDU data based on estimates.
 - Minor variances are due to rounding.
 - 1. Due to methodology changes, the 2010 number is not comparable to previous years.
- Sources: CRTC data collection, Statistics Canada. Percent of households subscribing to BDUs: Statistics Canada, *Survey of household spending (SHS)*, for years 2007-2010, with CRTC projection for 2011.

Figure 4.4.1 Percent of revenues and subscribers by type of distribution platform in 2011



Source: CRTC data collection

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

Corporations		2008	2009	2010	2011	2012	CAGR 2008-2012
RCI ¹		2,295	2,312	2,296	2,303	2,276	-0.2%
	<i>Growth</i>	0.7%	0.7%	-0.7%	0.3%	-1.2%	
Shaw ²		2,242	2,274	2,329	2,313	2,257	0.2%
	<i>Growth</i>	1.0%	1.4%	2.4%	-0.7%	-2.4%	
Videotron ¹		1,652	1,729	1,786	1,809	1,854	2.9%
	<i>Growth</i>	4.4%	4.7%	3.3%	1.3%	2.5%	
Cogeco ²		859	868	874	881	873	0.4%
	<i>Growth</i>	0.5%	1.0%	0.7%	0.8%	-0.8%	
Subtotal - Cable		7,048	7,183	7,284	7,305	7,260	0.7%
	<i>Growth</i>	1.6%	1.9%	1.4%	0.3%	-0.6%	
Star Choice ^{2,3}		886	897	903	906	911	0.7%
	<i>Growth</i>	1.5%	1.2%	0.7%	0.4%	0.5%	
BCE ^{1,4}		1,823	1,864	1,969	2,043 #	2,112	3.7%
	<i>Growth</i>	-0.1%	2.2%	5.6%	3.8%	3.3%	
Subtotal – DTH and IPTV		2,709	2,761	2,872	2,950	3,022	2.8%
	<i>Growth</i>	0.4%	1.9%	4.0%	2.7%	2.5%	
Total – Top Canadian distributors		9,757	9,944	10,156	10,255	10,283	1.3%
	<i>Growth</i>	1.3%	1.9%	2.1%	1.0%	0.3%	
	<i>% of All Subscribers</i>	89.8%	89.7%	89.4%	88.1%	n.a.	

1. As of fiscal year ending 31 March each year

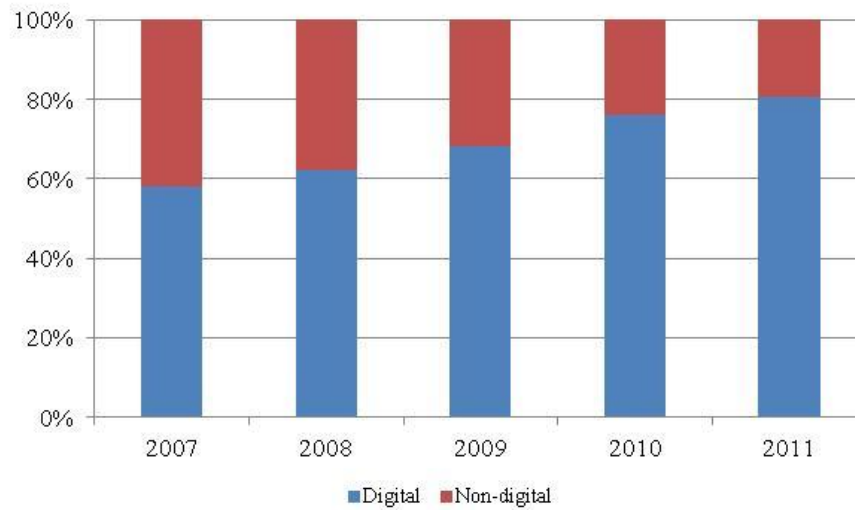
2. As of fiscal year ending 28 February each year

3. Star Choice Television Network Inc. is controlled by Shaw Communications Inc.

4. BCE includes Bell ExpressVu LLP, DTH and Bell Canada VDSL based IPTV. Includes Northwestel as of 2011.

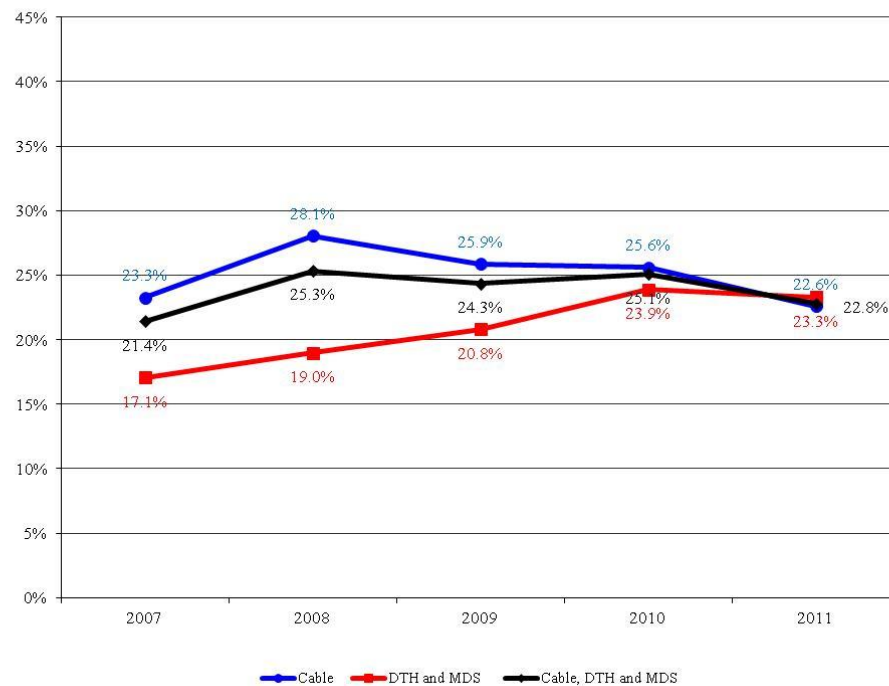
Source: Corporate quarterly reports

Figure 4.4.2 Percentage of BDU subscribers receiving digital and non-digital services



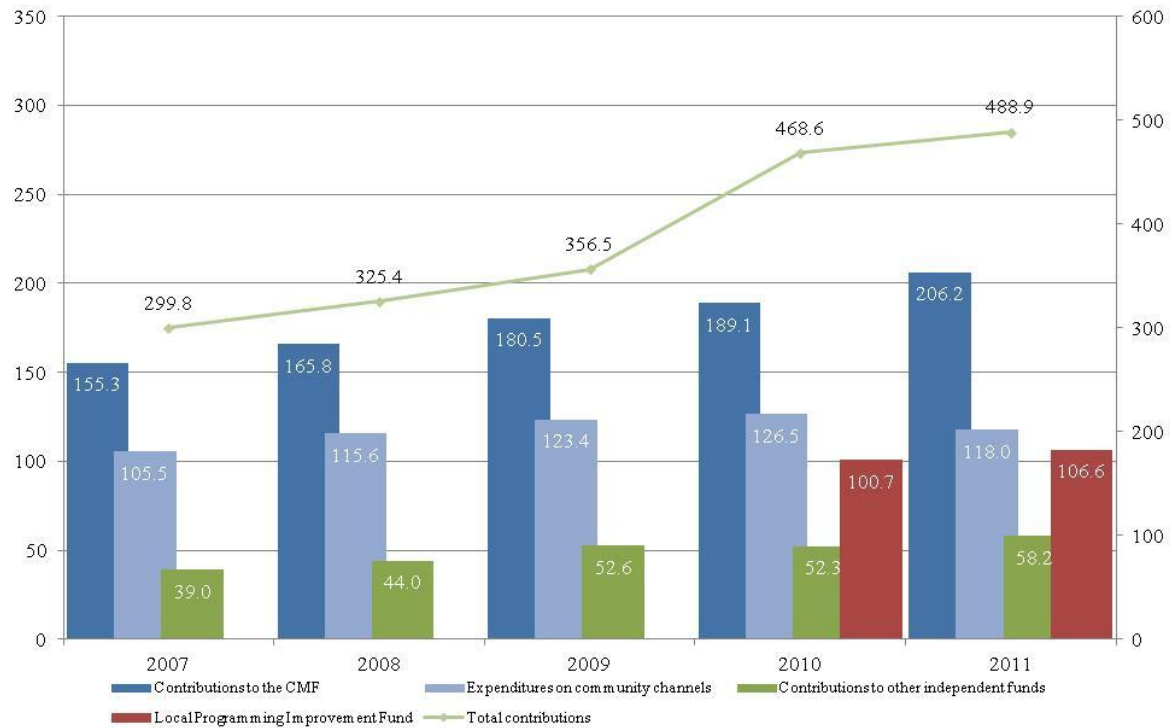
Source: Mediastats and CRTC data collection

Figure 4.4.3 EBITDA margins achieved from basic and non-basic programming services



- Based on the 12-month period ending 31 August
- Source: CRTC data collection

Figure 4.4.4 Contributions to the CMF, LPIF, other independent funds and expenditures on local expression (community channels) reported by BDUs (\$ millions)



- Based on the 12-month period ending 31 August.
 - Minor variances are due to rounding.
 - BDU contributions include contributions reported by cable, DTH, MDS, as well as SRDU.
- Source: CRTC data collection

Table 4.4.3 Affiliation payments made to Canadian and non-Canadian pay, PPV, VOD, and specialty services reported by BDUs

(\$ millions)	2007	% of total	2008	% of total	2009	% of total	2010	% of total	2011	% of total	% annual incr. / decr.			
											2008	2009	2010	2011
Payments to Canadian affiliates														
Cable														
Total	1,182	86%	1,304	86%	1,473	88%	1,629	87%	1,806	87%	10%	13%	11%	11%
DTH and MDS														
Total	639	92%	678	92%	738	91%	819	92%	838	91%	6%	9%	11%	2%
Combined: Cable, DTH and MDS														
Pay	507	95%	541	94%	596	94%	643	93%	681	93%	7%	10%	8%	6%
Specialty	1,314	85%	1,441	85%	1,616	87%	1,804	87%	1,962	87%	10%	12%	12%	9%
Total	1,821	88%	1,982	88%	2,211	89%	2,447	89%	2,644	89%	9%	12%	11%	8%
Payments to Non-Canadian affiliates														
Cable														
Total	196	14%	219	14%	207	12%	242	13%	262	13%	12%	-5%	17%	8%
DTH and MDS														
Total	57	8%	63	8%	70	9%	75	8%	81	9%	9%	11%	8%	8%
Combined: Cable, DTH and MDS														
Pay	28	5%	32	6%	38	6%	46	7%	48	7%	16%	17%	20%	5%
Specialty	225	15%	249	15%	238	13%	271	13%	296	13%	11%	-4%	14%	9%
Total	253	12%	281	12%	276	11%	317	11%	343	11%	11%	-2%	15%	8%
Total affiliate payments														
Cable														
Total	1,378	66%	1,523	67%	1,680	68%	1,871	68%	2,068	69%	11%	10%	11%	11%
DTH and MDS														
Total	697	34%	741	33%	807	32%	894	32%	919	31%	6%	9%	11%	3%
Combined: Cable, DTH and MDS														
Pay	535	26%	574	25%	634	25%	689	25%	729	24%	7%	10%	9%	6%
Specialty	1,539	74%	1,690	75%	1,854	75%	2,076	75%	2,258	76%	10%	10%	12%	9%
Total	2,074	100%	2,264	100%	2,487	100%	2,765	100%	2,987	100%	9%	10%	11%	8%

• Based on 31 August of each year.
Source: CRTC data collection

4.5 Digital media

Overview

Broadcasting in digital media (previously referred to as new media in past *Communications Monitoring Reports*) 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 resulting 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 MTM Fall 2011 survey, which examined the media habits and technology usage of 8,000 Canadians, 18 years of age and older.

The Commission monitors broadcasting in digital media through various means, including the introduction of reporting requirements in 2010 for new media broadcasting undertakings. With the assistance of an industry working group, the Commission developed basic reporting requirements respecting revenues and expenditures for broadcasting related activities in the digital media environment. The data collected is preliminary. At present, the data is from a subset of digital media broadcasting undertakings operating in Canada.

Fixed broadband is available to over 99% of households and mobile broadband (i.e., HSPA+) is available to over 99% of households. Canadians are accessing the growing volumes of content, whether audio, video or data, being made available online. Spurring this development is the availability of multi-function consumer devices.

One indicator for the importance of digital media and its role in the lives of Canadians is the level of technology adoption by Canadians. Within the last decade, new devices have been introduced which allow users to more fully and easily use digital media broadcasting offerings. The adoption rate of these devices and services is a good indicator of the usage of these new platforms. Digital media devices and services are generally in the innovation, emerging or expanding stage of the product life cycle with some reaching or approaching maturation.

Statistical Information – Financial data

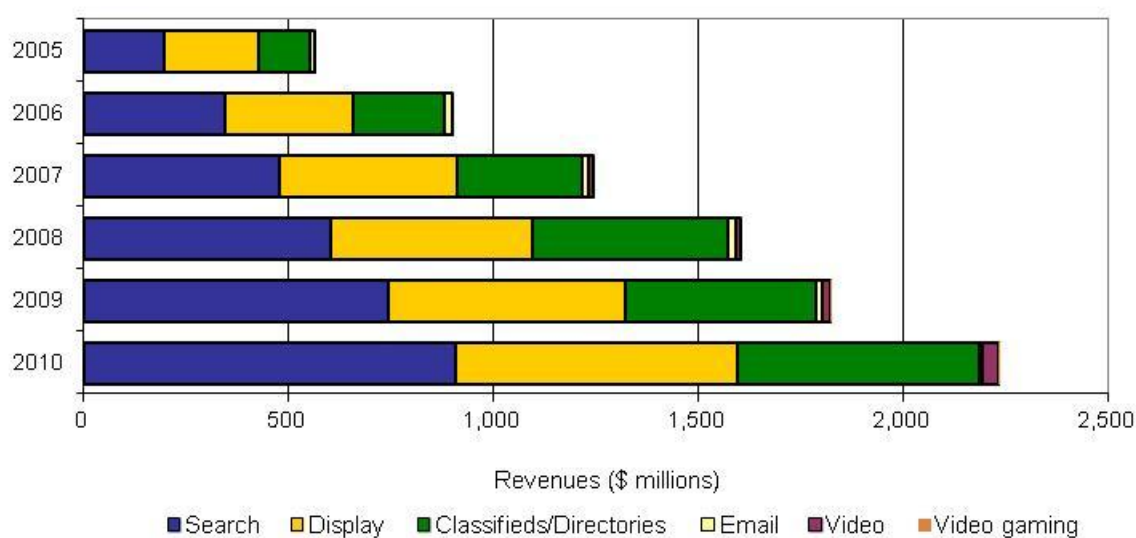
Table 4.5.1 Digital media revenues for a subset of digital media broadcasting undertakings (\$ millions)

Year	Subscriptions	Downloads, streaming, and app sales	Advertising	Subtotal	Grants and funds	Other	Total	Number of respondents
2010	31.6	1.9	68.9	102.4	0.2	5.7	108.3	35
2011	43.6	3.2	76.9	123.7	0.0	9.8	133.5	33

- The financial data in this table is unaudited. It does not represent all revenues generated in Canada by digital media broadcasting undertakings. A subset of Canadian communications companies were surveyed regarding their affiliated digital media broadcasting undertakings' operations.
- The revenues in this table may include revenues reported in the broadcasting or telecommunications sections of this report.

Source: CRTC data collection

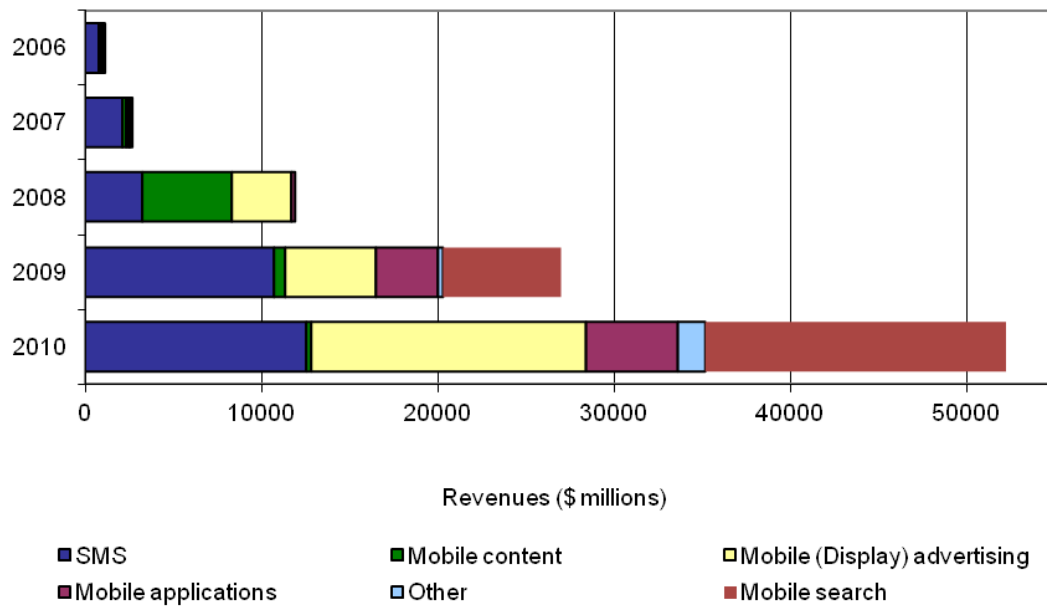
Figure 4.5.1 Canadian online advertising revenues



- 2011 figures not available at time of printing

Source: IAB Canada

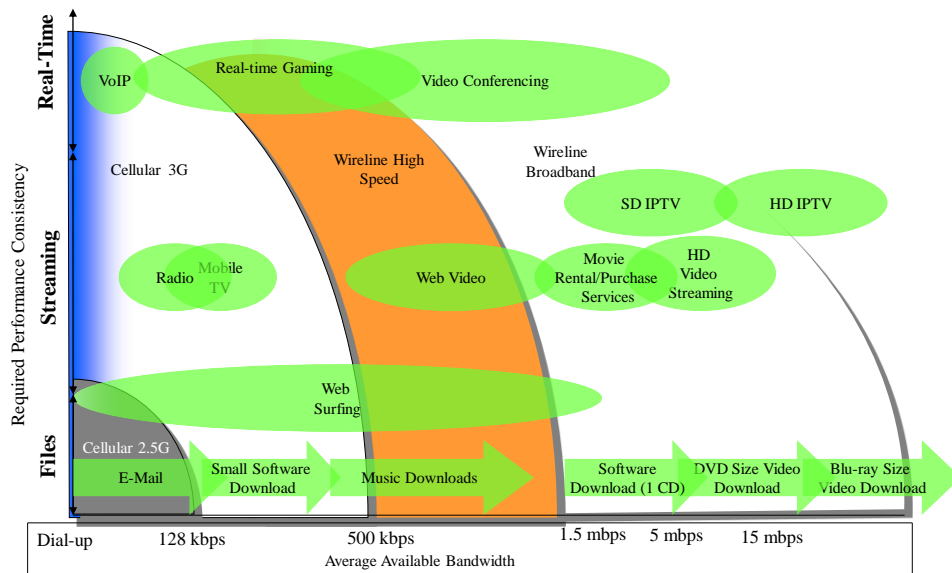
Figure 4.5.2 Canadian mobile advertising revenues



• 2011 figures not available at time of printing
Source: IAB Canada

Statistical Information – Technical data

Figure 4.5.3 Internet applications – bandwidth requirements



Source: CRTC internal research

Table 4.5.2 illustrates the bandwidth requirements for a number of commonly accessed online services. It shows both the average upload and download bandwidths used by each service, as well as the maximum number of hours of service obtained under different usage caps. Both upload and download traffic was counted towards the usage cap in calculating the service time.

To replicate the requirements for a home network environment, services were accessed using a variety of consumer electronic devices connected to the internet via wireline residential broadband connection. Services were not accessed on wireless electronic devices such as tablets or smartphones. With the exception of Netflix, where each available video quality in the account profile was measured, default settings were used for each device and service being measured. To reduce error or bias, multiple bandwidth measurements were collected using a variety of tools and techniques at different points in the network. Furthermore, each service was measured on an otherwise quiet network, without any interfering applications or services. However, due to the limited number of measurement samples and the uniqueness of home networks (e.g. real time video services use a different amount of bandwidth depending on factors such as web-cam resolution and non-default settings), the reported average bandwidth used is for illustrative purposes only and results obtained may vary.

Table 4.5.2 Bandwidth used by online video and audio services

Service Category	Application	Average DL Speed Used (kbps)	Average UL Speed Used (kbps)	Time to Exhaust Cap (Hours)		
				20GB	60GB	100GB
Live Video						
	CNN	516	7.8	91	274	456
Video Streaming						
	Netflix (Default)	657	8.4	72	215	359
	Netflix (Good)	691	8.3	68	205	341
	Netflix (Better)	1343	16.2	35	105	176
	Netflix (Best)	4866	51.2	10	29	49
	Rogers on Demand	1697	27.4	28	83	138
	Crackle	1556	29.9	30	90	151
	YouTube (HD - 720p)	1537	17.3	31	92	153
	YouTube (HD)	2522	29.8	19	56	94
	YouTube (SD)	443	6.3	106	319	531
	CTV	1626	6.9	29	88	146
	Showcase	1157	15.5	41	122	204
	Global	1148	20.9	41	123	204
	CityTV	547	20.4	84	252	420
	CBC	816	9.5	58	173	289
	TSN	1376	4.4	35	104	173
	BNN	2196	10.7	22	65	108
	Tou.tv	1318	15.3	36	107	179
	Audio Streaming					
	Grooveshark	224	3.4	209	628	1047
	Slacker	132	3.5	351	1054	1757
	Local (Ottawa) FM radio	35	1.5	1304	3911	6518
Live Audio						
	CBC Music	136	3.3	344	1031	1719
Real-Time						
	Skype (w/Video)	237	237	100	301	502
	Skype (audio only)	42	42	563	1688	2814
	Google Talk (w/Video)	263	263	91	272	453

Source: CRTC Internal Research

Statistical Information – Overview

Figure 4.5.4 Cycle of consumer adoption / Product life cycle

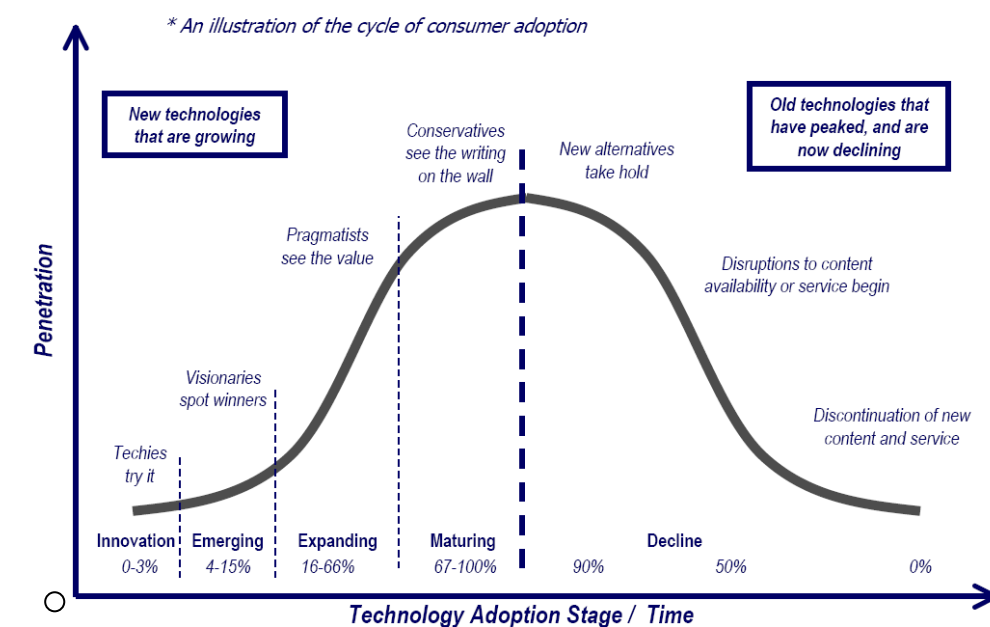


Table 4.5.3 Media technology adoption categorized by life cycle stage in Canada (2011)

Innovation	Emerging	Expanding	Maturing	Declining
Use online subscription audio services 1%	Watch TV online only 4%	Download music 19%	Watch Internet video 68%	Analog cable subscriber 14%
Watch TV on tablets 3%	Watch TV on a smartphone 4%	Stream online radio 19%	Digital TV 72%	Listen to podcast 11%
Apple TV or Boxee 3%	Stream audio on a cell phone 7%	Watch entire 30 or 60 minute TV show online 21%	Mobile phone (any type) 76%	TV Antenna (off air) 5%
	Access Internet on a TV 8%	Video MP3 player 27%	Broadband Internet subscription 81%	Dial-up home Internet subscription 3%
	Own tablet 10%	Blu-ray player 29%	Home Internet subscription 84%	
	Watch webisode or program produced for web 12%	PVR 32%		
	Pay to download music 12%	Watch TV on the Internet 33%		
	Satellite radio subscription 13%	Smartphone 37%		
	Watch full-length movie online 13%	Have an HD receiver 42%		
	Subscribe to Netflix 12%	MP3 Player 47%		
		Streaming audio 53%		
		HD set 61%		

Source: MTM 2011 (Respondents: Canadians 18+)

Table 4.5.4 Percentage of Canadians using the Internet

	2005	2006	2007	2008	2009	2010	2011
Overall Usage	74	76	79	81	81	84	86

- Usage in past month

Source: MTM 2011 (Respondents: Canadians 18+)

Table 4.5.5 Percentage of Canadians using the Internet, by linguistic group

	2005		2007		2009		2010		2011	
	Anglo	Franco	Anglo	Franco	Anglo	Franco	Anglo	Franco	Anglo	Franco
Overall Usage	77	65	81	71	83	76	86	79	87	82
18-34	91	86	95	91	94	93	96	97	97	97
35-49	84	76	89	84	91	88	92	90	94	92
50+	60	43	66	51	69	59	74	63	75	63

- Usage in past month

Source: MTM 2011 (Respondents: Canadians 18+)

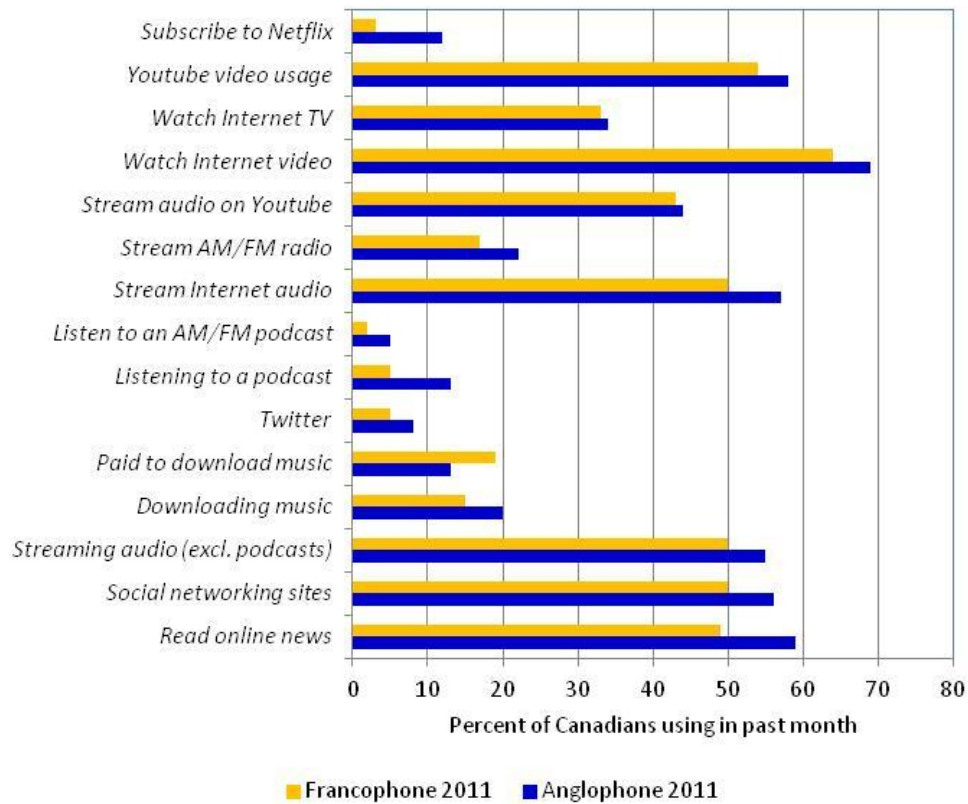
Table 4.5.6 Average weekly hours spent online by Canadians Internet users

	1999	2002	2005	2007	2008	2009	2010	2011
Anglophones	5.6	9.3	11.7	13.4	13.8	14.6	17.3	18.2
Francophones	6.3	7.7	9.1	9.8	11.2	11.9	12.8	13.1

- Past week users

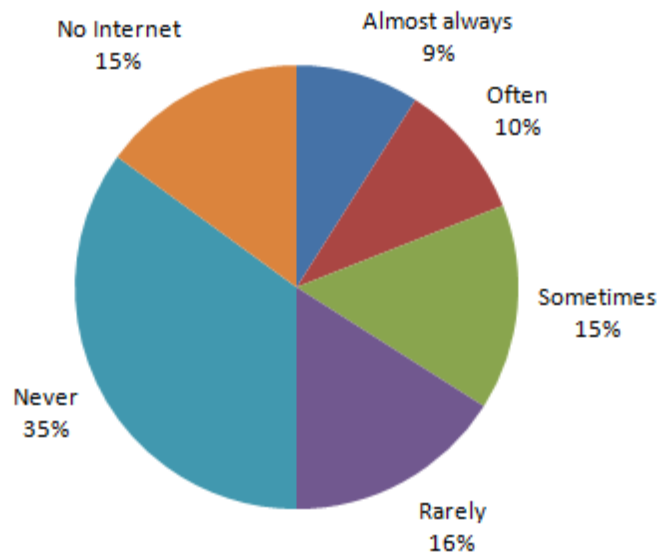
Source: MTM 2011 (Respondents: Canadian Internet Users 18+)

Figure 4.5.5 Popular Internet activities for Canadian Internet users



Source: MTM 2011 (Respondents: Canadians 18+)

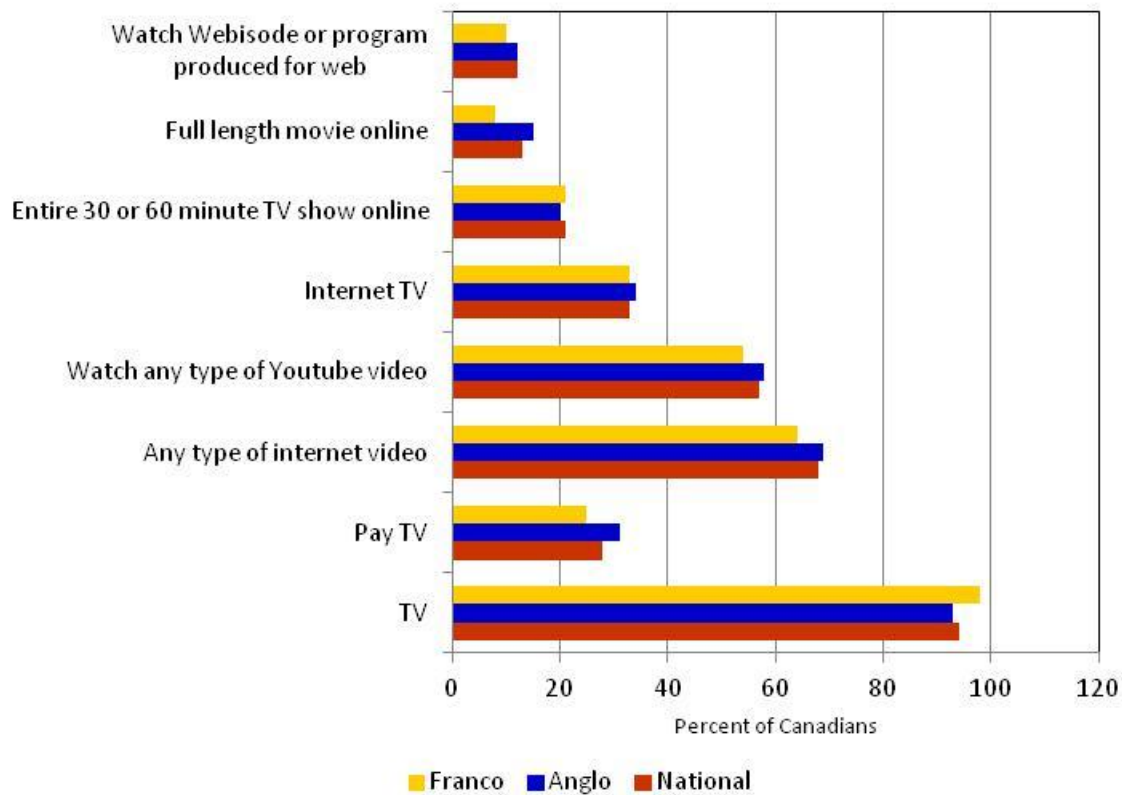
Figure 4.5.6 Percent of Canadians viewing TV and accessing the Internet concurrently



Source: MTM 2011 (Respondents: Canadians 18+)

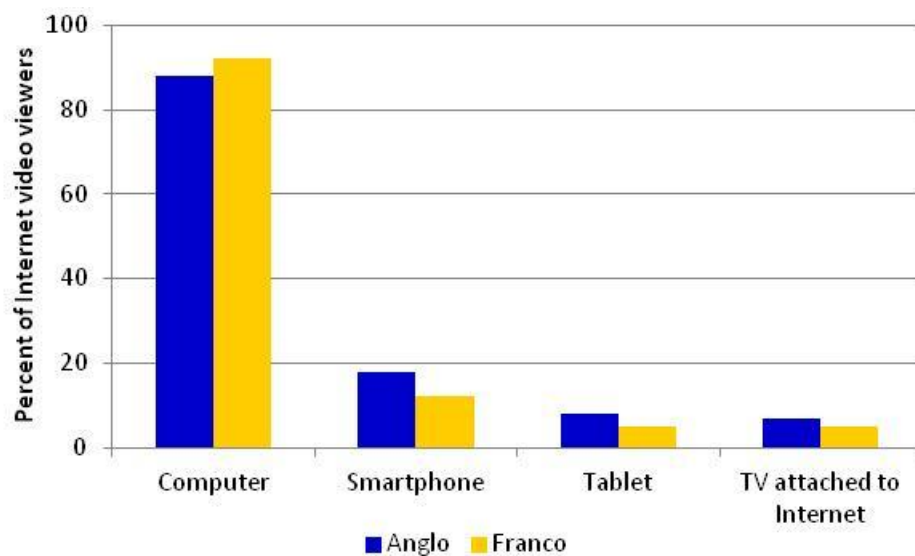
Statistical Information – Video

Figure 4.5.7 TV and Internet video viewing penetration



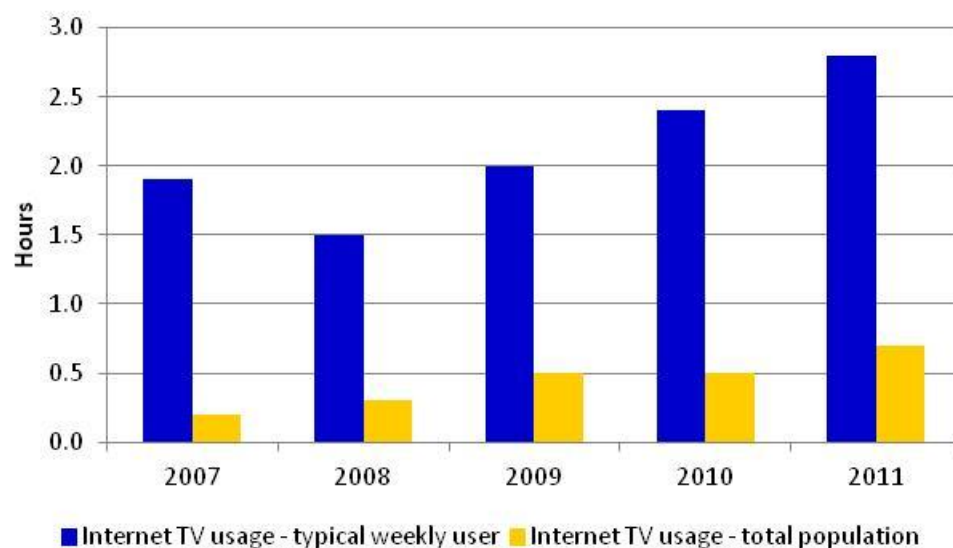
Usage in past month
Source: MTM 2011 (Respondents: Canadians 18+)

Figure 4.5.8 Type of devices used by Internet video viewers



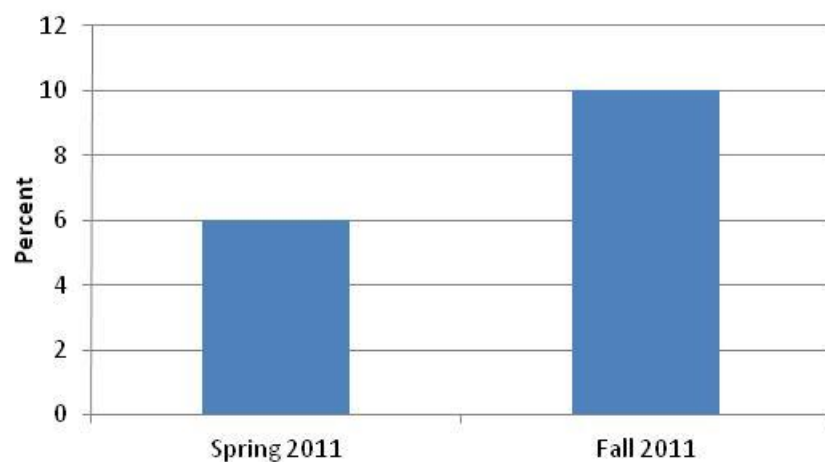
Source: MTM 2011 (Respondents: Canadian Internet video viewers 18+)

Figure 4.5.9 Average weekly hours spent watching Internet TV



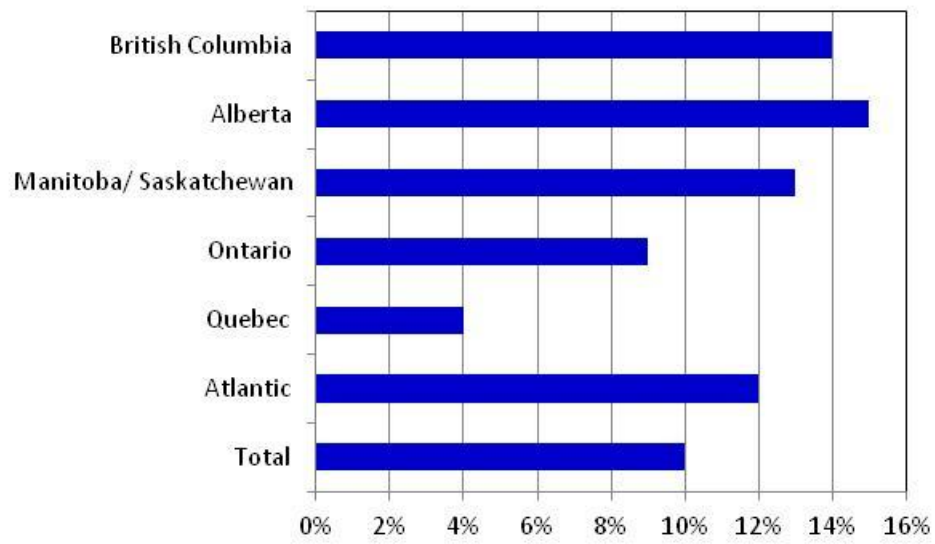
Source: MTM 2011 (Respondents: Canadians 18+)

Figure 4.5.10 Percent of Canadians subscribing to Netflix



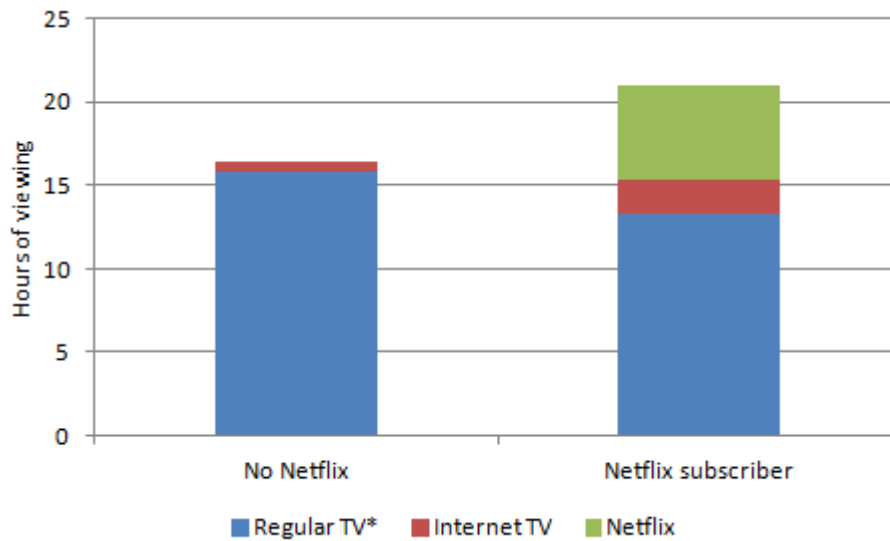
Source: MTM 2011 (Respondents: Canadians 18+)

Figure 4.5.11 Canadian Netflix Subscribers by region



Source: MTM 2011 (Respondents: Canadians 18+)

Figure 4.5.12 Hours of TV and Netflix viewing



• Includes cable, satellite, IPTV and off-air TV
Source: MTM 2011 (Respondents: Canadians 18+)

Table 4.5.7 Adoption and growth rate of various video technologies in Canada (Percent)

	Adoption					Growth				
	2007	2008	2009	2010	2011	2007	2008	2009	2010	2011
PVR										
Anglophones	10	13	18	23	35	67	30	38	28	52
Francophones	6	10	13	16	23	50	67	30	23	44
Internet TV ¹										
Anglophones	-	22	30	31	34	-	-	36	3	10
Francophones	-	17	22	26	33	-	-	29	18	27
Video on cellphone ¹										
Anglophones	2	5	5	9	12	-	150	0	80	33
Francophones	1	2	2	4	8	-	100	0	100	100
TV on cellphone ¹										
Anglophones	-	1	1	2	4	-	-	0	100	100
Francophones	-	-	-	1	3	-	-	-	-	200
Internet video on Tablet ¹										
Anglophones	-	-	-	-	6	-	-	-	-	-
Francophones	-	-	-	-	3	-	-	-	-	-
Internet TV on tablet ¹										
Anglophones	-	-	-	-	3	-	-	-	-	-
Francophones	-	-	-	-	2	-	-	-	-	-
Netflix										
National	-	-	-	-	12	-	-	-	-	-

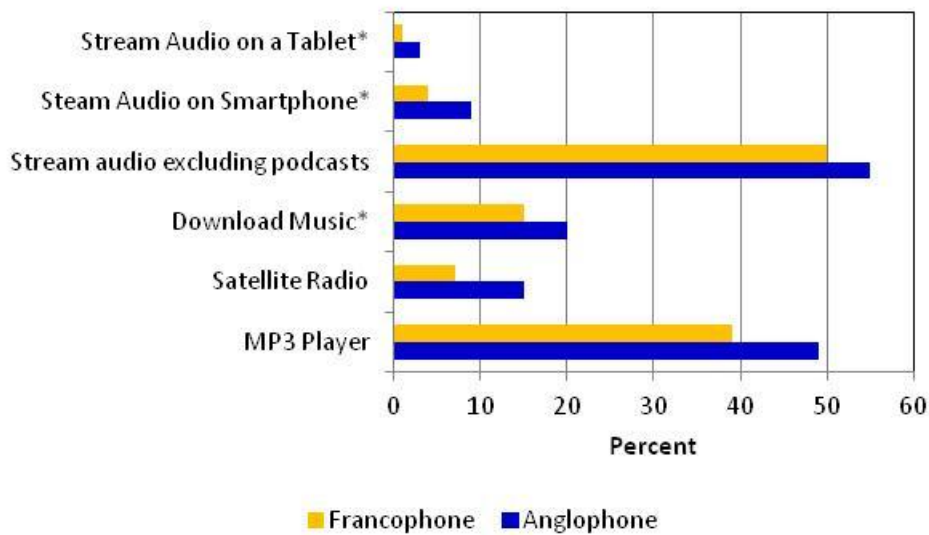
1. Usage in past month

- Question regarding video on cellphones changed in 2011 to watch online video
- Question regarding TV on cellphones changed in 2011 to watch TV programs or clips

Source: MTM 2011 (Respondents: Canadians 18+)

Statistical Information – Audio

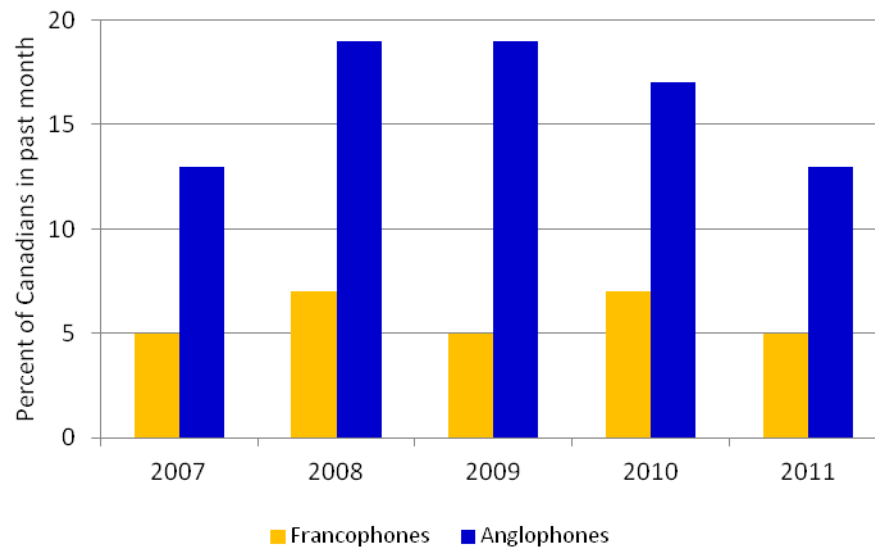
Figure 4.5.13 Audio technology (excluding conventional radio) penetration



• Usage in past month

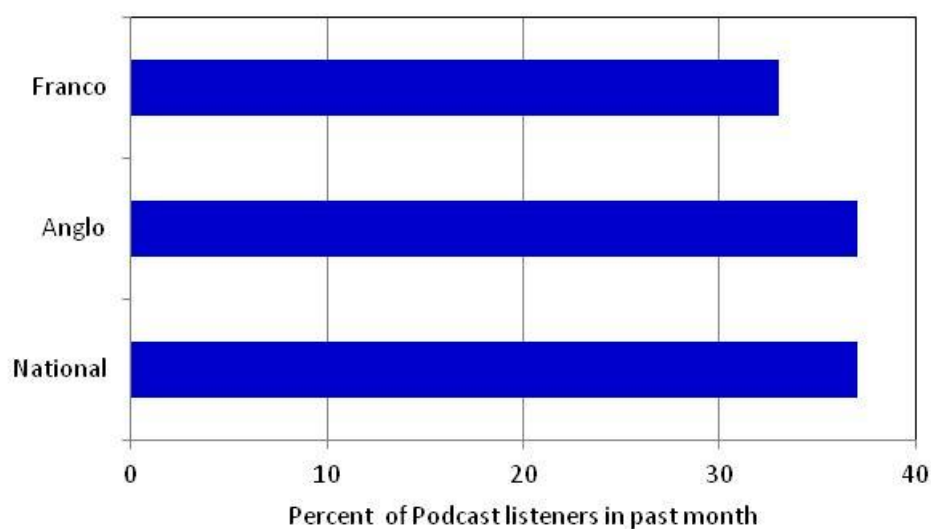
Source: MTM 2011 (Respondents: Canadians 18+)

Figure 4.5.14 Podcast usage in Canada



Source: MTM 2011 (Respondents: Canadians 18+)

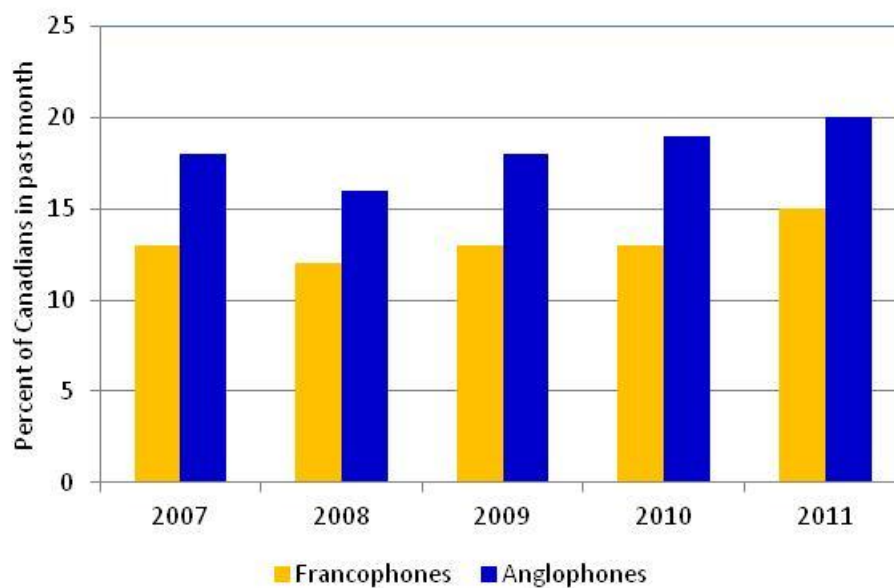
Figure 4.5.15 Podcast users who listen to AM/FM podcasts



• Based on past month users

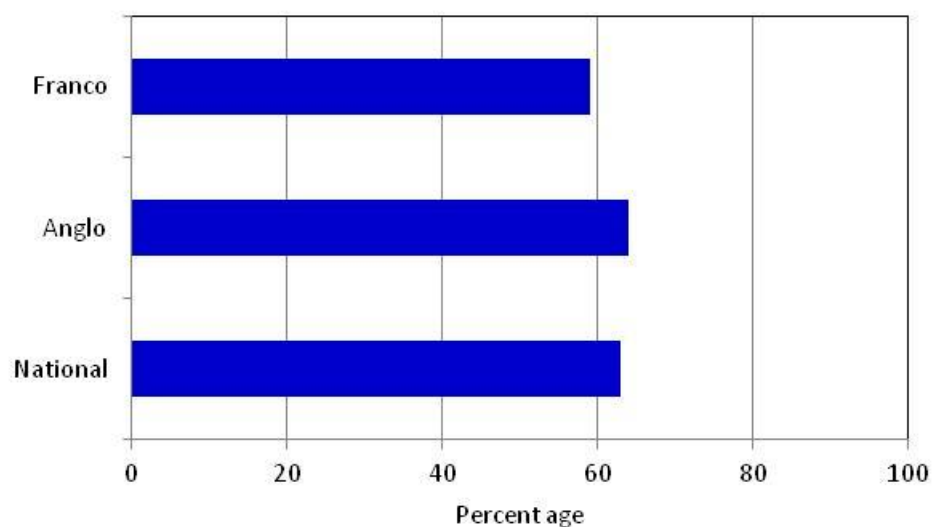
Source: MTM 2011 (Respondents: Canadian listeners of podcasts in past month 18+)

Figure 4.5.16 Percent of Canadians downloading music



Source: MTM 2011 (Respondents: Canadians 18+)

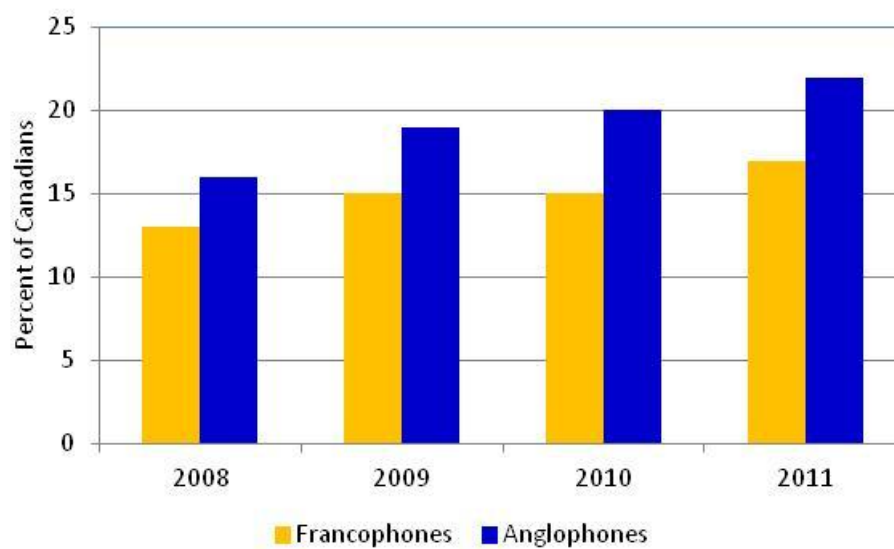
Figure 4.5.17 Percent of Canadians downloading music who pay for the downloads



- Past month users

Source: MTM 2011 (Respondents: Canadian downloaders of music in past month 18+)

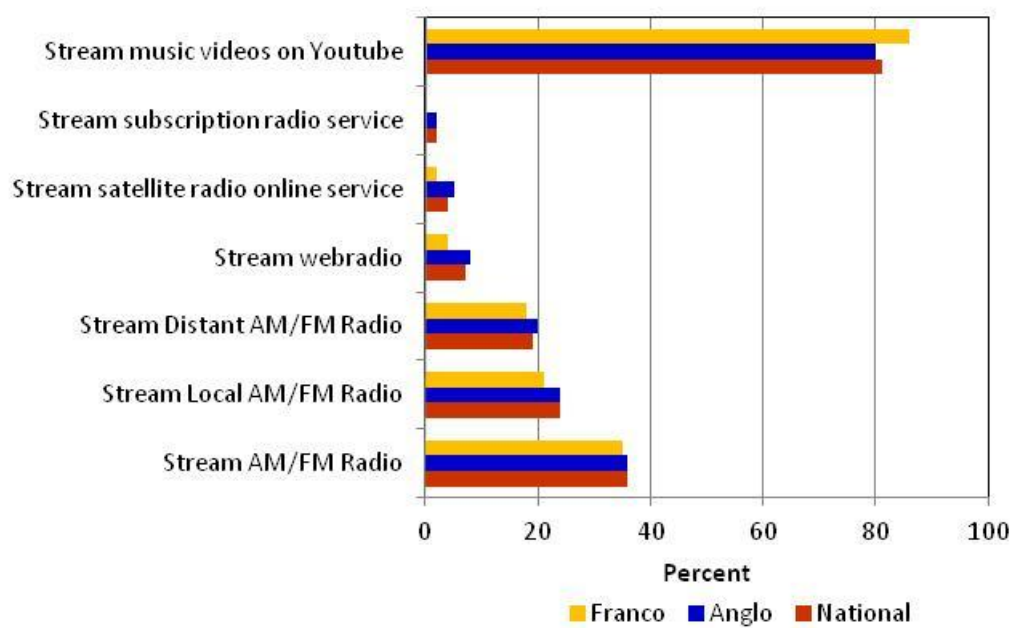
Figure 4.5.18 Percent of Canadians streaming AM/FM radio



- Past month users.

Source: MTM 2011 (Respondents: Canadians 18+)

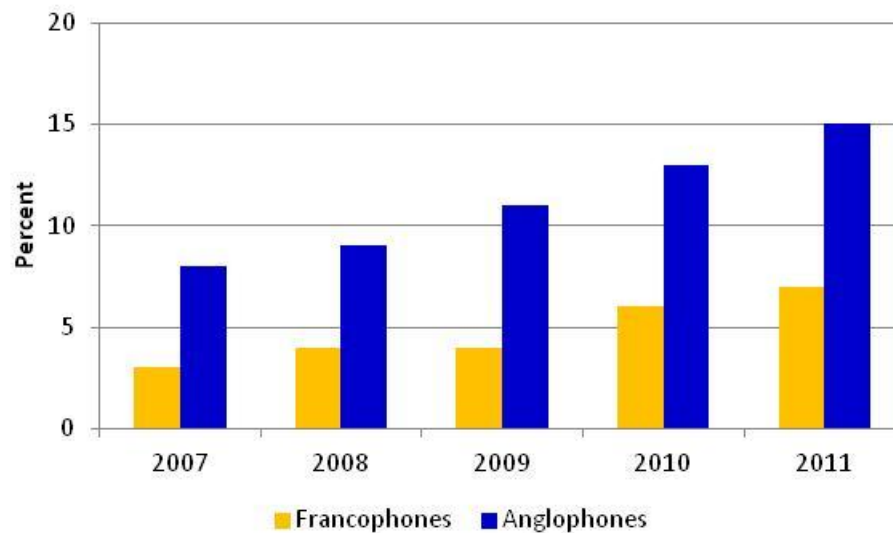
Figure 4.5.19 Services streamed by users of streamed audio



- Past month users

Source: MTM 2011 (Respondents: Canadians using streamed audio services in past month 18+)

Figure 4.5.20 Satellite radio subscriptions



Source: MTM 2011 (Respondents: Canadians 18+)

Table 4.5.8 Adoption and growth rates of various audio technologies in Canada (Percent)

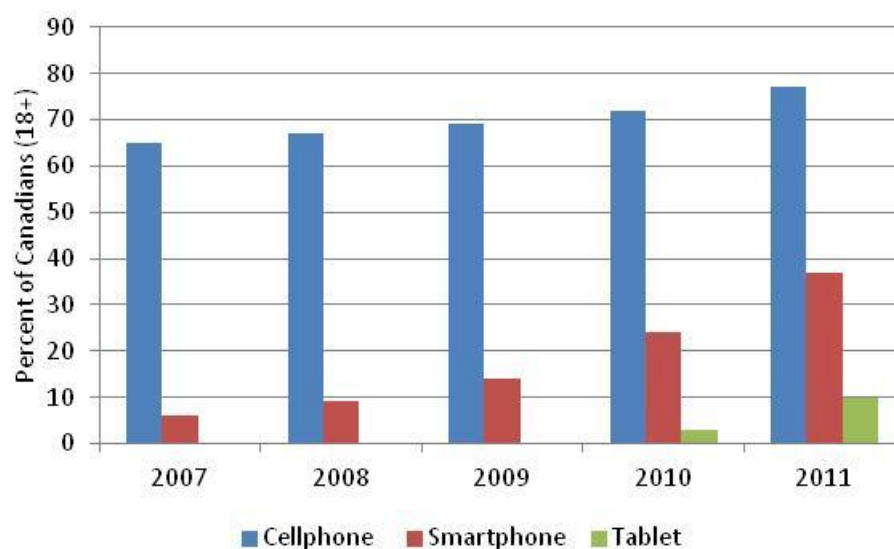
	Adoption					Growth				
	2007	2008	2009	2010	2011	2007	2008	2009	2010	2011
MP3 player ownership										
Anglophones	34	39	44	43	49	17	15	13	-2	14
Francophones	24	30	31	36	39	26	25	3	16	8
Podcast listening										
Anglophones	13	19	19	17	13	63	46	0	-11	-24
Francophones	5	7	5	7	5	25	40	-29	40	-29
Music downloading										
Anglophones	18	16	18	19	20	-10	-11	13	6	5
Francophones	13	12	13	13	15	8	-8	8	0	15
Streaming AM/FM radio										
Anglophones	18	16	19	20	22	-5	-11	19	5	10
Francophones	12	13	15	15	17	-14	8	15	0	13

* Past month users

Source: 2011 (Respondents: Canadians 18+)

Statistical Information – Digital media (Mobile)

Figure 4.5.21 Mobile device penetration



Source: MTM 2011 (Respondents: Canadians 18+)

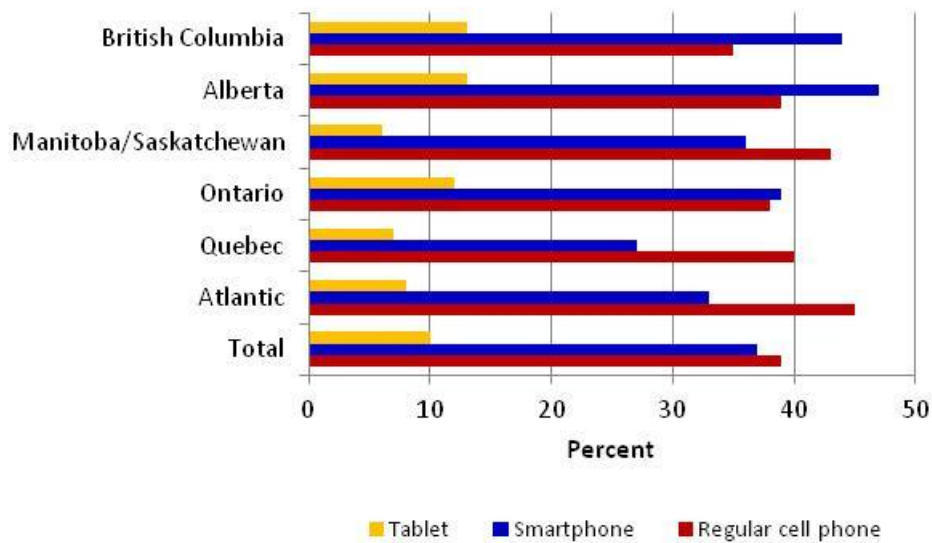
Table 4.5.9 Mobile device penetration by linguistic group (Percent)

	2007		2008		2009		2010		2011	
	Anglo	Franco	Anglo	Franco	Anglo	Franco	Anglo	Franco	Anglo	Franco
Cellphone ¹	68	54	70	56	72	59	74	63	80	67
Smartphone	6	4	10	6	16	8	27	14	41	26
Tablet							4	2	11	6

1. Includes smartphones and regular cell phones

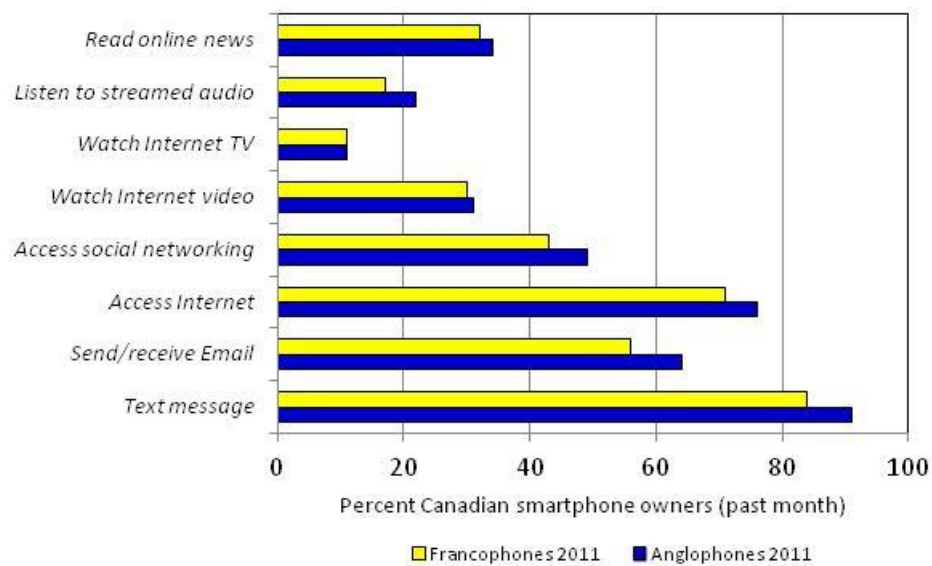
Source: MTM 2011 (Respondents: Canadians 18+)

Figure 4.5.22 Mobile device penetration by region



Source: MTM 2011 (Respondents: Canadians 18+)

Figure 4.5.23 Popular Internet and mobile activities for Canadian smartphone owners

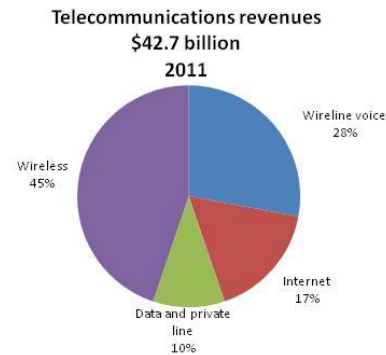


Source: MTM 2011 (Respondents: Canadian smartphone owners 18+)

5.0 Telecommunications

5.1 Financial review

In 2011, the Canadian telecommunications service industry was dominated by 10 large companies that collectively, with their affiliates, accounted for 94% of Canadian telecommunications revenues of \$42.7 billion. The vast majority of the remaining entities were smaller, with annual revenues of less than \$2.6 billion, placing each company well below 10% of total Canadian telecommunications revenues as set out in subsection 16(6) of the *Telecommunications Act*, as amended.



For the purposes of subsection 16(6) of the *Telecommunications Act*, \$42.7 billion represents the Commission's determination of revenues from the provision of telecommunications services in Canada. The Commission will refer to this amount from the time this report is released until the release of the next report when determining an entity's eligibility to operate as a telecommunications common carrier.

In 2011, companies operating in all six markets of the telecommunications service industry (i.e. local and access, long distance, Internet, data, private line, and wireless) accounted for approximately 88% of Canadian telecommunications revenues. Companies 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

	2010	2011	% Growth
Telecommunications revenues (\$ billions)	41.7	42.7	2.9
Percentage of total telecommunications revenues			
Top 5 ILECs	66	65	1.5
Top 5 cable companies	29	30	3.9
Top 5 resellers	2	2	0.3
Capex expenditures (\$ billions)			
Wireline	6.6	7.1	4.8
Wireless	1.8	2.3	5.2
EBITDA margin (%)			
Wireline	19	21	10.2
Wireless	41	43	3.4
Average retail revenues per subscriber per month ¹ (\$/subscriber/month)			
Wireless	58.86	58.98	0.2

1. Average retail revenues per subscriber per month are obtained by dividing total retail revenues by the total number of retail subscribers, then dividing this number by 12.

Source: CRTC data collection

Statistical information – Telecommunications

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

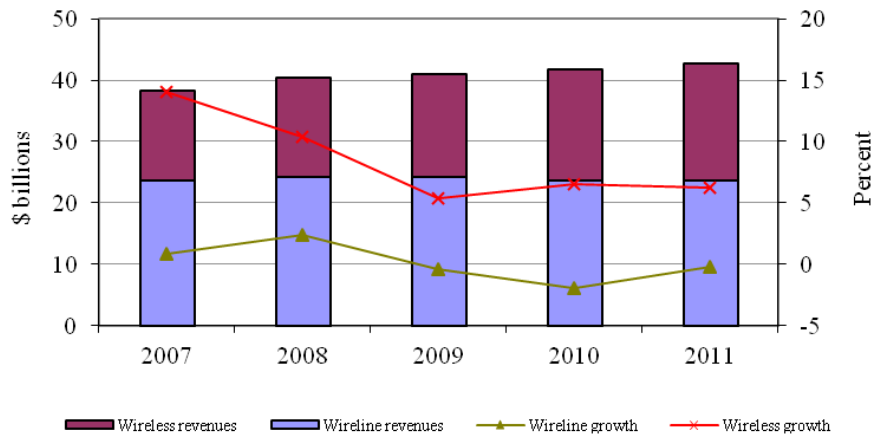
	2007	2008	2009	2010	2011	CAGR 2007-2011
Wireline						
Retail	20.8	21.1	21.0	20.6	20.6	-0.3%
Annual growth	1.5%	1.2%	-0.4%	-1.8%	0.0%	
Wholesale	2.8	3.1	3.1	3.1	3.0	1.6%
Annual growth	-0.4%	10.1%	-1.3%	-0.3%	-1.8%	
Wireline total	23.6	24.2	24.0	23.7	23.6	-0.1%
Annual growth	1.2%	2.2%	-0.5%	-1.6%	-0.3%	
Wireless						
Retail	14.0	15.6	16.3	17.5	18.4	7.0%
Annual growth	14.6%	11.1%	4.9%	7.2%	5.0%	
Wholesale	0.5	0.5	0.5	0.5	0.7	9.5%
Annual growth	9.5%	-8.0%	19.3%	-12.9%	50.6%	
Wireless total	14.7	16.0	16.9	18.0	19.1	6.9%
Annual growth	15.5%	9.3%	5.3%	6.6%	6.2%	
Retail total	34.8	36.6	37.3	38.1	39.0	2.9%
Annual growth	6.4%	5.2%	1.8%	2.2%	2.3%	
Wholesale total	3.3	3.6	3.6	3.5	3.7	2.9%
Annual growth	-0.2%	7.4%	1.4%	-2.2%	5.2%	
Total	38.2	40.3	41.0	41.7	42.7	2.9%
Annual growth	5.8%	5.4%	1.8%	1.8%	2.5%	

1. Estimates were used to capture the retail and wholesale revenues of the smaller TSPs that were not required to complete data forms. These estimates are based on the information TSPs provided in their registration forms.

- Wireline terminal equipment and other non-telecommunications revenues were excluded.

Source: CRTC data collection

Figure 5.1.1 Telecommunications revenues and annual growth

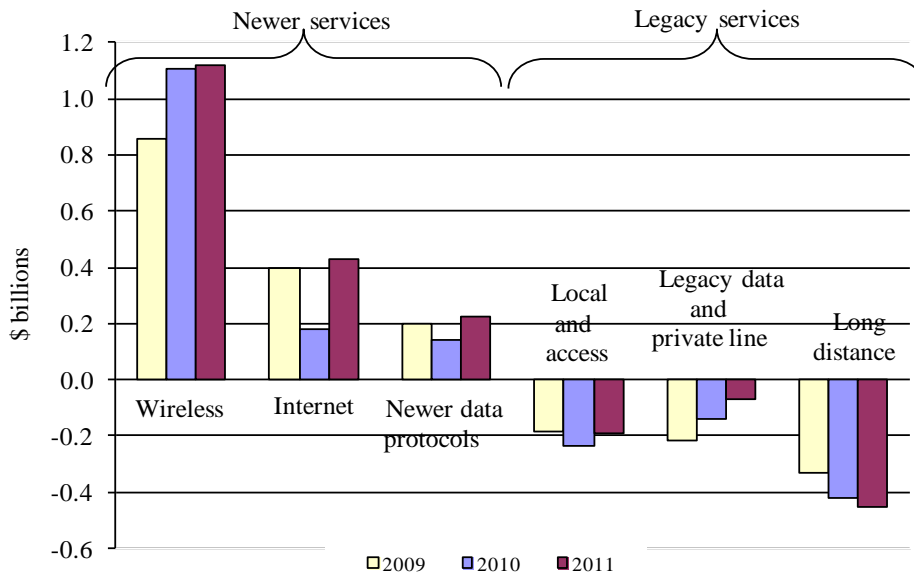


Source: CRTC data collection

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

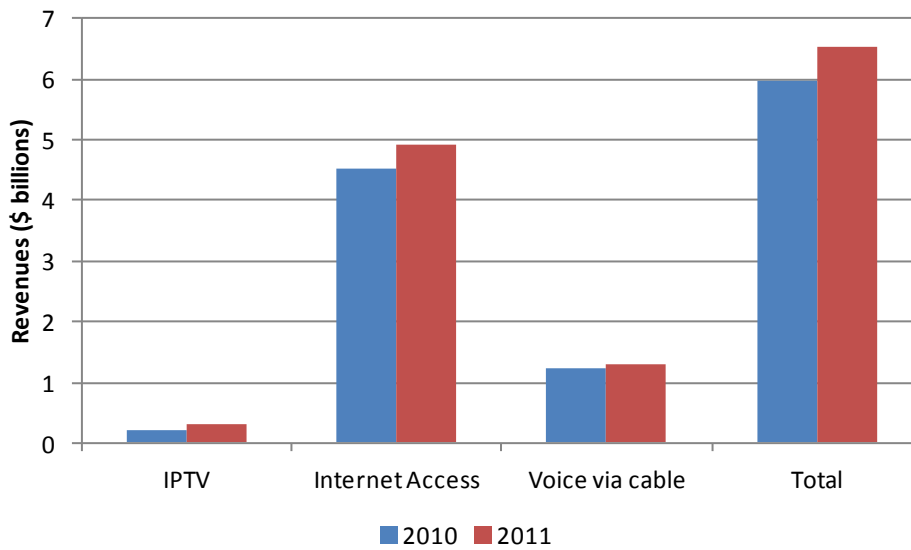
		2007	2008	2009	2010	2011	CAGR 2007-2011
Wireline							
Local and access		9.5	9.6	9.4	9.1	8.9	-1.6%
	Annual growth	-0.8%	0.1%	-1.9%	-2.7%	-2.1%	
Long distance		4.3	4.2	3.9	3.4	3.0	-8.8%
	Annual growth	-8.9%	-3.8%	-7.1%	-11.0%	-13.1%	
Voice subtotal		13.9	13.7	13.2	12.6	11.9	-3.7%
	Annual growth	-3.5%	-1.1%	-3.5%	-5.0%	-5.1%	
Internet		5.6	6.1	6.5	6.8	7.2	6.4%
	Annual growth	12.3%	9.1%	6.1%	4.2%	6.3%	
Data and private line							
Newer data protocols		1.3	1.5	1.7	1.8	2.1	12.4%
	Annual growth	24.2%	15.1%	14.4%	8.3%	12.2%	
Legacy data, private line and other		2.9	2.8	2.6	2.5	2.4	-4.3%
	Annual growth	-2.3%	-0.4%	-8.3%	-5.3%	-2.9%	
Data and private line total		4.2	4.3	4.3	4.3	4.5	1.8%
	Annual growth	4.6%	4.4%	-0.5%	0.0%	3.5%	
Non-voice subtotal		9.8	10.5	10.8	11.1	11.7	4.6%
	Annual growth	8.4%	7.1%	3.4%	2.5%	5.3%	
Wireline total		23.6	24.2	24.0	23.7	23.6	0.0%
	Annual growth	1.1%	2.3%	-0.5%	-1.6%	-0.3%	
Wireless		14.5	16.0	16.9	18.0	19.1	7.1%
	Annual growth	14.4%	10.4%	5.3%	6.6%	6.2%	
Total		38.2	40.3	41.0	41.7	42.7	2.9%
	Annual growth	5.8%	5.4%	1.8%	1.8%	2.5%	

Source: CRTC data collection

Figure 5.1.2 Annual revenue growth, by market sector (2011)


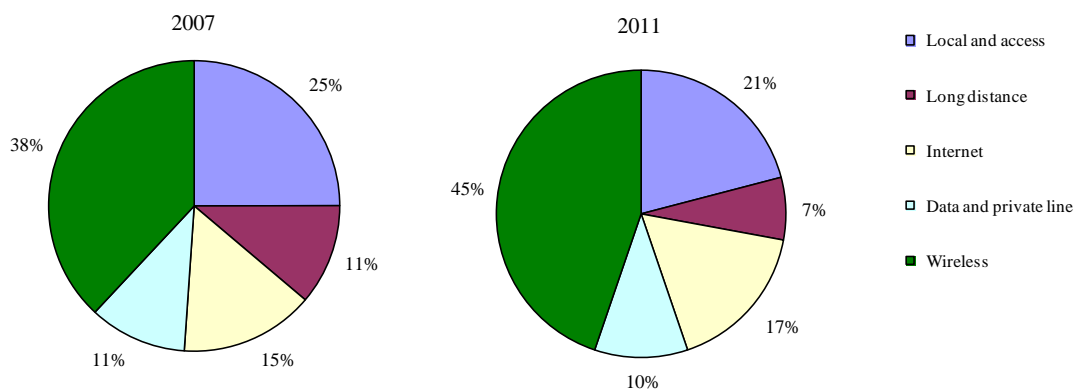
Source: CRTC data collection

Figure 5.1.3 Residential IP-provisioned service revenues



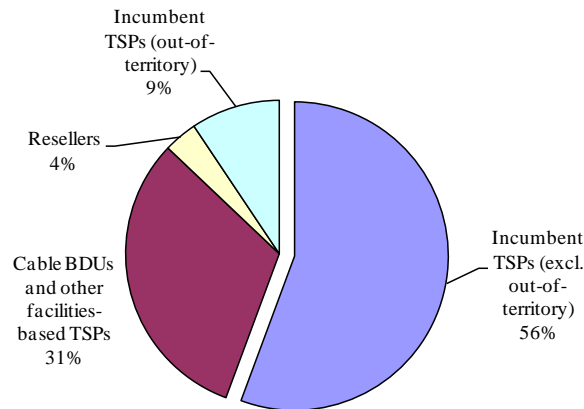
Source: CRTC data collection

Figure 5.1.4 Distribution of telecommunications revenues, by market sector



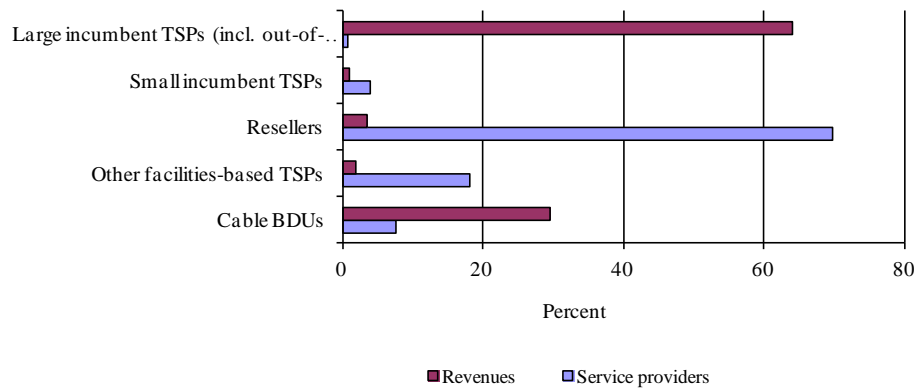
Source: CRTC data collection

Figure 5.1.5 Total telecommunications revenue market share, by type of TSP (2011)



Source: CRTC data collection

Figure 5.1.6 Total telecommunications revenue market share, by type of TSP (2011)



Source: CRTC data collection

Table 5.1.3 Percentage of telecommunications revenues generated by companies operating in multiple markets

Number of markets	Number of reporting companies operating in these markets		Percentage of telecom revenues generated in these markets	
	2010	2011	2010	2011
6	10	10	89	88
5	12	14	5	5
4	23	19	3	2
3	29	38	2	2
2	31	33	1	2
1	56	52	1	1

- Number of markets include local and access, long distance, Internet, data & private line, and wireless.
- Affiliates are included with their parent company.

Source: CRTC data collection

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

	2008	2009	2010	2011
Incumbent TSPs				
Large incumbent TSPs	26,715.5	26,777.9	26,752.3	27,135.2
Small incumbent TSPs	436.0	401.8	417.5	469.9
Subtotal	27,151.5	27,179.7	27,169.8	28,075.0
Less: Incumbent TSPs (out-of-territory)	3,882.2	4,290.6	4,326.1	4,047.0
Incumbent TSPs (excl. out-of-territory)	23,269.3	22,889.1	22,843.7	23,558.0
Percent of total	58%	56%	55%	55%
Alternative TSPs				
Facilities-based alternative TSPs				
Incumbent TSPs (out-of-territory)	3,882.2	4,290.6	4,326.1	4,047.0
Cable BDUs	10,598.5	11,428.4	12,237.0	12,734.9
Utility telcos and other carriers	585.8	723.7	713.5	849.8
Subtotal alternative TSPs	15,066.5	16,442.6	17,276.5	17,631.7
Resellers	1,862.2	1,594.7	1,533.8	1,522.8
Total facilities-based alternative TSPs and resellers	16,928.6	18,037.2	18,810.3	19,154.5
Percent of total	42%	44%	45%	45%
Total	40,198.0	40,926.4	41,654.0	42,712.5

Source: CRTC data collection

Table 5.1.5 Wireline telecommunications revenue market share (%), by type of TSP (2011)

	Retail			Wholesale	Total
	Residential	Business	Total		
Incumbent TSPs (excl. out-of-territory)	54.2	68.1	60.4	69.8	61.6
Alternative TSPs					
Incumbent TSPs (out-of-territory)	0.1	11.6	5.2	15.8	6.5
Facilities-based non-incumbent TSPs	40.3	11.6	27.6	11.7	25.6
Resellers	5.4	8.7	6.8	2.7	6.3
Alternative TSPs subtotal	45.8	31.9	39.6	30.2	38.4

Source: CRTC data collection

Table 5.1.6 Percentage of revenues from forborne services

	2007	2008	2009	2010	2011
Local and access	73	75	71	73	76
Long distance	95	94	96	96	95
Internet	98	98	99	98	98
Data and private line	75	80	82	81	83
Wireless	100	100	100	100	100
Overall	90	90	91	92	93

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	Wireline (only)	Wireless (only)
2002	97.0	51.6	98.7	47.1	1.7
2003	96.3	53.9	98.8	44.9	2.5
2004	96.2	58.9	98.9	40.0	2.7
2005	94.0	n/a	98.8	n/a	4.8
2006	93.6	66.8	98.6	31.8	5.0
2007	92.5	71.9	98.8	26.9	6.3
2008	91.1	74.3	99.1	24.8	8.0
2009	89.3	77.2	99.3	22.1	10.0
2010	89.1	78.2	99.3	21.1	10.2
2011	n/a	n/a	n/a	n/a	n/a

Source: Statistics Canada Affordability Study (2002 - 2007), Survey of Household Spending (2008 - 2010)

Table 5.1.8 Canadian penetration rates by income quintile – Wireline and wireless subscribers per 100 households (2010)

Income quintile	Wireline	Wireless	Wireline and/or wireless	Wireline only	Wireless only
First	82.2	54.9	97.3	42.4	15.1
Second	85.7	71.1	99.7	28.6	14.0
Third	89.3	82.0	99.8	17.8	10.5
Fourth	93.1	89.7	99.9	10.2	6.8
Fifth	95.3	93.5	100.0	6.5	4.7
All households	89.1	78.2	99.3	21.1	10.2

- The upper bounds in 2010 for the first to fourth quintiles are \$27K, \$47K, \$71K, and \$110K.
- 2011 results not available

Source: Statistics Canada - Survey of household spending

Table 5.1.9 Number of connections (millions)

	2008	2009	2010	2011	CAGR 2008-2011
Local and access ¹	19.3	18.7	18.4	18.2	-1.9%
Annual growth	0.0%	-2.9%	-1.7%	-1.0%	
Internet ²	9.8	10.1	10.4	10.7	2.9%
Annual growth	5.6%	2.6%	3.1%	2.9%	
Wireless ¹	22.1	23.8	25.8	27.4	7.4%
Annual growth	9.0%	7.8%	8.5%	7.8%	
Total	51.2	52.6	54.6	56.3	3.2%
Annual growth	4.7%	2.7%	3.8%	3.1%	

1. Includes residential and business connections

2. Excludes business connections

Source: CRTC data collection

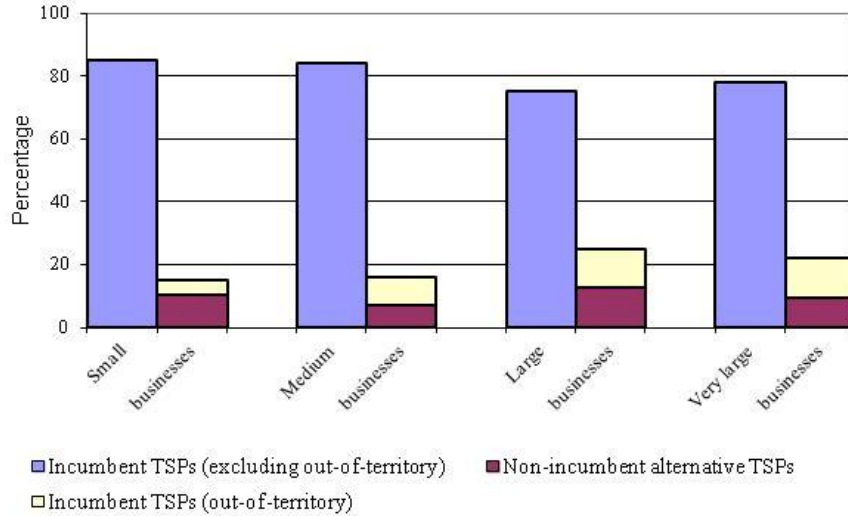
Table 5.1.10 Number of subscriptions with bundled services (millions)

	2007	2008	2009	2010	2011	CAGR 2007-2011
Number of subscriptions with bundles	5.0	5.8	7.5	8.8	9.4	16.9%
Percent annual growth	na	15.1%	30.4%	17.1%	6.4%	

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

Source: CRTC data collection

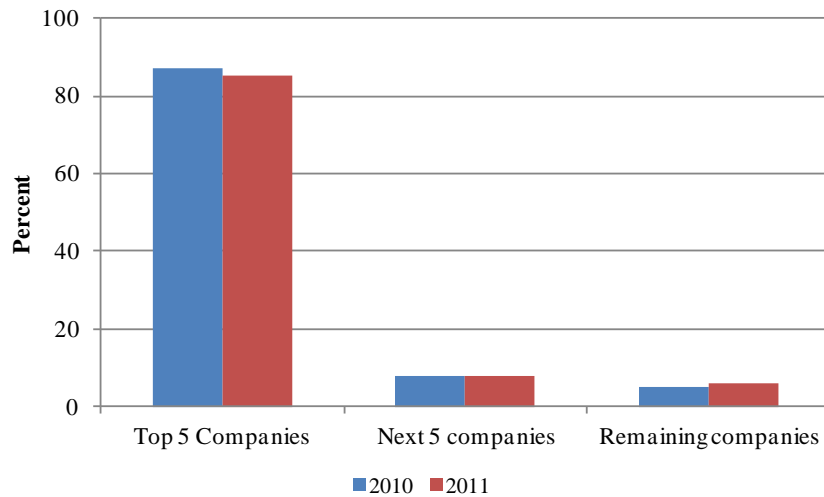
Figure 5.1.7 Total business market wireline revenue distribution, by customer size and type of TSP (2011)



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

Source: CRTC data collection

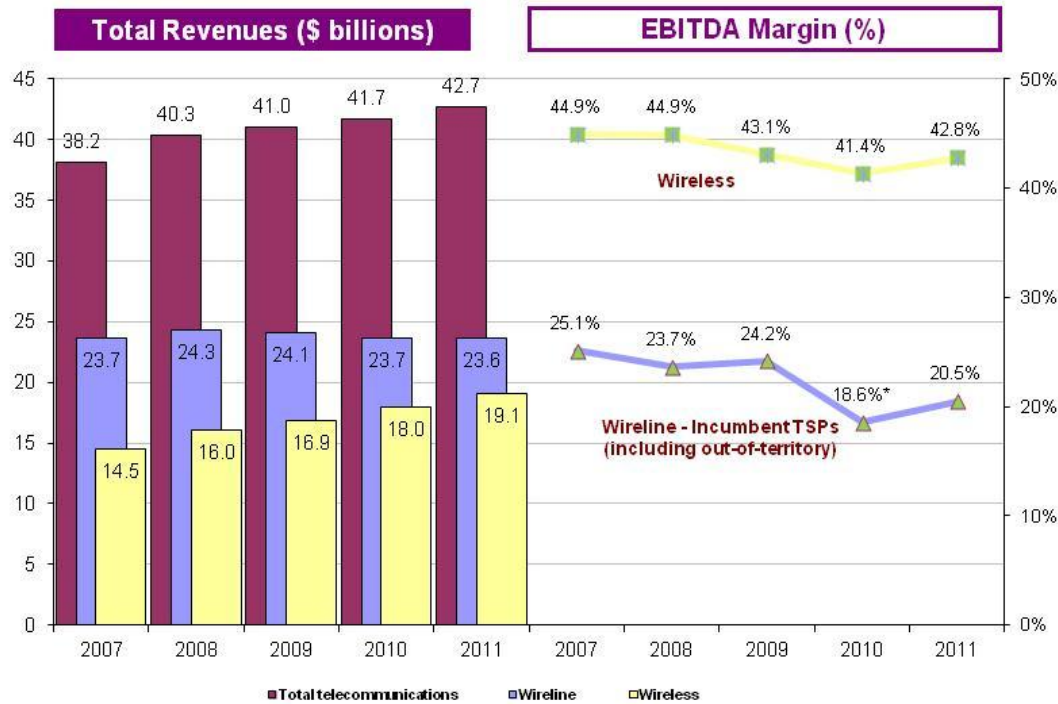
Figure 5.1.8 Telecommunications revenues for the top 5 group of companies, the next top 5 group of companies and the remaining companies



• Revenues for the top companies include those of the companies' affiliates.

Source: CRTC data collection

Figure 5.1.9 Telecommunications revenues and EBITDA margins



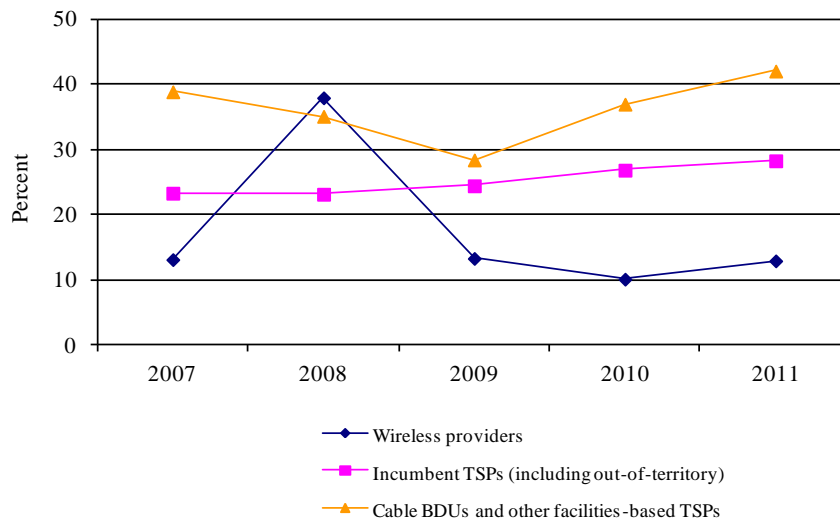
• 2010 wireline –Incumbent TSPs (including out-of-territory) EBITDA figure has been restated due to company adjustments.
Source: CRTC data collection

Table 5.1.11 Capex, by type of TSP (\$ billions)

	2007	2008	2009	2010	2011	CAGR 2007- 2011
Wireline						
Incumbent TSPs (including out-of-territory)	4.2	4.1	4.2	4.4	4.6	2.6%
Annual growth	5.3%	-1.4%	1.4%	5.1%	5.4%	
Alternative TSPs						
Non-incumbent, facilities-based alternative TSPs	1.6	1.7	1.5	2.1	2.4	10.7%
Annual growth	31.0%	5.6%	-10.7%	40.2%	13.7%	
Resellers	0.1	0.1	0.0	0.0	0.0	-23.4%
Annual growth	41.8%	-2.5%	-59.0%	-35.5%	33.6%	
Alternative TSPs total	1.7	1.8	1.6	2.2	2.5	9.7%
Annual growth	31.5%	5.2%	-12.8%	38.7%	13.9%	
Wireline total	5.9	5.9	5.7	6.6	7.1	4.8%
Annual growth	11.8%	0.5%	-2.9%	14.2%	8.2%	
Wireless	1.9	6.1	2.2	1.8	2.3	5.2%
Annual growth	12.7%	220.2%	-63.0%	-18.9%	27.7%	
Wireline and wireless total	7.8	12.0	8.0	8.4	9.4	4.9%
Annual growth	12.0%	54.1%	-33.4%	4.9%	12.4%	

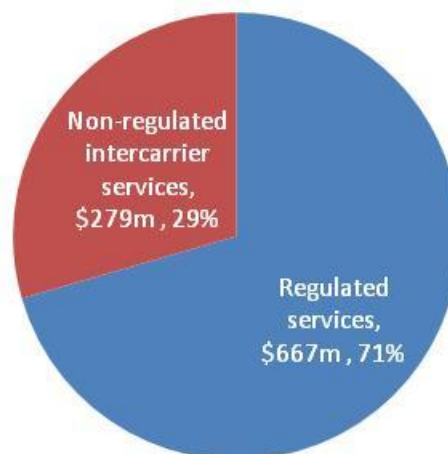
Source: CRTC data collection

Figure 5.1.10 Capex as a percentage of revenues, by type of TSP (includes AWS expenditures in 2008)



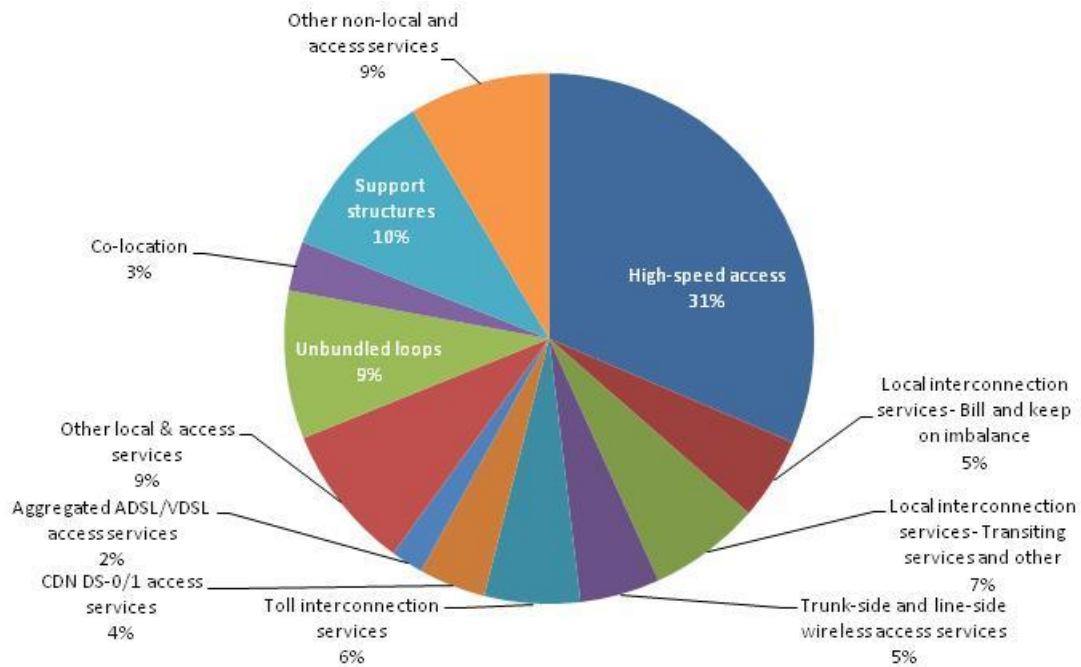
Source: CRTC data collection

Figure 5.1.11 Wireline wholesale service revenues – Regulated and non-regulated (2011)



Source: CRTC data collection

Figure 5.1.12 Wireline regulated wholesale service revenues (2011)



Source: CRTC data collection

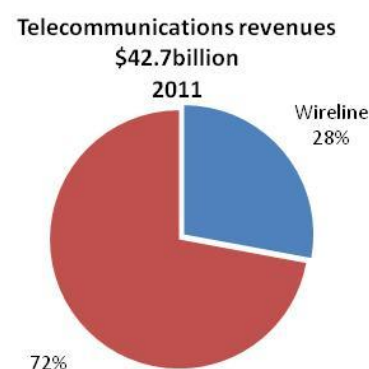
5.2 Wireline voice market sector

Overview

In 2011, 91% of Canadian households subscribed to wireline voice communication services.

There were over 100 providers of local and access services and over 150 providers of long distance services in 2011. These service providers include the following:

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



Wireline voice sector at a glance

	2010	2011	% Change
Revenues (\$ billions)	12.4	11.8	-5.1
Local and access ¹	9.0	8.8	-2.1
Long distance ²	3.4	3.0	-13.1
Local lines (millions)	20.0	19.9	-0.4
Monthly retail local and long distance revenues per line	\$48.71	\$47.05	-3.4
Monthly retail local revenues per line	\$36.78	\$36.18	-1.6
Residence	\$31.35	\$31.23	-0.4
Business	\$48.51	\$46.34	-4.5
Retail long distance revenues per minute	\$0.061	\$0.059	-2.8
Residence	\$0.072	\$0.069	-4.7
Business	\$0.046	\$0.045	-3.7
Incumbent revenue market share (excluding out-of-territory)			
Local and access	78%	76%	
Long distance	59%	62%	

1. Revenues from telephony services that do not involve connectivity to the PSTN (i.e. computer-to-computer communication) and revenues from wireline terminal equipment sales (telephones and PBX equipment) are excluded from local and access revenues.
2. Long distance calls originating from mobile phones are included in the wireless section of this report. However, revenues and minutes from wireline and wireless long distance calls associated with calling cards are included in the wireline voice sector.

Source: CRTC data collection

Statistical information – Wireline voice market sector

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

	2007	2008	2009	2010	2011	CAGR 2007 – 2011
Total local and access revenues (\$ millions)	9,544	9,550	9,386	9,132	8,938	-1.6%
Annual Growth	-0.8%	0.1%	-1.7%	-2.7%	-2.1%	
Less: contribution revenues (\$ millions)	219	209	203	165	157	-8.1%
Local and access service revenues (\$ millions)	9,324	9,342	9,183	8,967	8,782	-1.5%
Annual Growth	-0.6%	0.2%	-1.7%	-2.4%	-2.1%	
Long distance revenues (\$ millions)	4,318	4,153	3,856	3,432	2,982	-8.8%
Annual Growth	-8.9%	-3.8%	-7.1%	-11.0%	-13.1%	
Local and access and long distance revenues (\$ millions)	13,642	13,494	13,039	12,399	11,763	-3.6%
Annual Growth	-3.4%	-1.1%	-3.4%	-4.9%	-5.1%	
Local lines including access-independent VoIP lines (thousands)	20,926	20,947	20,348	19,996	19,920	-1.2%
Annual Growth	-0.4%	0.1%	-2.9%	-1.7%	-0.4%	
Access-independent VoIP lines (thousands)	167	153	161	n.a.	356	20.8%
Annual Growth	3.7%	-8.5%	5.0%	n.a.	n.a.	

Source: CRTC data collection

Table 5.2.2 Local and access, and long distance forborne revenues and lines (percent)

	2008	2009	2010	2011
Forborne revenues				
Local and access	75	71	73	76
Long distance	94	96	96	95
Forborne local lines				
Residential	77	77	80	82
Business	68	68	72	76

Source: CRTC data collection

Table 5.2.3 Local and access revenues, by type of TSP (\$ millions)

	2008	2009	2010	2011	CAGR 2008 – 2011
Residential					
Incumbent TSPs (excluding out-of-territory)	3,827	3,546	3,349	3,129	-6.5%
Annual Growth	-6.6%	-7.3%	-5.6%	-6.6%	
Incumbent TSPs (out-of-territory)	10	9	9	13	10.1%
Annual Growth	69.4%	-5.9%	-1.8%	44.5%	
Non-incumbent, alternative TSPs (excluding cable BDUs)	126	140	123	159	8.0%
Annual Growth	47.7%	10.7%	-12.2%	29.8%	
Cable BDUs	906	1,099	1,252	1,285	12.3%
Annual Growth	37.4%	21.3%	13.9%	2.6%	
Total residential	4,869	4,794	4,732	4,586	-2.0%
Annual Growth	0.5%	-1.5%	-1.3%	-3.1%	
Business					
Incumbent TSPs (excluding out-of-territory)	3,096	3,017	2,934	2,791	-3.4%
Annual Growth	-0.6%	-2.6%	-2.7%	-4.9%	
Incumbent TSPs (out-of-territory)	309	309	270	284	-2.8%
Annual Growth	-4.3%	-0.1%	-12.6%	5.3%	
Non-incumbent, alternative TSPs	147	189	182	241	17.9%
Annual Growth	2.0%	28.7%	-3.9%	32.5%	
Total business	3,552	3,514	3,386	3,316	-2.3%
Annual Growth	-0.8%	-1.1%	-3.7%	-2.0%	
Retail					
Incumbent TSPs (excluding out-of-territory)	6,923	6,563	6,282	5,920	-5.1%
Annual Growth	-4.0%	-5.2%	-4.3%	-5.8%	
Incumbent TSPs (out-of-territory)	319	318	279	297	-2.3%
Annual Growth	-3.1%	-0.3%	-12.3%	6.6%	
Non-incumbent, alternative TSPs	1,180	1,428	1,556	1,685	12.6%
Annual Growth	32.7%	21.0%	9.0%	8.3%	
Total retail	8,421	8,308	8,117	7,902	-2.1%
Annual Growth	-0.1%	-1.3%	-2.3%	-2.7%	
Wholesale					
Incumbent TSPs (excluding out-of-territory)	686	660	653	680	-0.3%
Annual Growth	3.2%	-3.8%	-1.1%	4.2%	
Incumbent TSPs (out-of-territory)	114	115	105	115	0.1%
Annual Growth	4.3%	0.4%	-8.6%	9.3%	
Non-incumbent, alternative TSPs	51	49	41	36	-11.3%
Annual Growth	27.2%	-3.7%	-17.6%	-12.0%	
Total wholesale	851	824	798	830	-0.8%
Annual Growth	4.6%	-3.2%	-3.1%	4.1%	
Total					
Incumbent TSPs (excluding out-of-territory)	7,609	7,223	6,935	6,600	-4.6%
Annual Growth	-3.4%	-5.1%	-4.0%	-4.8%	
Incumbent TSPs (out-of-territory)	433	432	383	412	-1.7%
Annual Growth	-1.2%	-0.1%	-11.3%	7.3%	
Non-incumbent, alternative TSPs	1,231	1,477	1,597	1,721	11.8%
Annual Growth	32.4%	20.0%	8.1%	7.8%	
Total revenues	9,272	9,132	8,915	8,732	-2.0%
Annual Growth	0.3%	-1.5%	-2.4%	-2.0%	

Source: CRTC data collection

Table 5.2.4 Local and access lines, by type of TSP (thousands)

	2008	2009	2010	2011	CAGR 2008 – 2011
Residential					
Incumbent TSPs (excluding out-of-territory)	9,541	8,818	8,142	7,543	-7.5%
<i>Annual Growth</i>	-7.9%	-7.6%	-7.7%	-7.4%	
Incumbent TSPs (out-of-territory)	27	28	27	34	7.6%
<i>Annual Growth</i>	2.9%	4.6%	-6.1%	26.7%	
Non-incumbent, alternative TSPs (excluding cable BDUs)	505	416	463	600	5.9%
<i>Annual Growth</i>	118.7%	-17.6%	11.3%	29.5%	
Cable BDUs	2,917	3,425	3,947	4,061	11.7%
<i>Annual Growth</i>	26.1%	17.4%	15.2%	2.9%	
Total residential	12,990	12,687	12,578	12,238	-2.0%
<i>Annual Growth</i>	0.5%	-2.3%	-0.9%	-2.7%	
Business					
Incumbent TSPs (excluding out-of-territory)	5,270	4,968	4,721	4,597	-4.5%
<i>Annual Growth</i>	0.4%	-5.7%	-5.0%	-2.6%	
Incumbent TSPs (out-of-territory)	614	617	638	752	7.0%
<i>Annual Growth</i>	-4.0%	0.5%	3.3%	17.9%	
Non-incumbent, alternative TSPs	390	435	457	614	16.4%
<i>Annual Growth</i>	-11.1%	11.7%	5.0%	34.5%	
Total business	6,274	6,021	5,815	5,964	-1.7%
<i>Annual Growth</i>	-0.9%	-4.0%	-3.4%	2.6%	
Retail					
Incumbent TSPs (excluding out-of-territory)	14,811	13,786	12,863	12,140	-6.4%
<i>Annual Growth</i>	-5.1%	-6.9%	-6.7%	-5.6%	
Incumbent TSPs (out-of-territory)	641	646	664	786	7.0%
<i>Annual Growth</i>	-3.8%	0.7%	2.9%	18.3%	
Non-incumbent, alternative TSPs	3,812	4,276	4,867	5,276	11.4%
<i>Annual Growth</i>	27.8%	12.2%	13.8%	8.4%	
Total retail	19,264	18,708	18,394	18,201	-1.9%
<i>Annual Growth</i>	0.0%	-2.9%	-1.7%	-1.0%	
Wholesale					
Incumbent TSPs (excluding out-of-territory)	623	533	515	517	-6.0%
<i>Annual Growth</i>	13.2%	-14.4%	-3.4%	0.4%	
Incumbent TSPs (out-of-territory)	262	300	266	322	7.2%
<i>Annual Growth</i>	-35.4%	14.6%	-11.2%	21.0%	
Non-incumbent, alternative TSPs	97	99	88	162	18.4%
<i>Annual Growth</i>	15.4%	1.7%	-11.1%	83.6%	
Total wholesale	982	932	870	1,001	0.6%
<i>Annual Growth</i>	-5.5%	-5.1%	-6.7%	15.1%	
Total					
Incumbent TSPs (excluding out-of-territory)	15,434	14,319	13,378	12,657	-6.4%
<i>Annual Growth</i>	-4.5%	-7.2%	-6.6%	-5.4%	
Incumbent TSPs (out-of-territory)	903	946	931	1,108	7.1%
<i>Annual Growth</i>	-15.7%	4.7%	-1.6%	19.1%	
Non-incumbent, alternative TSPs	3,909	4,375	4,955	5,437	11.6%
<i>Annual Growth</i>	27.5%	11.9%	13.2%	9.7%	
Total lines	20,246	19,640	19,263	19,203	-1.7%
<i>Annual Growth</i>	-0.2%	-3.0%	-1.9%	-0.3%	

Source: CRTC data collection

Table 5.2.5 Local and long distance retail monthly revenues per line

	2008	2009	2010	2011	CAGR 2008 – 2011
Local and long distance					
Residential	45.15	44.62	42.79	42.01	-2.4%
<i>Annual Growth</i>	-1.3%	-1.2%	-4.1%	-1.8%	
Business	62.53	63.55	61.50	57.39	-2.8%
<i>Annual Growth</i>	-2.7%	1.6%	-3.2%	-6.7%	
Total retail	50.81	50.71	48.71	47.05	-2.5%
<i>Annual Growth</i>	-2.0%	-0.2%	-3.9%	-3.4%	

Source: CRTC data collection

Table 5.2.6 Local and access retail monthly revenues (\$), per line by type of TSP

	2008	2009	2010	2011	CAGR 2008 – 2011
Residential					
Incumbent TSPs (excluding out-of-territory)	33.43	33.51	34.27	34.57	1.1%
<i>Annual Growth</i>	1.4%	0.3%	2.3%	0.9%	
Incumbent TSPs (out-of-territory)	29.36	26.42	27.62	31.50	2.4%
<i>Annual Growth</i>	64.7%	-10.0%	4.6%	14.0%	
Non-incumbent, alternative TSPs (excluding cable BDUs)	20.87	28.04	22.10	22.15	2.0%
<i>Annual Growth</i>	-32.5%	34.4%	-21.2%	0.2%	
Cable BDUs	25.88	26.73	26.42	26.36	0.6%
<i>Annual Growth</i>	9.0%	3.3%	-1.1%	-0.2%	
Total residential	31.24	31.49	31.35	31.23	0.0%
<i>Annual Growth</i>	0.0%	0.8%	-0.4%	-0.4%	
Business					
Incumbent TSPs (excluding out-of-territory)	48.95	50.60	51.79	50.60	1.1%
<i>Annual Growth</i>	-0.9%	3.4%	2.4%	-2.3%	
Incumbent TSPs (out-of-territory)	41.94	41.67	35.26	31.50	-9.1%
<i>Annual Growth</i>	-0.3%	-0.6%	-15.4%	-10.7%	
Non-incumbent, alternative TSPs	31.43	36.22	33.17	32.67	1.3%
<i>Annual Growth</i>	14.7%	15.2%	-8.4%	-1.5%	
Total business	47.18	48.64	48.51	46.34	-0.6%
<i>Annual Growth</i>	0.1%	3.1%	-0.3%	-4.5%	
Retail					
Incumbent TSPs (excluding out-of-territory)	38.95	39.67	40.70	40.64	1.4%
<i>Annual Growth</i>	1.2%	1.8%	2.6%	-0.2%	
Incumbent TSPs (out-of-territory)	41.41	41.00	34.95	31.50	-8.7%
<i>Annual Growth</i>	0.7%	-1.0%	-14.8%	-9.9%	
Non-incumbent, alternative TSPs	25.79	27.82	26.65	26.62	1.1%
<i>Annual Growth</i>	3.8%	7.9%	-4.2%	-0.1%	
Total retail	36.43	37.01	36.78	36.18	-0.2%
<i>Annual Growth</i>	-0.1%	1.6%	-0.6%	-1.6%	

Source: CRTC data collection

Table 5.2.7 Incumbent TSP provincial retail local market share, by line

Province	2008	2009	2010	2011
British Columbia	80.1%	75.6%	67.3%	65.2%
Alberta	76.4%	71.7%	68.2%	66.8%
Saskatchewan	95.9%	94.3%	93.0%	92.5%
Manitoba	89.7%	87.1%	83.7%	80.2%
Ontario	77.4%	73.4%	70.2%	67.6%
Quebec	72.5%	67.0%	62.8%	58.0%
New Brunswick	92.9%	87.5%	85.1%	83.1%
Nova Scotia	73.8%	70.4%	67.8%	65.1%
Prince Edward Island	82.5%	79.2%	74.7%	71.7%
Newfoundland and Labrador	91.8%	90.6%	89.4%	90.9%
All provinces	78.1%	73.8%	69.8%	66.9%

Source: CRTC data collection

Table 5.2.8 Incumbent TSP residential and business local market share, by line for major centres

Province	Major centre	Residential lines		Business lines	
		2010	2011	2010	2011
British Columbia	Vancouver	57.6%	61.1%	70.8%	62.8%
	Victoria	47.1%	48.5%	84.2%	66.1%
Alberta	Calgary	49.6%	52.3%	68.8%	62.2%
	Edmonton	58.1%	58.8%	71.8%	64.7%
Saskatchewan	Saskatoon	77.1%	76.8%	99.1%	96.1%
	Regina	86.8%	85.6%	98.6%	98.1%
Manitoba	Winnipeg	62.8%	62.7%	98.1%	84.5%
Ontario	Toronto	60.3%	57.9%	73.3%	72.9%
	Ottawa – Gatineau	60.4%	56.7%	88.6%	88.4%
	Hamilton	59.2%	54.8%	76.8%	75.0%
	London	62.3%	59.5%	76.5%	75.3%
	Kitchener – Waterloo	60.5%	56.9%	76.8%	76.3%
	St. Catharines – Niagara	68.2%	63.4%	80.5%	80.2%
	Windsor	70.3%	65.3%	69.7%	67.2%
	Oshawa	57.0%	53.8%	84.1%	83.9%
Quebec	Montréal	51.7%	48.4%	74.4%	73.6%
	Québec	46.0%	39.9%	76.8%	69.5%
New Brunswick	Fredericton	75.3%	72.9%	99.4%	99.5%
Nova Scotia	Halifax	46.7%	45.6%	75.8%	76.0%
Prince Edward Island	Charlottetown	56.0%	53.0%	84.1%	76.3%
Newfoundland and Labrador	St. John's	77.0%	75.6%	88.2%	99.7%

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

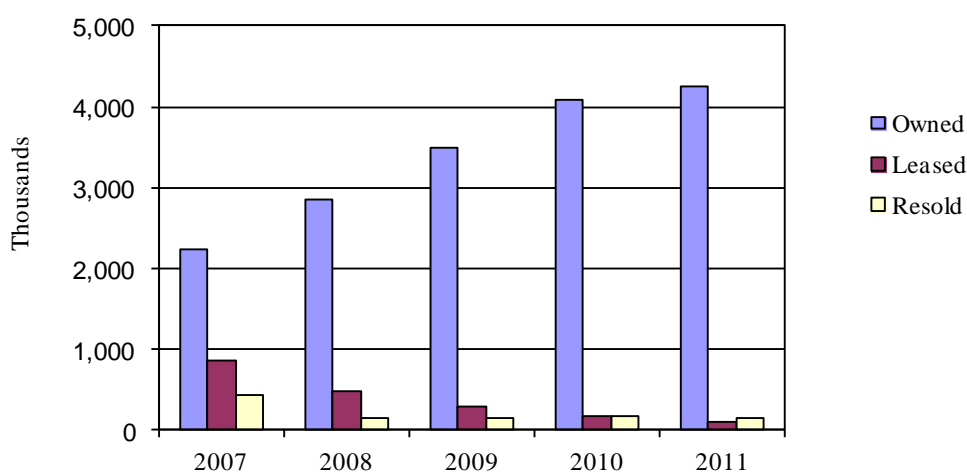
Source: CRTC data collection

Table 5.2.9 Local wholesale revenues, by major component (\$ millions)

	2007	2008	2009	2010	2011	CAGR 2007 – 2011
Interconnection	273	281	280	276	254	-1.8%
Centrex	104	97	97	89	88	-4.1%
PSTN access	261	280	290	288	354	7.9%
Unbundled loops	120	116	92	79	60	-15.8%
Other revenues	45	47	33	42	42	-1.6%
Total	802	821	792	774	798	-0.1%

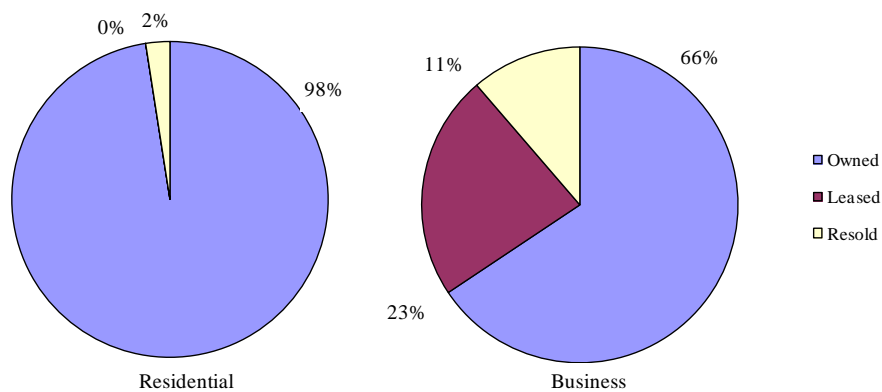
Source: CRTC data collection

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



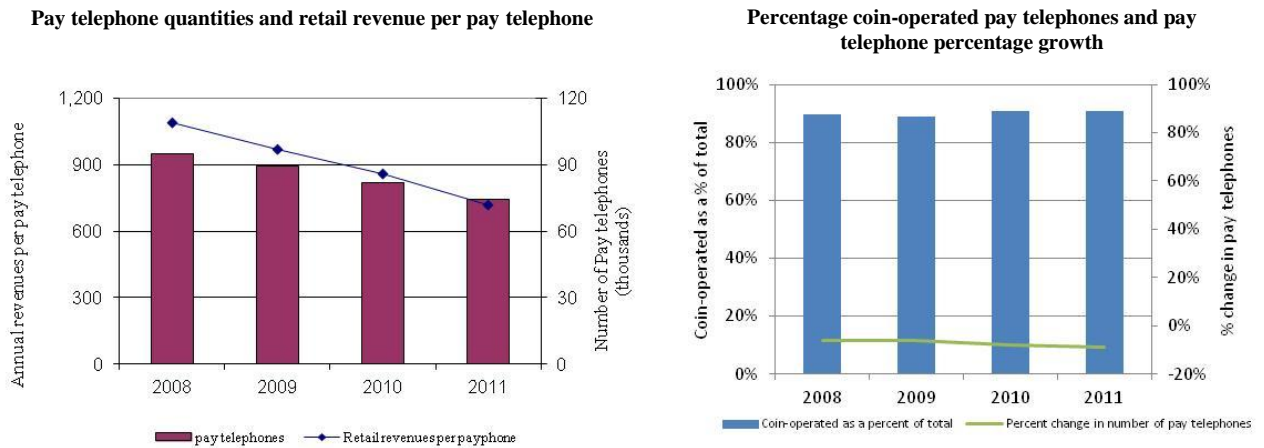
Source: CRTC data collection

Figure 5.2.2 Alternative TSP local residential and business lines, by type of facility (2011)



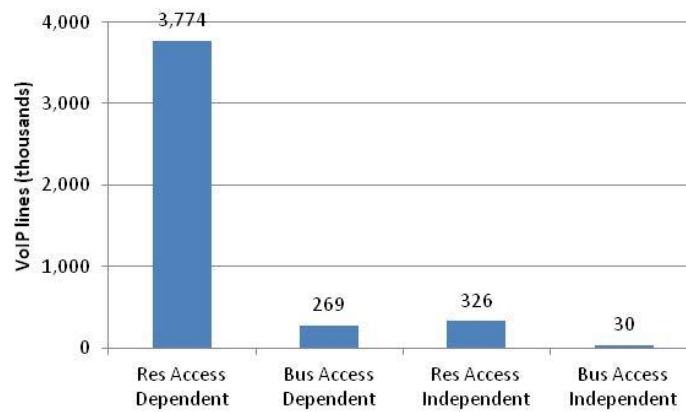
Source: CRTC data collection

Figure 5.2.3 Large incumbent TSPs’ pay telephone revenues and quantities



Source: CRTC data collection

Figure 5.2.4 Access independent and access dependent retail VoIP local lines (2011)



Source: CRTC data collection

Figure 5.2.5 Fibre-based lines, FTTN and FTTH, percentage of total lines (2011)



Source: CRTC data collection

Table 5.2.10 Long distance revenues, by type of TSP (\$ millions)

	2008	2009	2010	2011	CAGR 2008 – 2011
Residential					
Incumbent TSPs (excluding out-of-territory)	1,440	1,288	1,136	1,028	-10.6%
Annual Growth	-4.4%	-10.6%	-11.8%	-9.5%	
Incumbent TSPs (out-of-territory)	3	2	2	1	-19.9%
Annual Growth	-47.5%	-21.5%	-16.4%	-21.8%	
Non-incumbent, alternative TSPs	727	709	590	554	-8.7%
Annual Growth	-1.8%	-2.5%	-16.9%	-6.0%	
Total residential	2,170	1,999	1,728	1,584	-10.0%
Annual Growth	-3.6%	-7.9%	-13.6%	-8.3%	
Business					
Incumbent TSPs (excluding out-of-territory)	686	669	565	494	-10.4%
Annual Growth	-8.6%	-2.4%	-15.6%	-12.5%	
Incumbent TSPs (out-of-territory)	176	161	115	104	-16.1%
Annual Growth	-17.2%	-8.4%	-28.2%	-10.1%	
Non-incumbent, alternative TSPs	295	247	226	193	-13.2%
Annual Growth	-12.5%	-16.2%	-8.3%	-14.8%	
Total business	1,156	1,077	907	791	-11.9%
Annual Growth	-11.0%	-6.9%	-15.8%	-12.8%	
Retail					
Incumbent TSPs (excluding out-of-territory)	2,126	1,957	1,701	1,522	-10.5%
Annual Growth	-5.7%	-7.9%	-13.1%	-10.5%	
Incumbent TSPs (out-of-territory)	178	163	117	105	-16.1%
Annual Growth	-17.9%	-8.6%	-28.1%	-10.2%	
Non-incumbent, alternative TSPs	1,022	956	816	747	-9.9%
Annual Growth	-5.2%	-6.4%	-14.6%	-8.5%	
Total retail	3,326	3,076	2,634	2,374	-10.6%
Annual Growth	-6.3%	-7.5%	-14.4%	-9.9%	
Wholesale					
Incumbent TSPs (excluding out-of-territory)	420	373	311	325	-8.2%
Annual Growth	1.4%	-11.2%	-16.6%	4.4%	
Incumbent TSPs (out-of-territory)	262	231	229	185	-10.9%
Annual Growth	20.9%	-11.8%	-1.1%	-19.1%	
Non-incumbent, alternative TSPs	145	176	257	97	-12.5%
Annual Growth	6.0%	21.4%	46.3%	-62.3%	
Total wholesale	827	780	797	607	-9.8%
Annual Growth	7.7%	-5.7%	2.2%	-23.9%	
Total					
Incumbent TSPs (excluding out-of-territory)	2,546	2,330	2,012	1,847	-10.1%
Annual Growth	-4.6%	-8.5%	-13.6%	-8.2%	
Incumbent TSPs (out-of-territory)	440	394	346	290	-13.0%
Annual Growth	1.4%	-10.5%	-12.2%	-16.1%	
Non-incumbent, alternative TSPs	1,167	1,132	1,073	844	-10.2%
Annual Growth	-3.9%	-3.0%	-5.2%	-21.4%	
Total revenues	4,153	3,856	3,432	2,982	-10.5%
Annual Growth	-3.8%	-7.1%	-11.0%	-13.1%	

Source: CRTC data collection

Table 5.2.11 Large incumbent TSPs' retail long distance revenue market share, by region

Region	2007	2008	2009	2010	2011
B.C., Alberta	75%	73%	74%	68%	74%
Saskatchewan	86%	85%	84%	83%	92%
Manitoba	88%	83%	81%	78%	84%
Ontario, Quebec	55%	56%	55%	61%	71%
Atlantic	82%	81%	80%	81%	83%

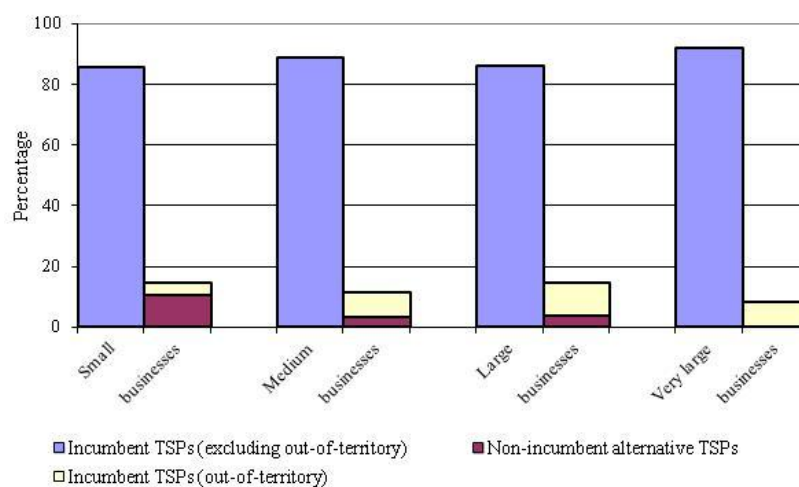
Source: CRTC data collection

Table 5.2.12 Long distance retail revenues (\$) per minute, by type of TSP

	2008	2009	2010	2011	CAGR 2008 - 2011
Residential					
Incumbent TSPs (excluding out-of-territory)	0.110	0.100	0.092	0.090	-6.4%
<i>Annual Growth</i>	-3.9%	-9.5%	-8.4%	-1.1%	
Incumbent TSPs (out-of-territory)	0.069	0.071	0.082	0.084	6.7%
<i>Annual Growth</i>	-12.7%	3.4%	14.1%	2.9%	
Non-incumbent, alternative TSPs	0.058	0.054	0.052	0.046	-7.1%
<i>Annual Growth</i>	-2.5%	-5.9%	-4.9%	-10.4%	
Total residential	0.085	0.077	0.072	0.069	-6.5%
<i>Annual Growth</i>	-3.6%	-9.0%	-5.8%	-4.7%	
Business					
Incumbent TSPs (excluding out-of-territory)	0.067	0.067	0.059	0.063	-1.9%
<i>Annual Growth</i>	1.0%	0.8%	-11.7%	5.8%	
Incumbent TSPs (out-of-territory)	0.038	0.037	0.028	0.028	-10.4%
<i>Annual Growth</i>	-10.9%	-4.0%	-24.0%	-1.4%	
Non-incumbent, alternative TSPs	0.046	0.039	0.038	0.031	-12.7%
<i>Annual Growth</i>	-15.9%	-15.1%	-1.7%	-20.2%	
Total business	0.054	0.052	0.046	0.045	-6.3%
<i>Annual Growth</i>	-6.1%	-4.0%	-11.0%	-3.7%	

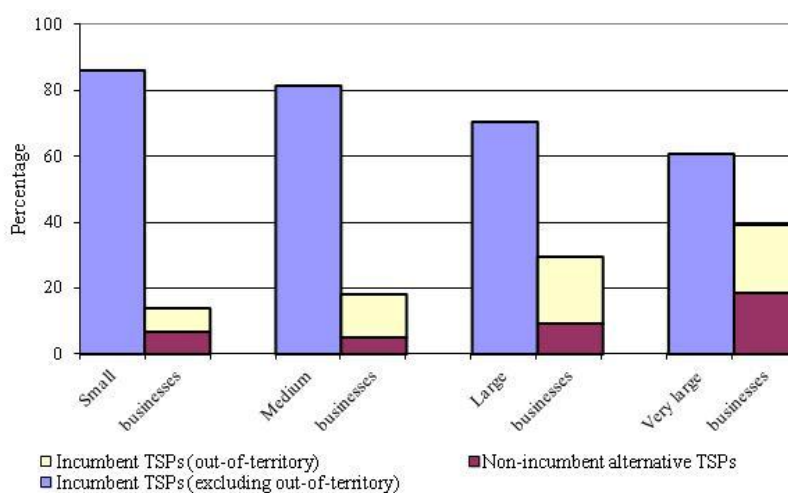
Source: CRTC data collection

Figure 5.2.6 Local business market revenue distribution, by customer size and type of provider (2011)



Source: CRTC data collection

Figure 5.2.7 Long distance business market revenue distribution, by customer size and type of provider (2011)

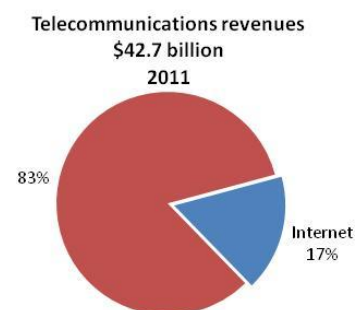


Source: CRTC data collection

5.3 Internet market sector and broadband availability

Overview

The Internet access industry consists of an estimated 500 entities. Incumbent TSPs provide Internet services using mainly dial-up, DSL, fibre-optic, satellite, and fixed wireless facilities. Cable companies provide Internet services using cable modem, fibre-optic, and fixed wireless facilities. Utility telcos, municipalities, and other TSPs provide Internet services using dial-up, DSL, fibre-optic, satellite, and fixed wireless facilities. 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.



Internet sector and broadband availability at a glance

	2010	2011	% Growth
Revenues (\$ billions)	6.8	7.2	6.3%
Internet access and transport			
Residential	4.5	4.9	8.5%
Business	1.2	1.2	-0.6%
Wholesale	0.3	0.3	22.5%
Other	0.8	0.8	-0.7%
Residential subscribers (millions)	10.4	10.7	2.9%
Residential high-speed access revenues per subscriber per month	\$36.99	\$38.79	
Internet access revenue market share			
Top 5 major ISPs (including affiliates)	76%	76%	
Cable operators	50%	51%	
ILECs (excluding out-of-territory)	38%	37%	
Residential broadband availability (excluding satellite)			
National	96%	97%	
Urban	100%	100%	
Rural	80%	83%	
National including HSPA+	98%	99%	
Residential penetration: All speeds	76%	# 78%	
High-speed	73%	# 76%	
Broadband (1.5 Mbps and higher)	69%	# 72%	
Broadband (5 Mbps and higher)	51%	# 54%	
Average gigabytes downloaded per month per residential subscriber	14.8	17.9	21.2%
Average gigabytes uploaded per month per residential subscriber	3.7	3.8	0.7%
Monthly average residential high-speed service churn rate	1.62	1.65	2.0%
Monthly average business high-speed service churn rate	1.56	1.57	0.3%

- The average gigabytes uploaded and downloaded, and churn rates are based on a weighted-average of the 15 largest providers in Canada.
 - Rural is defined as areas with a density of fewer than 400 people per square kilometer, or population centers with less than 1,000 people.
- Source: CRTC data collection

Statistical information – Internet market sector

Table 5.3.1 Internet revenues (\$ millions)

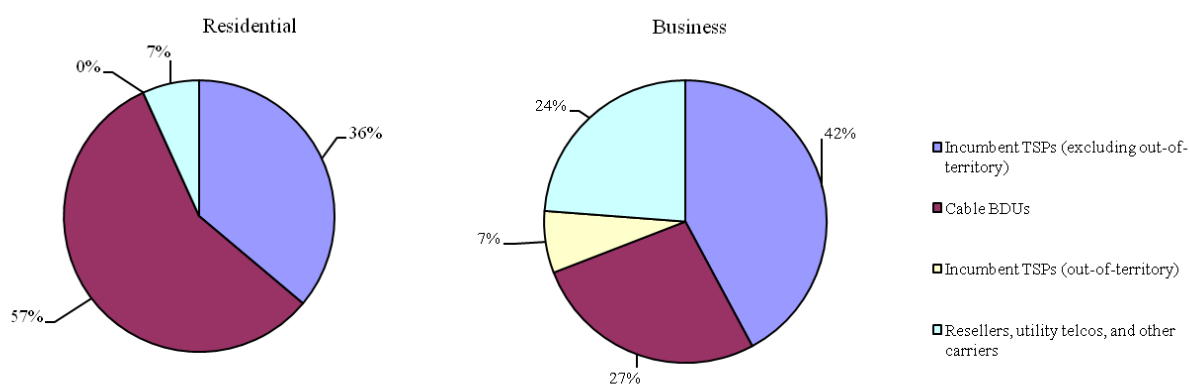
		2007	2008	2009	2010	2011	growth 2010- 2011	CAGR 2007- 2011
Residential	Incumbent TSPs (excluding out-of-territory)							
	Dial-up	141	116	92	64	46	-21.8%	-24.3%
	High-speed	1,331	1,406	1,506	1,588	1,732	9.1%	6.8%
	Subtotal	1,469	1,522	1,598	1,652	1,778	7.7%	4.9%
	Cable BDUs							
	Dial-up	5	2	1	1	1	-40.1%	-38.7%
	High-speed	1,935	2,129	2,419	2,572	2,811	9.3%	9.8%
	Subtotal	1,940	2,131	2,420	2,573	2,811	9.3%	9.7%
	Incumbent TSPs (excluding out-of-territory) and cable BDUs subtotal							
	Dial-up	145	118	93	65	47	-28.0%	-24.7%
	High-speed	3,264	3,535	3,925	4,160	4,543	9.2%	8.6%
	Subtotal	3,409	3,654	4,018	4,225	4,590	8.6%	7.7%
	Other TSPs							
	Dial-up	83	71	48	31	23	-28.0%	-27.7%
	High-speed	128	175	219	282	310	10.0%	24.7%
	Subtotal	214	245	267	313	332	6.3%	11.7%
	Total							
	Dial-up	228	189	141	96	69	-27.8%	-25.7%
	High-speed	3,394	3,710	4,144	4,442	4,853	9.3%	9.4%
	Residential total	3,622	3,899	4,285	4,538	4,923	8.5%	8.0%
Business	Incumbent TSPs (excluding out-of-territory)	434	457	444	478	481	0.8%	2.6%
	Cable BDUs	169	201	227	284	309	8.7%	16.2%
	Incumbent TSPs (excluding out-of-territory) and cable BDUs subtotal	604	657	671	762	790	3.7%	7.0%
	Other TSPs							
	Incumbent TSPs (out-of-territory)	112	98	93	81	81	-0.5%	-7.9%
	Resellers, utility telcos, and other carriers	223	241	255	282	272	-3.8%	5.1%
	Other TSPs subtotal	335	339	348	364	353	-3.1%	1.3%
	Business access total	938	997	1,019	1,125	1,142	1.5%	5.0%
	Business transport total	73	76	67	77	52 ¹	-32.4%	-8.2%
	Business total	1,011	1,073	1,086	1,202	1,194	-0.6%	4.2%
Wholesale Access	Higher capacity access and transport	54	54	48	42	53	26.4%	-0.4%
	Lower capacity access	147	161	213	218	266	21.7%	16.0%
	Wholesale total	201	215	261	260	319	22.5%	12.2%
Other	Applications, equipment, and other Internet-related services	778	939	868	772	766	-0.7%	-0.4%
Grand total		5,613	6,126	6,499	6,772	7,202	6.3%	6.4%

- 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 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 GAS, TCC's VPOP, DSL, and cable BDU-provided 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 revenues. However, the fees are no longer included as of 2008. In 2008, the fees were approximately \$121 million.

1. Due to changes in company reporting, the business transport total in 2011 is not comparable to previous years.

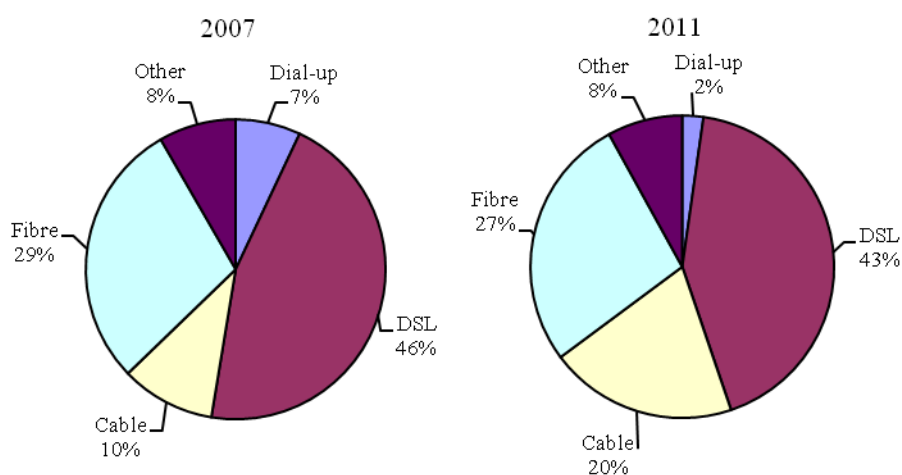
Source: CRTC data collection

Figure 5.3.1 Internet access revenue share, by type of entity, 2011



Source: CRTC data collection

Figure 5.3.2 Business Internet access revenues, by access technology (2007 v. 2011)



- “Other” includes the remaining technologies, such as, but not limited to, ISDN, fixed wireless, and satellite technologies.

Source: CRTC data collection

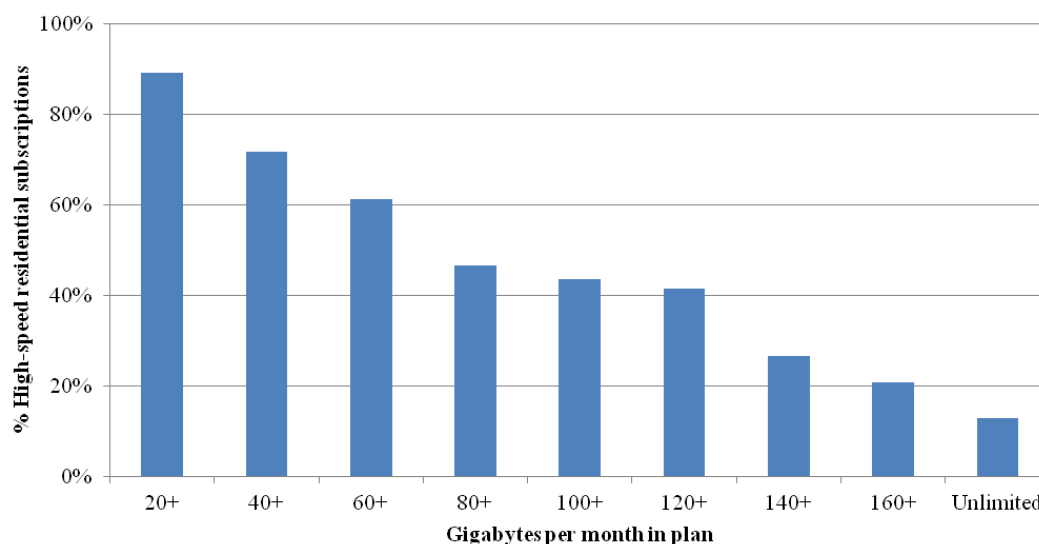
Table 5.3.2 Residential Internet subscribers, by type of TSP (part 1 of 2)

	2007	2008	2009	2010	2011	CAGR 2007-2011
Incumbent TSPs (excluding out-of-territory)						
Dial-up	566	433	286	210	137	-29.9%
<i>% annual growth</i>	-11.8	-23.5	-33.9	-26.6	-34.9	
<i>% share of total dial-up</i>	60.6	59.1	58.8	57.3	55.5	
High-speed	3,405	3,584	3,673	3,762	3,876	3.3%
<i>% annual growth</i>	10.0	5.3	2.5	2.4	3.0	
<i>% share of total high-speed</i>	40.7	39.5	38.4	37.6	37.2	
Subtotal	3,971	4,017	3,959	3,972	4,011	0.3%
<i>% annual growth</i>	6.3	1.2	-1.4	0.3	1.0	
<i>% share of total</i>	42.7	40.9	39.3	38.3	37.6	
Cable BDUs						
Dial-up	18	18	14	10	7	-19.4%
<i>% annual growth</i>	-53.8	1.9	-24.4	-23.0	-28.9	
<i>% share of total dial-up</i>	1.9	2.4	2.8	2.8	3.0	
High-speed	4,573	4,990	5,358	5,642	5,839	6.3%
<i>% annual growth</i>	13.2	9.1	7.4	5.3	3.5	
<i>% share of total high-speed</i>	54.7	55.0	56.0	56.4	56.0	
Subtotal	4,590	5,008	5,372	5,653	5,846	6.2%
<i>% annual growth</i>	12.5	9.1	7.3	5.2	3.4	
<i>% share of total</i>	49.5	51.1	53.4	54.5	54.8	
Incumbent TSPs (excluding out-of-territory) and cable BDUs subtotal						
Dial-up	584	451	299	220	144	-29.4%
<i>% annual growth</i>	-14.1	-22.8	-33.6	-26.5	-34.6	
<i>% share of total dial-up</i>	62.5	61.6	61.6	60.1	58.5	
High-speed	7,978	8,574	9,031	9,404	9,713	5.0%
<i>% annual growth</i>	11.8	7.5	5.3	4.1	3.3	
<i>% share of total high-speed</i>	95.5	94.5	94.3	94.0	93.2	
Subtotal	8,561	9,024	9,331	9,625	9,857	3.6%
<i>% annual growth</i>	9.5	5.4	3.4	3.1	2.4	
<i>% share of total</i>	92.2	92.0	92.7	92.8	92.4	
Other TSPs						
Dial-up	350	281	187	146	102	-26.5%
<i>% annual growth</i>	-37.4	-19.7	-33.6	-21.7	-30.1	
<i>% share of total dial-up</i>	37.5	38.4	38.4	39.9	41.5	
High-speed	379	503	545	604	712	17.1%
<i>% annual growth</i>	16.0	32.9	8.2	10.8	18.0	
<i>% share of total high-speed</i>	4.5	5.5	5.7	6.0	6.8	
Subtotal	729	785	731	750	815	2.8%
<i>% annual growth</i>	-17.7	32.9	8.2	2.5	8.6	
<i>% share of total</i>	7.8	8.0	7.3	7.2	7.6	

Table 5.3.2 Residential Internet subscribers, by type of TSP (part 2 of 2)

	2007	2008	2009	2010	2011	<i>CAGR 2007-2011</i>
Total						
Dial-up	934	732	486	366	246	-28.3%
% annual growth	-24.7	-21.6	-33.6	-24.6	-32.8	
% share of total	10.0	7.5	4.8	3.5	2.3	
High-speed	8,356	9,077	9,576	10,008	10,426	5.7%
% annual growth	12.0	8.6	5.5	4.5	4.2	
% share of total	90.0	92.5	95.2	96.5	97.7	
Grand total	9,290	9,809	10,062	10,375	10,672	3.5%
% annual growth	6.8	5.6	2.6	3.1	2.9	

Source: CRTC data collection

Figure 5.3.3 GBs downloadable per plan vs. percentage of high-speed residential subscribers


Source: CRTC data collection

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

	2007	2008	2009	2010	2011
Downstream speed	One-month revenue (%)				
Lite and wideband up to 256 Kbps	6.8	2.9	0.6	0.2	0.3
Wideband 300 to 1400 Kbps	12.2	15.1	8.6	4.3	3.6
Broadband					
1.5 to 4 Mbps	14.0	17.3	20.9	20.9	20.3
5 to 9 Mbps	58.0	53.6	46.5	49.1	47.0
10 to 15 Mbps	8.7	10.8	22.4	22.8	16.5
16 Mbps and higher	0.2	0.3	1.0	2.7	12.3
16 to 49 Mbps	-	-	-	2.4	11.8
50 Mbps and higher	-	-	-	0.3	0.6
Total sample	268.9	306.4	320.7	350.0	375.7
Downstream speed	Subscribers (%)				
Lite and wideband up to 256 Kbps	10.0	4.3	1.1	0.3	0.4
Wideband 300 to 1400 Kbps	15.3	19.8	12.2	5.8	4.3
Broadband					
1.5 to 4 Mbps	15.3	17.0	24.5	24.2	24.6
5 to 9 Mbps	52.5	50.1	42.6	45.3	45.6
10 to 15 Mbps	6.8	8.6	19.0	22.4	15.6
16 Mbps and higher	0.1	0.2	0.6	2.0	9.5
16 to 49 Mbps	-	-	-	1.8	9.2
50 Mbps and higher	-	-	-	0.2	0.3
Total sample	7,576.6	8,184.4	8,516.8	8,983.1	9,440.3
Downstream speed	Average revenue per subscriber				
Lite and wideband up to 256 Kbps	\$24.37	\$24.86	\$19.55	\$25.18	\$33.86
Wideband 300 to 1400 Kbps	\$28.29	\$28.57	\$26.84	\$28.87	\$33.03
Broadband					
1.5 to 4 Mbps	\$32.53	\$38.22	\$32.46	\$33.57	\$32.87
5 to 9 Mbps	\$39.26	\$40.00	\$41.14	\$42.23	\$40.97
10 to 15 Mbps	\$45.23	\$47.06	\$44.43	\$39.67	\$42.11
16 Mbps and higher	\$51.17	\$63.06	\$65.08	\$53.71	\$51.63
16 to 49 Mbps	-	-	-	\$51.66	\$50.76
50 Mbps and higher	-	-	-	\$75.80	\$78.06
Total sample	\$35.50	\$37.44	\$37.80	\$38.96	\$39.80

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

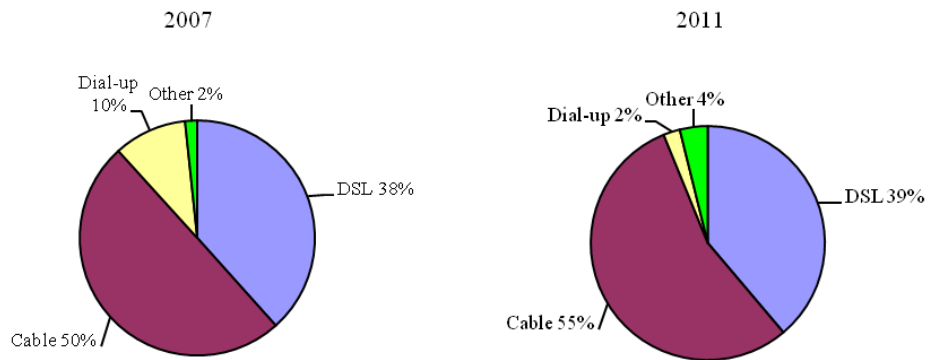
	2007	2008	2009	2010	2011
Downstream speed	Weighted-average upload speed (Kbps)				
Lite and wideband up to 256 Kbps	118	131	152	209	178
Wideband 300 to 1400 Kbps	294	286	267	352	314
Broadband					
1.5 to 4 Mbps	537	809	656	584	666
5 to 9 Mbps	677	744	723	870	855
10 to 15 Mbps	815	862	751	797	876
16 Mbps and higher	1,000	1,120	1,085	1,735	2,693
16 to 49 Mbps	-	-	-	1,661	2,662
50 Mbps and higher	-	-	-	2,529	3,667
Total sample	552	649	652	769	961
Weighted-average download speed	4,227	4,928	5,945	7,060	8,238
Downstream speed	Weighted-average upload/download limit in GBs				
Lite and wideband up to 256 Kbps	-	8.50	11.75	-	-
Wideband 300 to 1400 Kbps	-	8.75	3.04	7.20	14.9
Broadband					
1.5 to 4 Mbps	-	43.25	32.20	22.13	69.06
5 to 9 Mbps	-	54.18	42.80	45.27	80.81
10 to 15 Mbps	-	80.81	69.53	74.28	74.22
16 Mbps and higher	-	101.91	104.14	112.94	179.58
16 to 49 Mbps	-	-	-	108.25	176.98
50 Mbps and higher	-	-	-	163.22	236.54
Total sample	-	42.34	40.32	45.04	81.11

1. Weighted-average download limits are calculated only for those plans that have limits.

2. 2008, 2009, 2010 and 2011 data excludes terminal rental revenues.

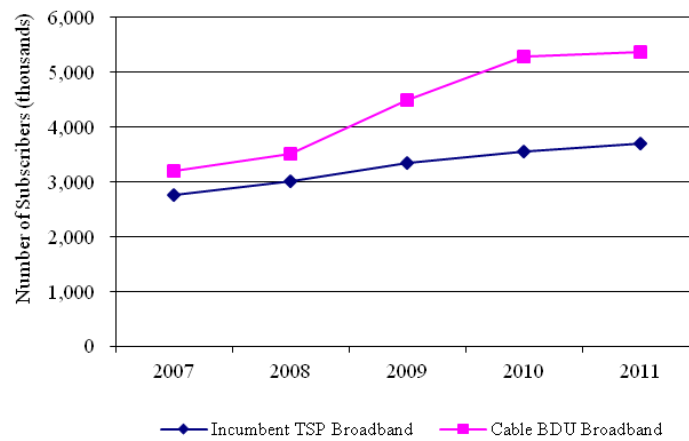
Source: CRTC data collection

Figure 5.3.4 Residential Internet access technology mix (2007 v. 2011)



Source: CRTC data collection

Figure 5.3.5 Broadband (greater than 1.5 Mbps) subscriptions



Source: CRTC data collection

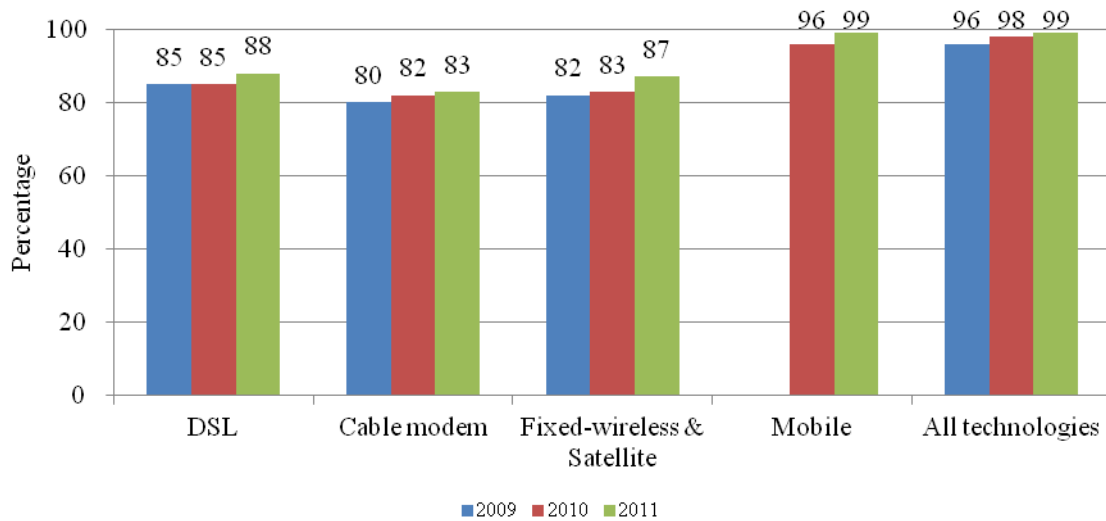
Broadband availability - Statistical information

Table 5.3.4 Key telecommunications availability indicators

Platform	Availability (% of households)				
	2007	2008	2009	2010	2011
Mobile broadband					
3G / 3G equivalent	78	91	96	98	99
HSPA+	na	na	na	97	99
LTE	na	na	na	na	45
Landline broadband					
DSL	na	84	85	85	88
Cable modem	na	80	80	82	83
Fixed wireless	na	80	81	82	86
IPTV	10	10	21	22	34
Digital satellite	National	National	National	National	National

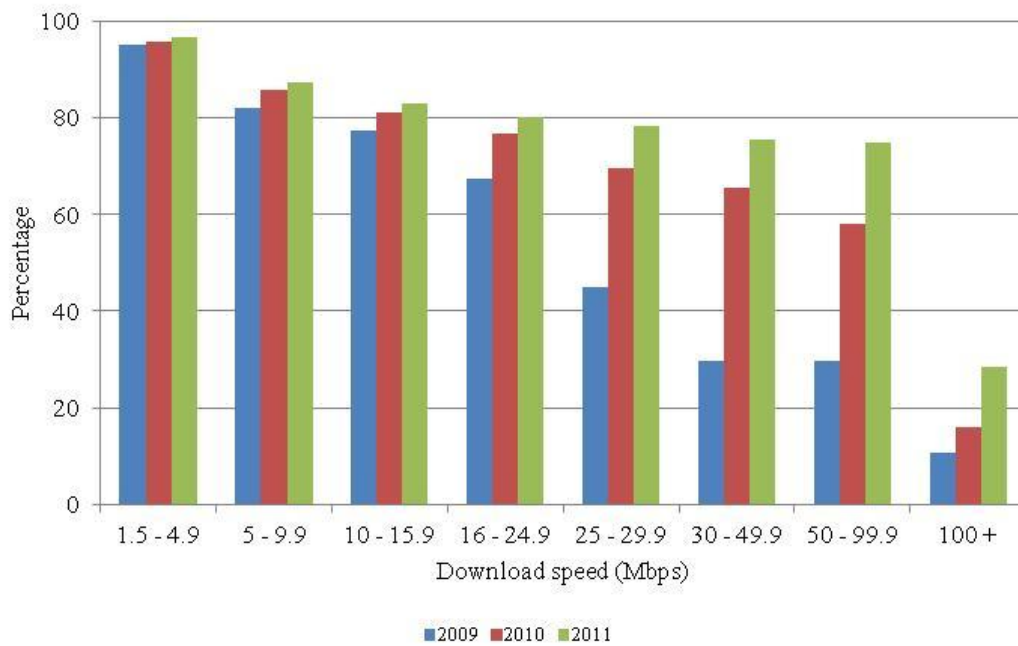
Source: CRTC data collection

Figure 5.3.6 Broadband availability (percentage of households)



Source: CRTC data collection

Figure 5.3.7 Broadband availability, by speed (percentage of households)



• Excludes HSPA+

Sources: Industry Canada and CRTC data collection

Table 5.3.5 Broadband availability platforms, by speed and number of platforms (2011)

Number of platforms	1.5 Mbps to 4.9 Mbps	5.0 Mbps to 9.9 Mbps	10.0 Mbps to 15.9 Mbps	16.0 Mbps to 24.9 Mbps	25.0 Mbps to 29.9 Mbps	30.0 Mbps to 49.9 Mbps	50.0 Mbps to 99.9 Mbps	100 Mbps and higher
1	3%	13%	27%	30%	33%	60%	75%	28%
2	9%	74%	56%	51%	45%	16%	0%	0%
3	16%	0%	0%	0%	0%	0%	0%	0%
4	72%	0%	0%	0%	0%	0%	0%	0%

• Platforms include DSL, cable modem, fixed wireless, and mobile (HSPA+)

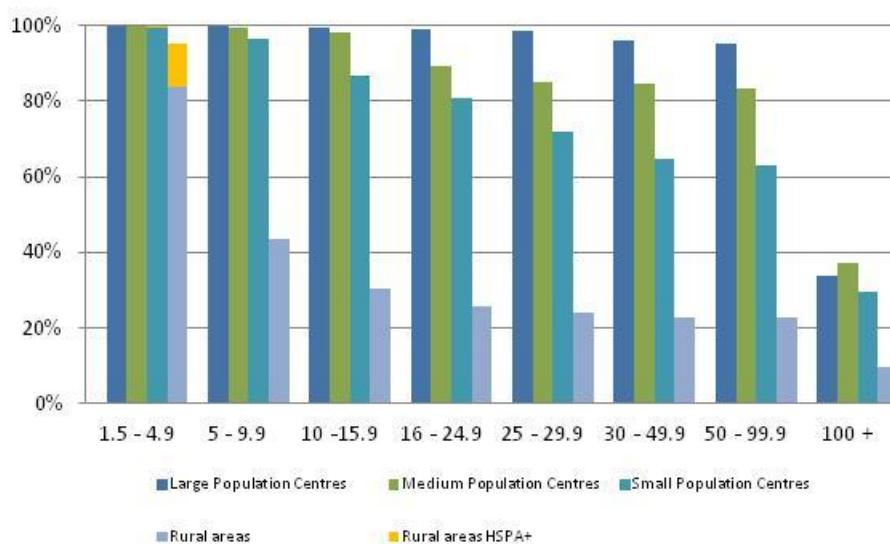
Source: CRTC data collection

Table 5.3.6 Broadband availability, by speed and province/territory (2011, percentage of households)

Province	1.5 – 4.9 Mbps	5 – 9.9 Mbps	10 – 15.9 Mbps	16 – 24.9 Mbps	25 – 100 Mbps
British Columbia	99	91	89	88	86
Alberta	100	87	84	84	82
Saskatchewan	99	75	63	57	57
Manitoba	99	83	66	66	66
Ontario	100	90	87	83	79
Quebec	99	87	83	82	81
New Brunswick	100	83	80	79	79
Nova Scotia	100	80	73	61	60
Prince Edward Island	100	71	55	45	45
Newfoundland and Labrador	98	78	67	66	66
Yukon	100	90	61	61	60
Nunavut	29	0	0	0	0
Northwest Territories	87	83	47	47	47

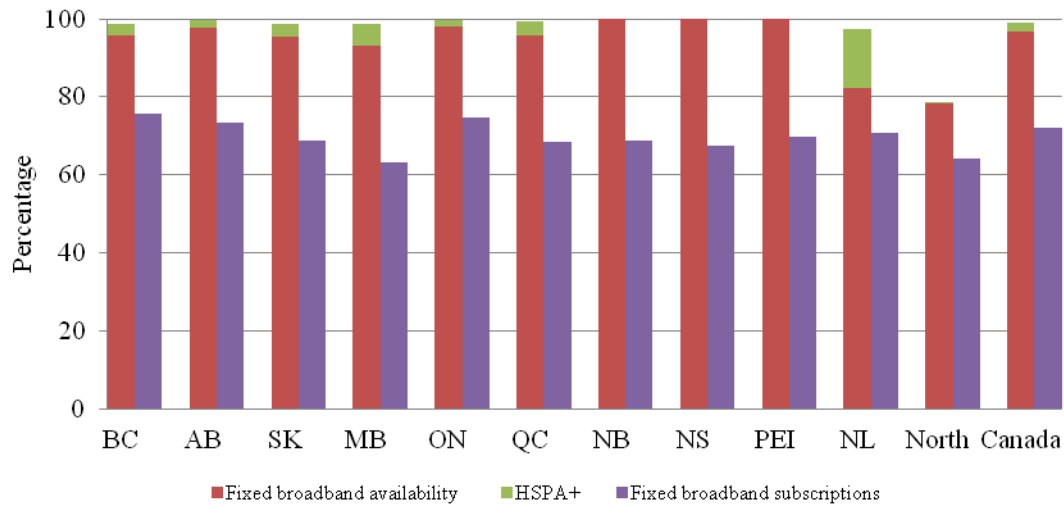
- HSPA+ is included only in the 1.5 to 4.9 Mbps speed tier
 - Availability of broadband speeds greater than 25 Mbps have been combined due to the confidentiality of the data
- Source: CRTC data collection

Figure 5.3.8 Broadband availability – Urban v. rural (percentage of households) (2011)



Sources: Industry Canada and CRTC data collection

Figure 5.3.9 Broadband availability v. broadband subscriptions (2011)



Sources: Industry Canada and CRTC data collection

Table 5.3.7 Number of households that can have broadband access (thousands)

Province	2010		2011
British Columbia	1,739	#	1,766
Alberta	1,386	#	1,417
Saskatchewan	397	#	403
Manitoba	429		451
Ontario	4,928	#	5,014
Quebec	3,198	#	3,288
New Brunswick	315	#	316
Nova Scotia	399	#	401
Prince Edward Island	57	#	59
Newfoundland and Labrador	170	#	171
North	31	#	31
Canada	13,048		13,316

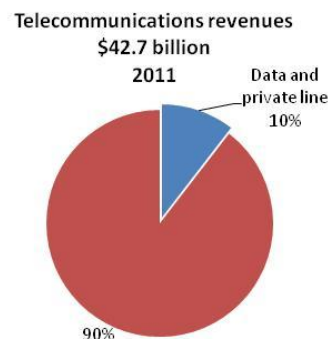
• Excludes HSPA+

Source: CRTC data collection

5.4 Data and private line market sector

Overview

Approximately 150 entities offered data and private line services in 2011. Of these, incumbent TSPs accounted for approximately 25%, and alternative TSPs, such as cable BDUs, utility telcos, and resellers, accounted for the remaining 75%.



Data and private line sector at a glance

	2010	2011	% Growth
Revenues (\$ billions)	4.3	4.5	3.5%
Data	2.8	3.0	7.2%
Private line	1.5	1.5	-3.1%
Private line revenues as a percent of total	35.6%	33.3%	
New data protocols			
Revenues (\$ billions)	1.8	2.1	12.4%
Percent of total data protocol revenues	89.5%	93.5%	
Data and private line revenue market share			
Incumbent TSPs (excluding out-of-territory)	69%	69%	
Forborne services			
Percent of data revenues from forborne data services	91%	91%	
Percent of private line revenues from forborne private line services	65%	67%	
Number of forborne private line routes	4,823	5,108	5.9%

Source: CRTC data collection

Data and private line market sector – Statistical information

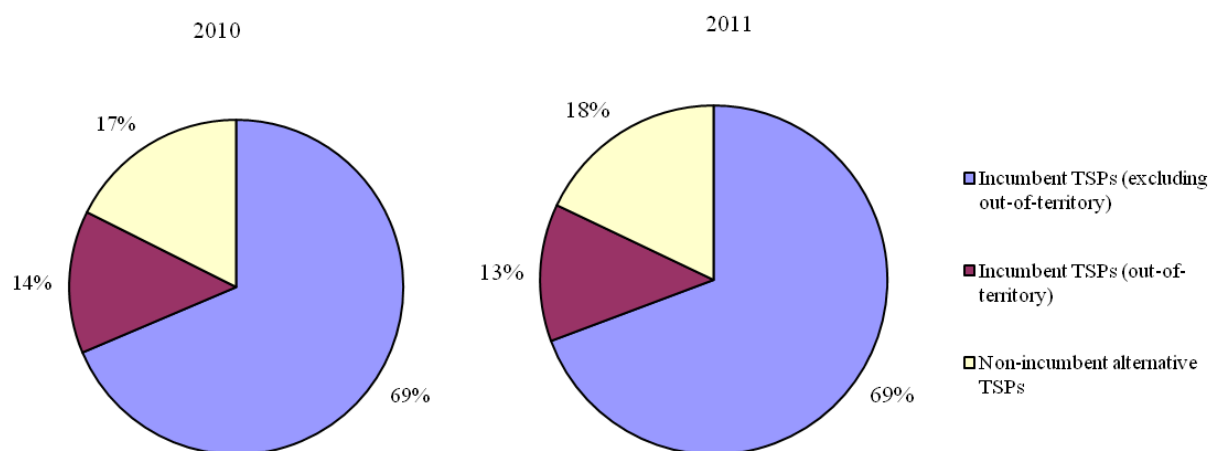
Table 5.4.1 Data and private line revenues (\$ millions)

	2007	2008	2009	2010	2011	CAGR 2007-2011
Data						
Data protocols	1,769	1,890	2,020	2,055	2,209	5.7%
Annual Growth	10.3%	6.9%	6.8%	1.8%	7.5%	
Other	704	723	658	723	770	2.3%
Annual Growth	0.5%	2.8%	-9.0%	9.8%	6.6%	
Total data and other	2,472	2,614	2,678	2,778	2,979	4.8%
Annual Growth	7.3%	5.7%	2.5%	3.7%	7.2%	
Private Line	1,680	1,722	1,636	1,536	1,488	-3.0%
Annual Growth	0.9%	2.5%	-5.0%	-6.1%	-3.1%	
Total data and private line	4,153	4,336	4,313	4,314	4,467	1.8%
Annual Growth	4.6%	4.4%	-0.5%	0.0%	3.5%	

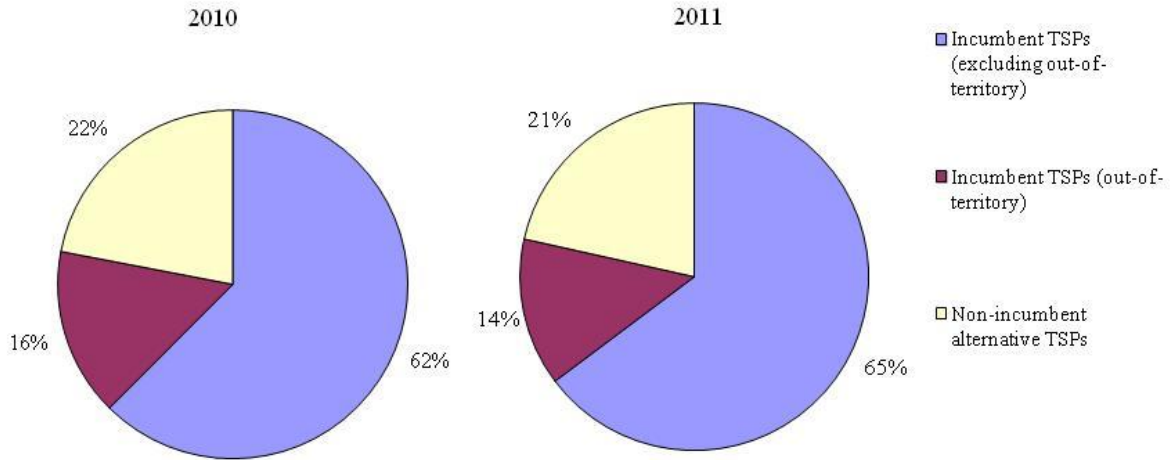
- Data services are classified into one of three categories: (1) legacy data protocols such as X.25, ATM, and frame relay, (2) newer protocols such as Ethernet and IP-VPN, and other protocols including managed services where specific protocols cannot be separated, and (3) other services such as network management and networking equipment.

Source: CRTC data collection

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)

	2007	2008	2009	2010	2011	CAGR 2007-2011
New protocols						
Retail						
Ethernet	488.5	520.7	482.3	451.4	478.6	-0.5%
Annual Growth	4.0%	6.6%	-7.4%	-6.4%	6.0%	
IP-VPN	535.2	710.1	870.8	995.9	1,124.4	20.4%
Annual Growth	47.5%	32.7%	22.6%	14.4%	12.9%	
Other	103.9	77.5	126.4	118.9	125.9	4.9%
Annual Growth	33.2%	-25.4%	63.0%	-5.9%	5.7%	
Total retail	1,127.5	1,308.4	1,479.5	1,566.2	1,728.9	11.3%
Annual Growth	23.8%	16.0%	13.1%	5.9%	10.4%	
Wholesale						
Ethernet	90.0	122.4	173.2	196.8	221.3	25.2%
Annual Growth	3.9%	36.0%	41.5%	13.7%	12.4%	
IP-VPN	11.3	17.4	11.8	41.7	68.8	57.2%
Annual Growth	2.4%	54.6%	-32.3%	253.5%	65.0%	
Other	62.4	37.5	35.1	35.0	45.4	-7.7%
Annual Growth	102.3%	-39.8%	-6.4%	-0.3%	29.2%	
Total wholesale	163.7	177.4	220.1	273.6	335.4	19.6%
Annual Growth	27.3%	8.4%	24.1%	24.3%	22.6%	
Total new protocols	1,291.2	1,485.7	1,699.7	1,839.8	2,064.4	12.4%
Annual Growth	24.2%	15.1%	14.4%	8.2%	12.2%	
Legacy protocols						
Retail						
Ethernet	415.2	343.8	264.2	173.6	103.6	-29.3%
Annual Growth	-18.4%	-17.2%	-23.2%	-34.3%	-40.3%	
Wholesale						
Ethernet	62.4	60.7	55.7	41.5	40.6	-10.2%
Annual Growth	11.8%	-2.6%	-8.3%	-25.4%	-2.2%	
Total legacy	477.5	404.6	319.9	215.2	144.2	-25.9%
Annual Growth	-15.5%	-15.3%	-20.9%	-32.7%	-33.0%	
Total data protocols	1,768.7	1,890.3	2,019.5	2,055.0	2,208.6	5.7%
Annual Growth	10.3%	6.9%	6.8%	1.8%	7.5%	

Source: CRTC data collection

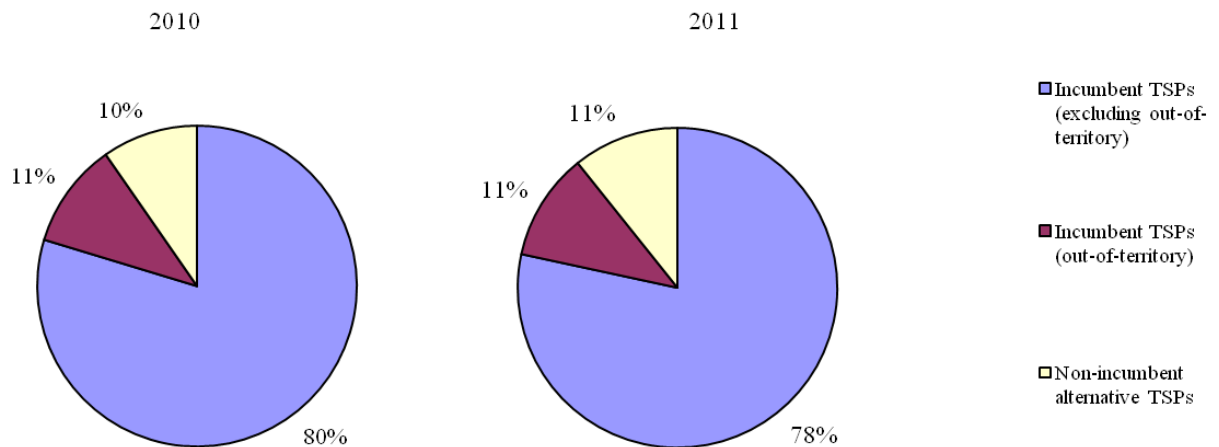
Table 5.4.3 Data protocol revenue market share, by service category (%)

	2007	2008	2009	2010 ¹	2011
New data					
Incumbent TSPs (excluding out-of-territory)	53 #	53 #	55 #	59	60
Incumbent TSPs (out-of-territory)	25 #	19 #	19 #	17	13
Non-incumbent alternative TSPs	22 #	28 #	26 #	24	27
Legacy data					
Incumbent TSPs (excluding out-of-territory)	57	60	59	62	68
Incumbent TSPs (out-of-territory)	16	13	12	7	6
Non-incumbent alternative TSPs	26	26	29	31	26
Total data protocols					
Incumbent TSPs (excluding out-of-territory)	54 #	55 #	56 #	59	61
Incumbent TSPs (out-of-territory)	23 #	17 #	17 #	16	13
Non-incumbent alternative TSPs	23 #	28 #	27 #	25	26

1. Due to changes in company reporting, incumbent TSPs (out-of-territory) results are not consistent with previous years. In addition, Other Protocols were not separately reported for incumbent TSPs (out-of-territory) before 2010. This has less than a 2% impact on the results in 2010.

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)

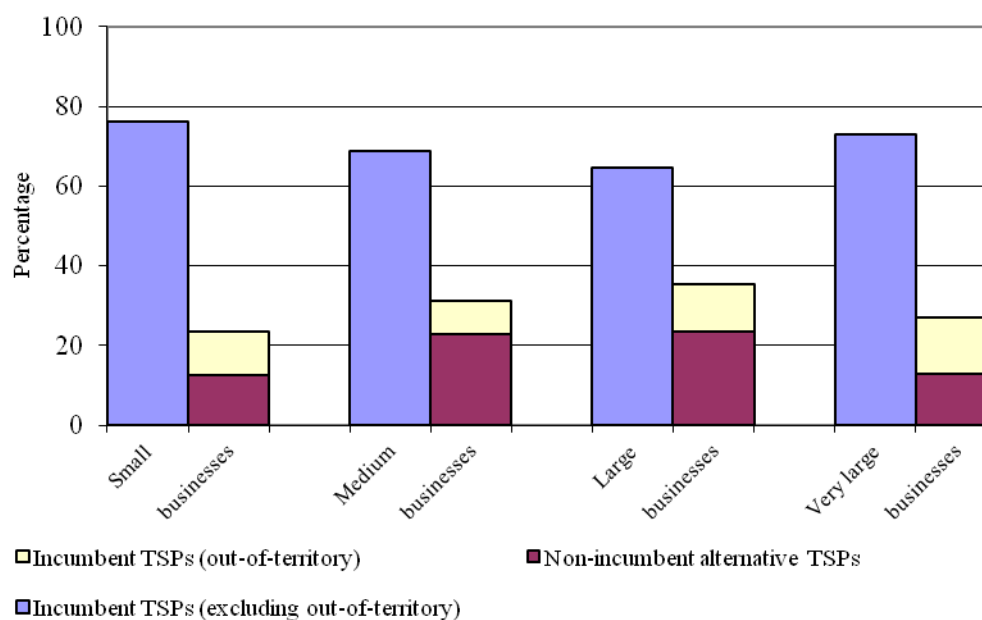
	2007	2008	2009	2010	2011	CAGR 2007-2011
Private line						
Retail	1,006	894	843	807	751	-7.0%
Annual Growth	-5.6%	-11.2%	-5.7%	-4.2%	-7.0%	
Wholesale	674	828	793	729	737	2.3%
Annual Growth	12.6%	22.9%	-4.3%	-8.0%	1.1%	
Total private line	1,680	1,722	1,636	1,536	1,488	-3.0%
Annual Growth	0.9%	2.5%	-5.0%	-6.1%	-3.1%	

Source: CRTC data collection

Table 5.4.5 Private line - revenue market share (%)

	2007	2008	2009	2010 ¹	2011
Incumbent TSPs (excluding out-of-territory)	73	74	76	80	78
Incumbent TSPs (out-of-territory)	17	16	14	10	11
Non-incumbent alternative TSPs	10	10	10	10	11

1. Due to changes in company reporting, incumbent TSPs (out-of-territory) 2010 results may not be compatible with previous years.
Source: CRTC data collection

Figure 5.4.4 Data and private line service revenue distribution, by customer size and type of provider (2011)


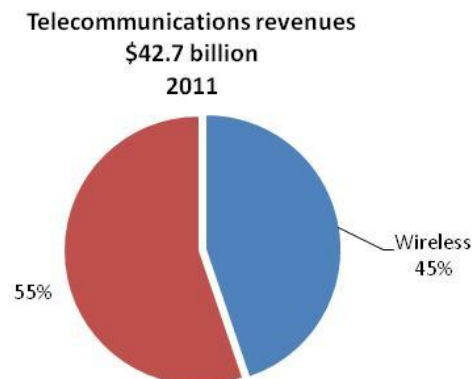
Source: CRTC data collection

5.5 Wireless market sector

Overview

The wireless network covers approximately 20% of Canada's geographic area and is available to 99% of Canadians. The advanced wireless network which supports handsets such as smartphones and turbo sticks, is available to 99% of Canadians. The LTE network is available to approximately 45% of Canadians.

Wireless market sector revenues are the largest component (45%) of total telecommunications revenues.



The wireless market sector consists of three large facilities-based national WSPs, a number of smaller regional facilities-based WSPs, and a small number of MVNOs. As of the first quarter 2012, there are three carriers that have deployed the LTE network, mainly in Canada's urban centres.

A number of new facilities-based WSPs have recently entered the wireless market sector. Mobile services provided by these new facilities-based WSPs are accessible to 55% of Canadians.

Wireless sector at a glance

	2010	2011	% growth
Revenues (\$ billions)	18.0	19.1	6.3
Number of subscribers (millions)	25.8	27.4	6.0
Average revenues (excluding paging)			
ARPU per month	\$57.86	\$57.98	0.2%
ARPM	\$0.10	\$0.10	0.0%
Wireless capex/Total telecom capex	22%	24%	
Average capital expenditure per user	\$6	\$7	20.4
Availability (population)			
Wireless	99%	99%	
3G availability	98%	99%	
HSPA+	97%	99%	
Penetration (household)			
Wireless	78.2%	n.a.	
Wireless only	10.2%	n.a.	

Sources: CRTC data collection and Statistics Canada

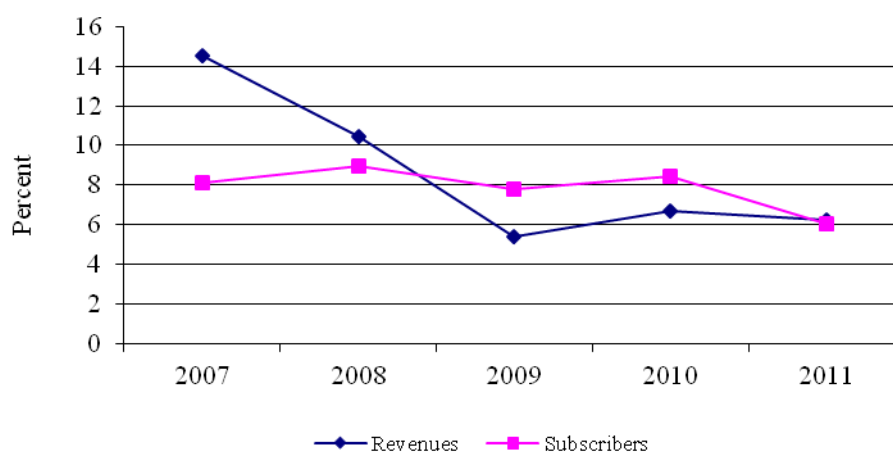
Wireless sector – Statistical information

Table 5.5.1 Wireless and paging revenues and number of subscribers

	2007	2008	2009	2010	2011	CAGR 2007-2011
Revenues (\$ millions)						
Wireless	14,430.0	15,940.3	16,804.0	17,931.2	19,056.3	7.2%
Annual growth	14.5%	10.5%	5.4%	6.7%	6.3%	
Paging	92.8	96.1	89.2	71.9	67.1	-7.8%
Annual growth	-3.4%	3.5%	-7.2%	-19.5%	-6.6%	
Total revenues	14,522.8	16,036.4	16,893.2	18,003.0	19,123.4	7.1%
Annual growth	14.4%	10.4%	5.3%	6.6%	6.2%	
Subscribers (thousands)						
Wireless	20,277.4	22,092.5	23,811.9	25,825.4	27,387.2	7.8%
Annual growth	8.2%	9.0%	7.8%	8.5%	6.0%	
Paging	390.4	319.3	253.6	241.3	219.0	-13.5%
Annual growth	-22.6%	-18.2%	-20.6%	-4.80%	-9.3%	
ARPU (\$/month)						
Wireless	59.3	60.1	58.8	57.9	58.0	
Annual growth	5.9%	1.3%	-2.2%	-1.5%	0.2%	

Source: CRTC data collection

Figure 5.5.1 Wireless revenue and subscriber growth rates (excluding paging)



Source: CRTC data collection

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

	2007	2008	2009	2010	2011	CAGR 2007-2011
Basic voice	10,117.0	10,481.9	10,323.5	10,343.7	9,855.5	-0.7%
<i>Annual growth</i>	11.1%	3.6%	-1.5%	0.2%	-4.7%	
Long distance	1,075.7	1,224.0	1,204.9	1,276.5	1,289.5	4.6%
<i>Annual growth</i>	17.1%	13.8%	-1.6%	5.9%	1.0%	
Paging	92.8	96.1	89.2	71.9	67.1	-7.8%
<i>Annual growth</i>	-3.4%	3.5%	-7.2%	-19.5%	-6.6%	
Terminal	699.5	803.0	1,106.3	1,171.8	1,419.3	19.3%
<i>Annual growth</i>	14.4%	14.8%	37.8%	5.9%	21.1%	
Data and other						
Data	n.a	n.a	n.a	3,885.7	5,066.4	n.a
Roaming						
Voice	n.a	n.a	n.a	776.1	830.9	n.a
Data	n.a	n.a	n.a	390.6	525.3	n.a
Total roaming	n.a	n.a	n.a	1,166.7	1,356.2	n.a
Other	n.a	n.a	n.a	86.9	69.3	n.a
Total data and other	2,537.7	3,431.4	4,169.2	5,139.3	6,491.9	26.5%
<i>Annual growth</i>	29.5%	35.2%	21.5%	23.3%	26.3%	
Total	14,522.8	16,036.4	16,893.2	18,003.0	19,123.4	7.1%
<i>Annual growth</i>	14.4%	10.4%	5.3%	6.6%	6.2%	

Source: CRTC data collection

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

	2007	2008	2009	2010	2011	CAGR 2007-2011
Prepaid	934.6	912.9	846.4	851.5	777.2	-4.5%
<i>Annual growth</i>	26.5%	-2.3%	-7.3%	0.6%	-8.7%	
Post-paid	10,211.0	10,745.7	10,610.6	10,768.7	10,317.1	0.3%
<i>Annual growth</i>	10.6%	5.2%	-1.3%	1.5%	-4.2%	
Total	11,145.9	11,658.6	11,456.9	11,620.2	11,094.3	-0.1%
<i>Annual growth</i>	11.7%	4.6%	-1.7%	1.4%	-4.5%	

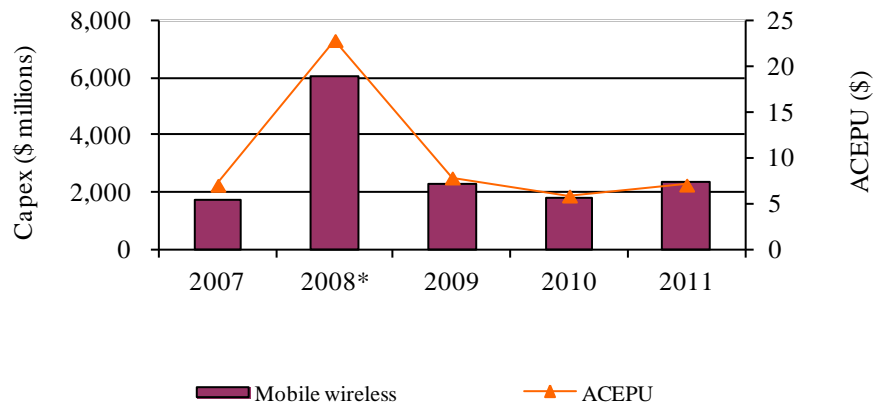
Source: CRTC data collection

Table 5.5.4 Number of post-paid subscribers as a percentage of total wireless subscribers

	2008	2009	2010	2011
Post-paid	78	79	79	78

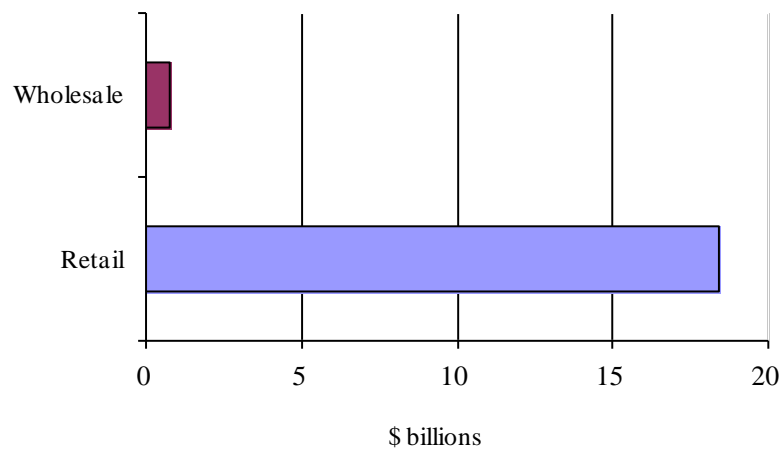
Source: CRTC data collection

Figure 5.5.2 Capex and ACEPU



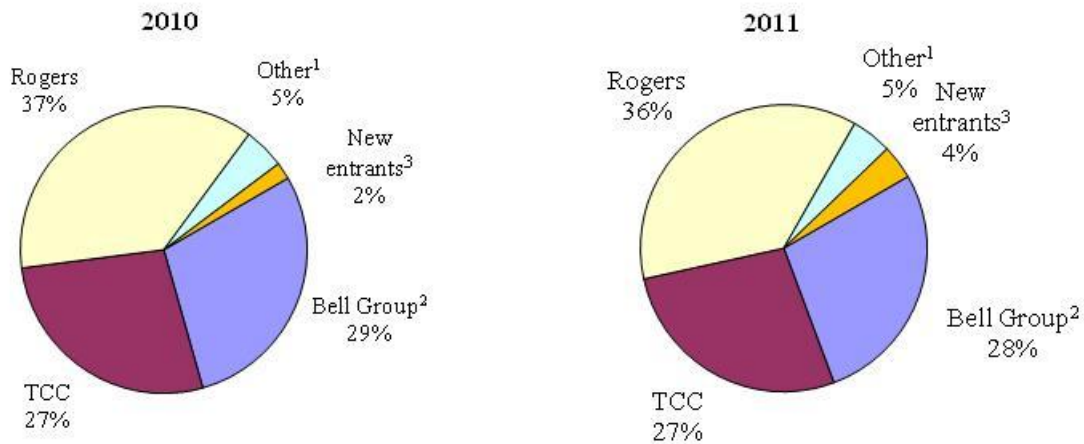
*2008 capex includes an additional \$4.6 billion due to the AWS auction.
Source: CRTC data collection

Figure 5.5.3 Retail and wholesale revenue split (2011)



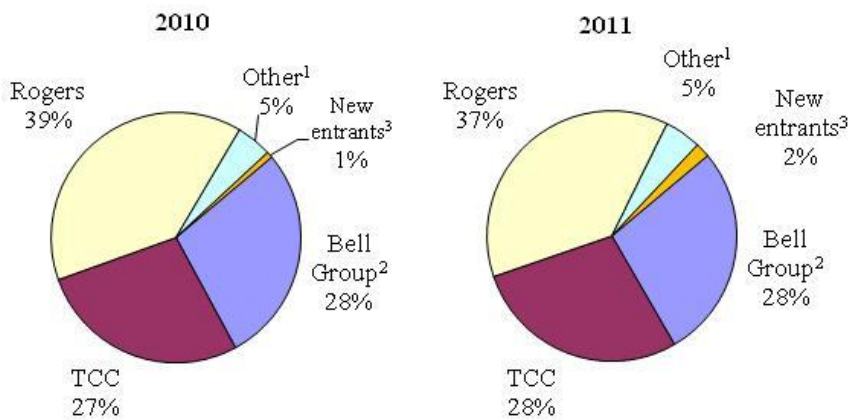
Source: CRTC data collection

Figure 5.5.4 Wireless TSPs' subscriber market share



1. "Other" includes MTS Allstream, SaskTel, and smaller WSPs.
 2. "Bell Group" includes Bell Canada, Northwestel Mobility, Bell Mobility, Télébec, NorthernTel, Skyterra, Virgin, and Latitude Wireless.
 3. "New entrants" refers to the new wireless entities that acquired spectrum in Industry Canada's 2008 AWS spectrum auction.
- Source: CRTC data collection

Figure 5.5.5 Wireless TSPs' revenue market share



1. "Other" includes MTS Allstream, SaskTel, and smaller WSPs.
 2. "Bell Group" includes Bell Canada, Northwestel Mobility, Bell Mobility, Télébec, NorthernTel, SkyTerra, Virgin, and Latitude Wireless.
 3. "New entrants" refers to the new wireless entities that acquired spectrum in Industry Canada's 2008 AWS spectrum auction.
- Source: CRTC data collection

Table 5.5.5 Wireless subscriber market share, by province (2011)

Province	Bell Group ²	TCC	Rogers	New entrants ³	Other ¹
British Columbia	17%	39%	42%	2%	0%
Alberta	22%	49%	26%	2%	0%
Saskatchewan	8%	8%	13%	0%	72%
Manitoba	6%	9%	32%	0%	53%
Ontario	28%	19%	47%	5%	1%
Quebec	34%	28%	31%	7%	0%
New Brunswick	59%	20%	21%	0%	0%
Prince Edward Island	63%	20%	18%	0%	0%
Nova Scotia	53%	28%	19%	0%	0%
Newfoundland and Labrador	73%	24%	2%	0%	0%
The North ⁴	84%	0%	0%	0%	16%

1. "Other" includes MTS Allstream, SaskTel, and smaller WSPs.

2. "Bell Group" includes Bell Canada, Northwestel Mobility, Bell Mobility, Télébec, NorthernTel, SkyTerra, Virgin, and Latitude Wireless.

3. "New entrants" refers to the new wireless entities that acquired spectrum in Industry Canada's 2008 AWS spectrum auction.

4. The North includes Yukon, the Northwest Territories, and Nunavut.

Source: CRTC data collection

Table 5.5.6 ARPU, by province (excluding paging)

Province	2007	2008	2009	2010	2011
British Columbia	\$59.10	\$63.53	\$60.88	\$60.45	\$62.78
Alberta	\$73.81	\$75.26	\$70.28	\$69.58	\$74.96
Saskatchewan	\$55.11	\$57.66	\$58.11	\$62.93	\$57.14
Manitoba	\$54.46	\$57.05	\$52.88	\$54.51	\$55.73
Ontario	\$59.63	\$60.61	\$62.75	\$58.72	\$56.76
Quebec	\$50.21	\$50.45	\$52.15	\$49.98	\$50.36
New Brunswick	\$52.87	\$50.00	\$51.08	\$52.03	\$54.19
Prince Edward Island	\$63.58	\$64.89	\$56.18	\$48.43	\$52.33
Nova Scotia	\$54.59	\$52.57	\$52.70	\$54.72	\$56.34
Newfoundland and Labrador	\$50.29	\$47.43	\$48.22	\$50.45	\$55.40

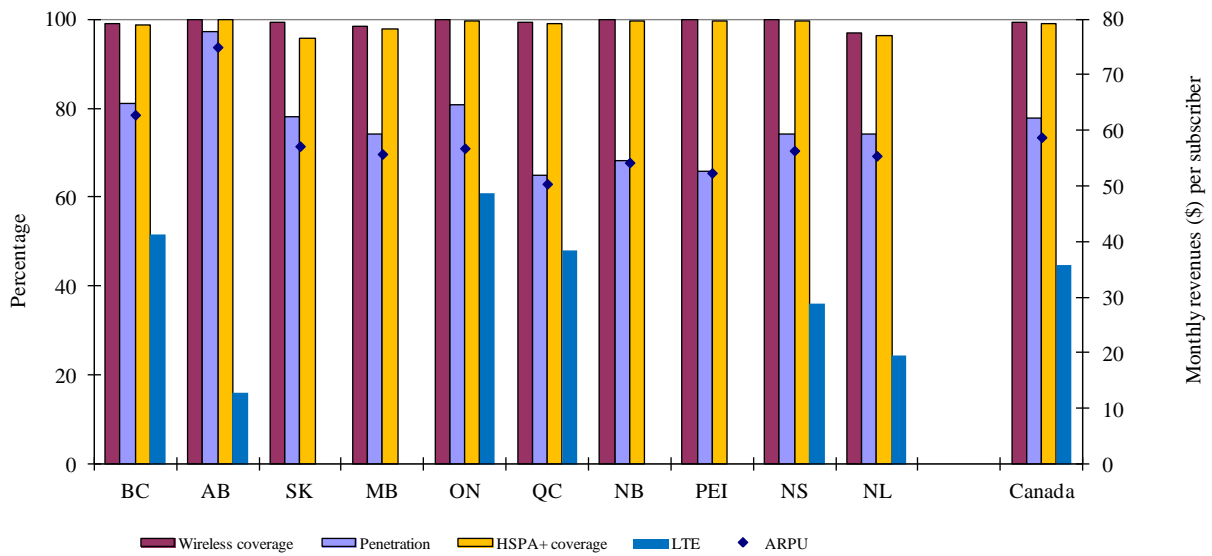
Source: CRTC data collection

Table 5.5.7 Average monthly churn rates (percent)

	2007	2008	2009	2010	2011
Bell Mobility	1.7	1.6	1.6	1.9	2.0
Rogers	1.6	1.5	1.4	1.5	1.8
TCC	1.5	1.6	1.6	1.6	1.7

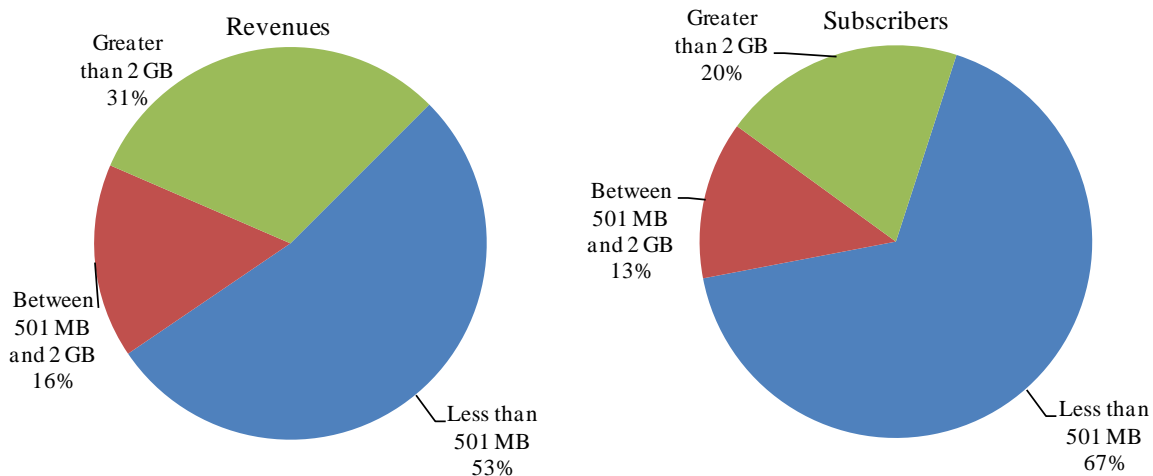
Sources: Companies' annual reports and CRTC data collection

Figure 5.5.6 Population coverage and penetration (2011)



Source: CRTC data collection

Figure 5.5.7 Mobile data only plan revenues, subscriptions and average monthly revenues per subscriber, by data plan capacity (2011)

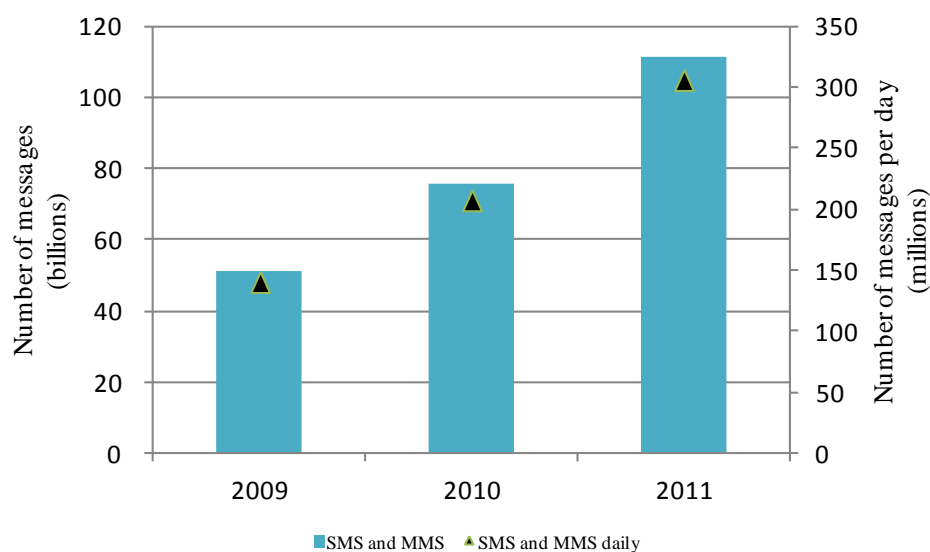


Capacity:	Less than 501 MB	Between 501 MB and 2 GB	Greater than 2 GB
Average revenues per subscriber per month (\$)	39	58	75

• Data only plans include built-in and portable access devices such as hubs, sticks, dongles, laptops, etc.

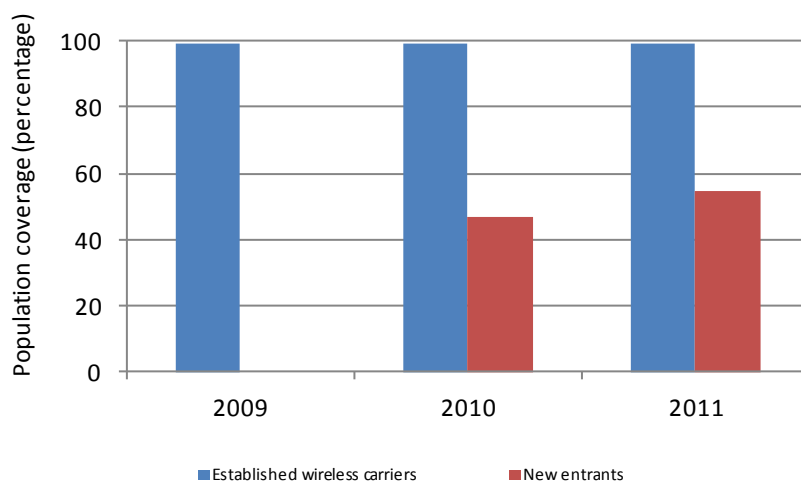
Source: CRTC data collection

Figure 5.5.8 Total number of MMS and SMS messages



• The number of MMS and SMS messages includes both incoming and outgoing messages.
Source: CRTC data collection

Figure 5.5.9 Established carriers' coverage v. new entrants' coverage

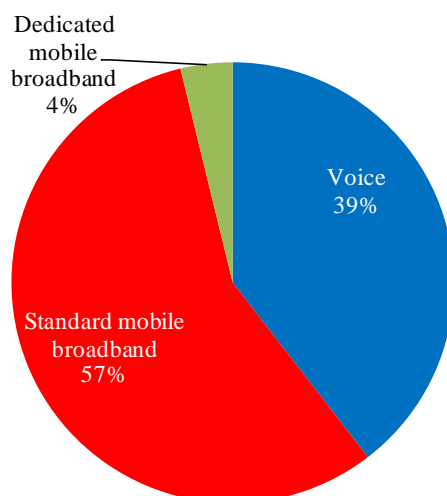


Source: CRTC data collection

Table 5.5.8 Mobile broadband (2011)

	Number of subscribers (millions)	Percentage of all subscribers
Standard mobile broadband	12.0	44%
Dedicated mobile	1.2	4%
Total mobile broadband	13.2	48%

Source: CRTC data collection

Figure 5.5.10 Percent of mobile revenues, by plan (2011)

- Standard mobile broadband refers to subscribers who own smartphones, rocket hubs, or regular mobile phones with a subscription to a data and voice plan. Standard mobile broadband includes BlackBerry (BB) plans (BB unlimited social networking, BB unlimited email, BB regular bucket-based data plans, and non-BB regular based data plans). Excluded are mobile phone plans with browsing only.
- Dedicated mobile broadband refers to subscribers with subscriptions to dedicated data services over a mobile network. These subscriptions are purchased separately from voice services, either as a stand-alone service (modem/dongle) or as an add-on data package to voice services, which requires an additional subscription.

Source: CRTC data collection

Table 5.5.9 Canadian wireless monthly service rates - incumbents v. new entrants (2011)

Baskets	Vancouver	Toronto	Montreal	Average
Level 1 Basket (low-volume use, 150 minutes per month)				
Incumbents	34.53	34.38	34.80	34.57
New entrants	24.43	22.95	28.08	25.15
<i>Percentage Differential</i>	-29%	-33%	-19%	-27%
Level 2 Basket (average use, 450 minutes and 200 text per month)				
Incumbents	51.82	51.48	50.87	51.39
New entrants	35.55	38.37	44.68	39.53
<i>Percentage Differential</i>	-31%	-25%	-12%	-23%
Level 3 Basket (high-volume use, 1,200 minutes, 200 text and 1GB data per month)				
Incumbents	98.82	98.82	99.22	98.95
New entrants	55.20	56.80	75.45	62.48
<i>Percentage Differential</i>	-44%	-43%	-24%	-37%

- Averages calculated on a market share and population weighted basis.

Source: Price comparison study conducted for the CRTC in 2012 by Wall Communications Inc.; see Appendix 4 for a summary of the assumptions and methodologies used.

Table 5.5.10 Canadian wireless monthly Internet service rates - incumbents v. new entrants (2011)

Baskets	Vancouver	Toronto	Montreal	Average
Level 1 Basket (2 GB usage per month)				
Incumbents	53.05	53.05	53.05	53.05
New entrants	34.99	34.99	36.61	35.53
<i>Percentage Differential</i>	-34%	-34%	-31%	-33%
Level 2 Basket (5 GB usage per month)				
Incumbents	66.38	66.38	61.38	64.72
New entrants	39.99	39.99	46.61	42.19
<i>Percentage Differential</i>	-40%	-40%	-24%	-35%

- Averages calculated on a market share and population weighted basis

Source: Price comparison study conducted for the CRTC in 2012 by Wall Communications Inc.; see Appendix 4 for a summary of the assumptions and methodologies used.

Table 5.5.11 Coverage, penetration, and ARPU by province (2011)

	Coverage (%)			Penetration rate (%)	ARPU (\$/month)
	wireless	HSPA+	LTE		
British Columbia	99.0	98.8	51.6	81.0	62.78
Alberta	99.8	99.8	16.0	97.1	74.96
Saskatchewan	99.2	95.7	-	78.0	57.14
Manitoba	98.5	97.8	-	74.2	55.73
Ontario	99.8	99.7	61.0	80.9	56.76
Quebec	99.2	99.1	47.9	65.0	50.36
New Brunswick	99.8	99.5	-	68.2	54.19
Prince Edward Island	100.0	99.6	-	65.9	52.33
Nova Scotia	99.9	99.7	36.1	74.2	56.34
Newfoundland and Labrador	96.9	96.3	24.4	74.2	55.40
The North	66.4	47.9	36.7	7.6	55.00
Canada	99.3	99.0	44.7	77.8	58.74

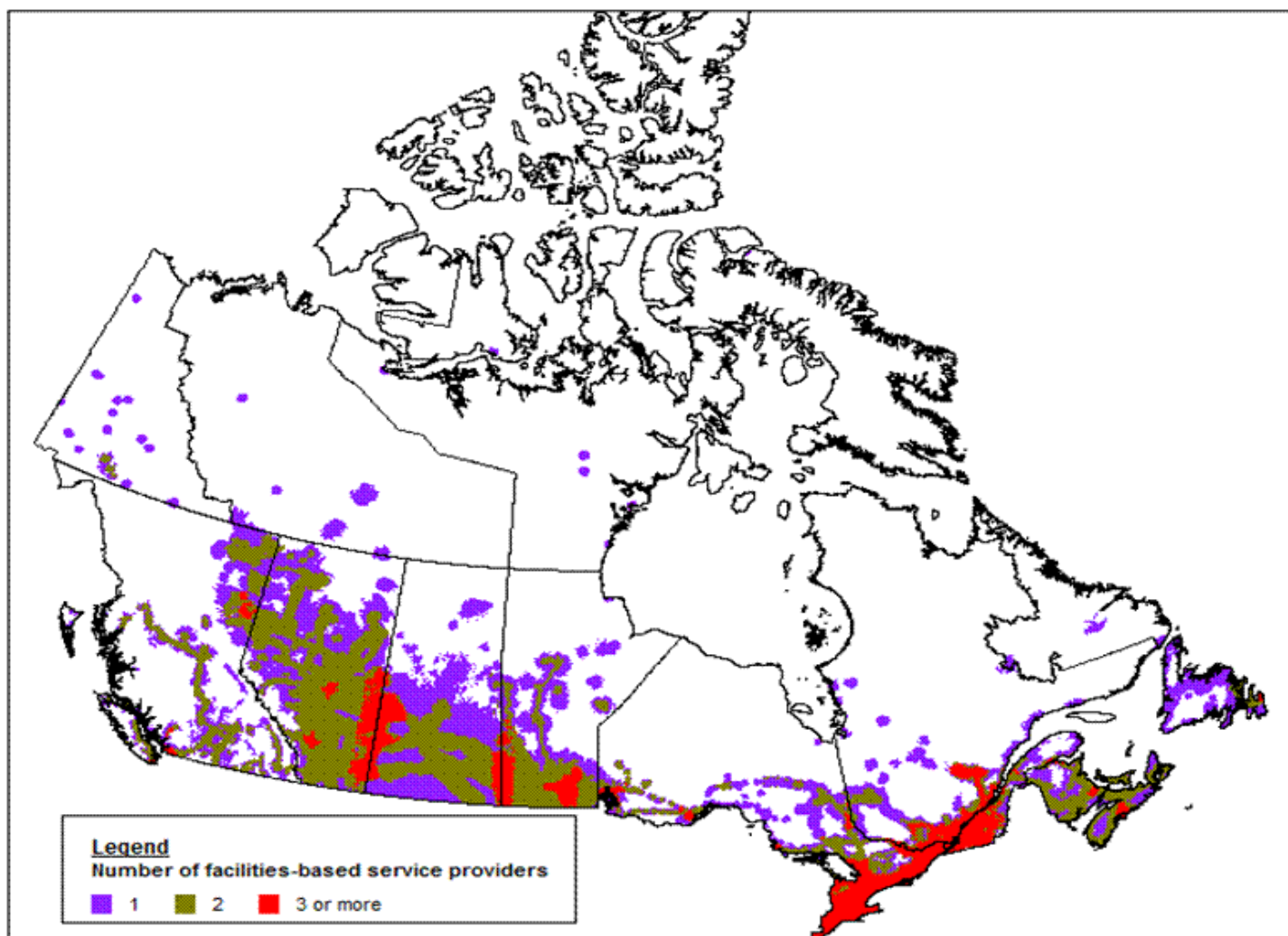
Source: CRTC data collection

Table 5.5.12 Percent coverage by the number of facilities-based wireless service providers, by province (2011)

	Number of facilities-based wireless service providers		
	1	2	3 or more
British Columbia	44	13	40
Alberta	4	96	0
Saskatchewan	4	53	43
Manitoba	4	73	22
Ontario	4	5	90
Quebec	1	4	95
New Brunswick	2	23	73
Prince Edward Island	16	75	8
Nova Scotia	1	32	67
Newfoundland and Labrador	2	32	65
The North	59	7	0
Canada	3	18	79

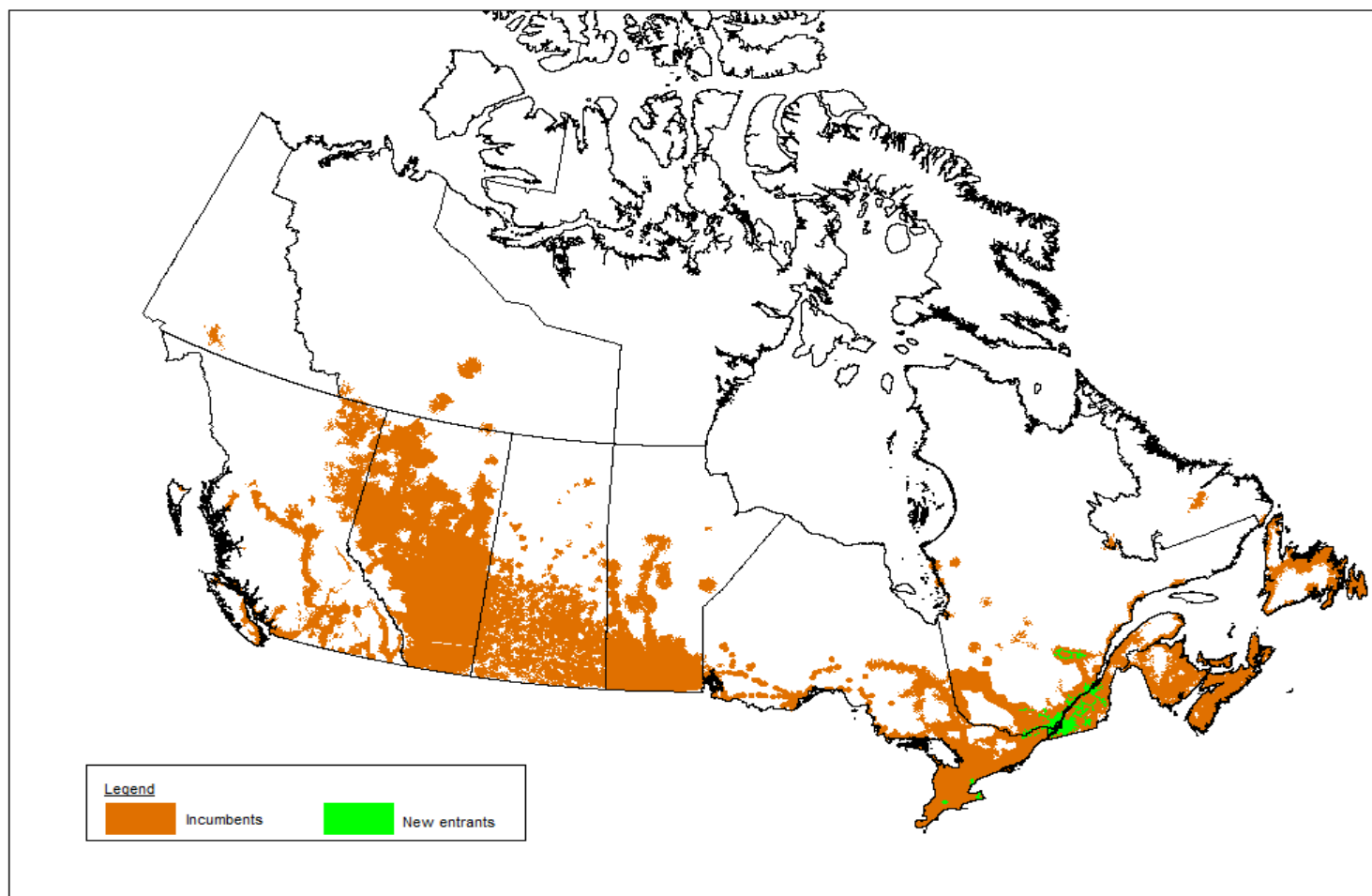
Source: CRTC data collection

Map 5.5.1 Presence of wireless facilities-based service providers



Source: CRTC data collection

Map 5.5.2 Presence of HSPA+ wireless facilities-based service providers



Source: CRTC data collection

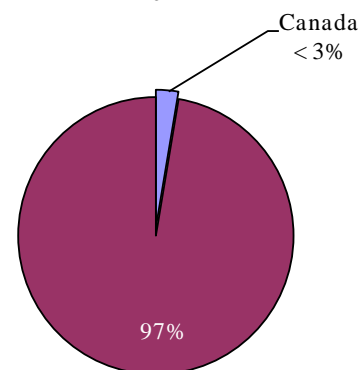
6.0 International perspective

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.

In 2011, revenues from Canadian telecommunications services represented less than 3% of global telecommunications revenues. Canada's portion of North American telecommunications revenues was approximately 10%.

**Global telecommunications revenues
\$1,508 billion
2011**



Service pricing – Individual services and bundled rates

Service providers in the telecommunications and broadcasting industries continued to offer traditional core business services and to package communications services into various bundles. These bundles combine some or all of the following: fixed-line voice telephony services, 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.

Statistical information – International comparisons*Pricing – Communications services***Table 6.1.1 International pricing (average price (\$)¹ per month)**

	Canada	United States	United Kingdom	France	Australia	Japan
Wireline service						
Level 1 (low-volume use)	33	47	28	32	47	30
Level 2 (average use)	52	75	40	53	76	60
Level 3 (high-volume use)	61	79	56	65	90	93
Wireless service						
Level 1 (basic user)	34	34	17	24	22	26
Level 2 (average user)	51	73	38	61	35	49
Level 3 (premium user)	98	142	69	85	52	119
Broadband (fixed technology)						
Level 1 (≤ 3 Mbps, 5 GB/month²)	39	57	n/a	n/a	n/a	50
➤ average advertised download speed	1.9 Mbps	2.6 Mbps				1.2 Mbps
➤ average advertised upload speed	0.5 Mbps	0.8 Mbps				0.7 Mbps
Level 2 (4-15 Mbps, 20 GB/month²)	54	79	31	47	60	56
➤ average advertised download speed	10 Mbps	14 Mbps	9 Mbps	12 Mbps	8 Mbps	10 Mbps
➤ average advertised upload speed	2.0 Mbps	3.0 Mbps	0.7 Mbps	0.9 Mbps	0.5 Mbps	1.3 Mbps
Level 3 (16-40 Mbps, 50 GB/month²)	68	97	40	46	62	59
➤ average advertised download speed	28 Mbps	30 Mbps	30 Mbps	23 Mbps	25 Mbps	34 Mbps
➤ average advertised upload speed	6.0 Mbps	9.4 Mbps	6.0 Mbps	0.8 Mbps	1.0 Mbps	1.3 Mbps
Level 4 (40+ Mbps, 75 GB/month²)	94	161	59	62	82	63
➤ average advertised download speed	66 Mbps	50 Mbps	100 Mbps	100 Mbps	100 Mbps	115 Mbps
➤ average advertised upload speed	8.6 Mbps	11.3 Mbps	12.5 Mbps	7.5 Mbps	2.0 Mbps	29.5 Mbps
Mobile Internet (≥ 3G technology)						
Level 1 (2 GB/month data usage³)	53	52	27	39	31	55
Level 2 (5 GB/month data usage³)	65	70	39	100	45	57
➤ average advertised download speed	64 Mbps	11 Mbps	7 Mbps	29 Mbps	21 Mbps	37 Mbps
Bundled services						
Wireline-Wireless-Broadband	140	187	95	122	152	158
Wireline-Broadband-Digital TV	128	177	86	68	149	145
Wireline-Wireless-Broadband-DTV	175	241	129	126	186	202

1. Canadian dollars shown have been converted from local currencies and adjusted for purchasing power parity differences across the countries.

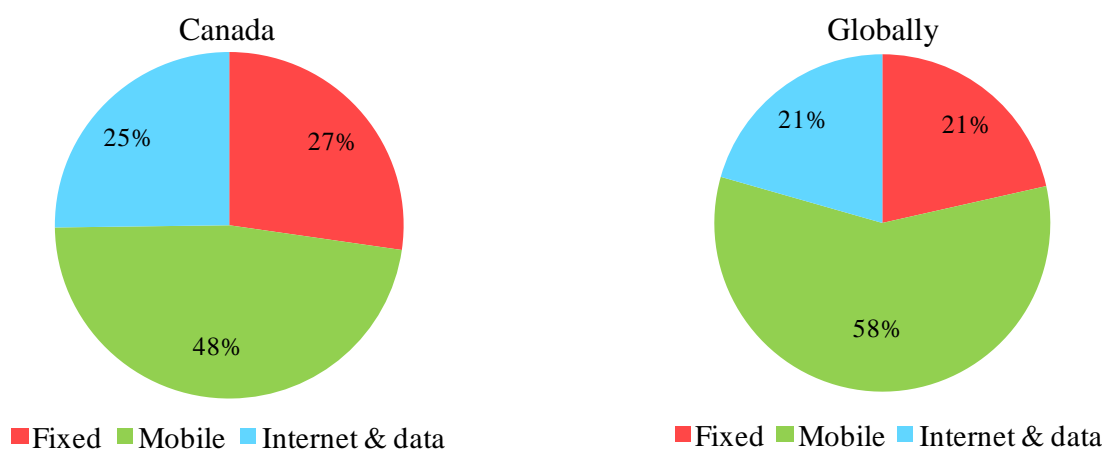
2. Regarding data caps, all of the American and Japanese broadband Internet service providers surveyed offer unlimited data usage plans. In each of the UK and France, one of the providers surveyed applies data caps. Australian plans are marketed more based on data usage than service speed; consequently, all the plans surveyed there include data caps. For Canada, about half of the surveyed offerings include data caps; note that most of the Canadian providers' caps at each service level are set much higher than the average data usage assumed for each of Levels 1, 2, 3, and 4.

3. Most of the mobile Internet access plans from all six countries surveyed had applicable monthly data usage caps; Japan was the only country with some unlimited mobile data offerings among the sampled plans.

Source: Price comparison study conducted during the first quarter of 2012 by Wall Communications Inc.; see Appendix 4 for a summary of the assumptions and methodology used.

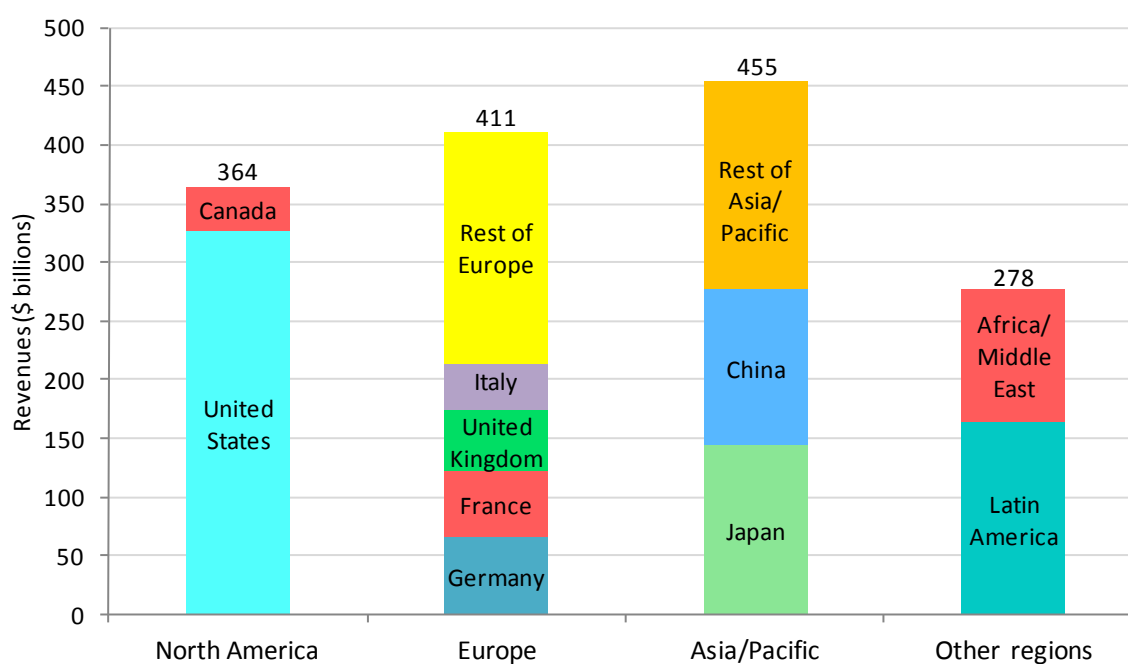
Revenues – Communications services

Figure 6.1.1 Telecommunications revenues, by market sector, 2011



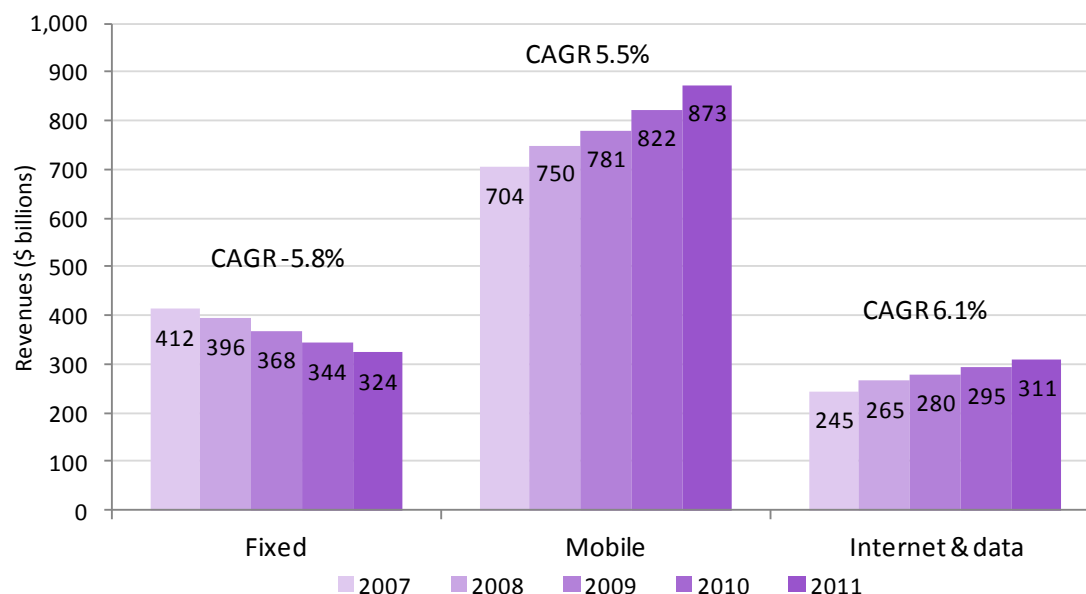
Source: IDATE

Figure 6.1.2 Global telecommunications retail revenues, by region, 2011



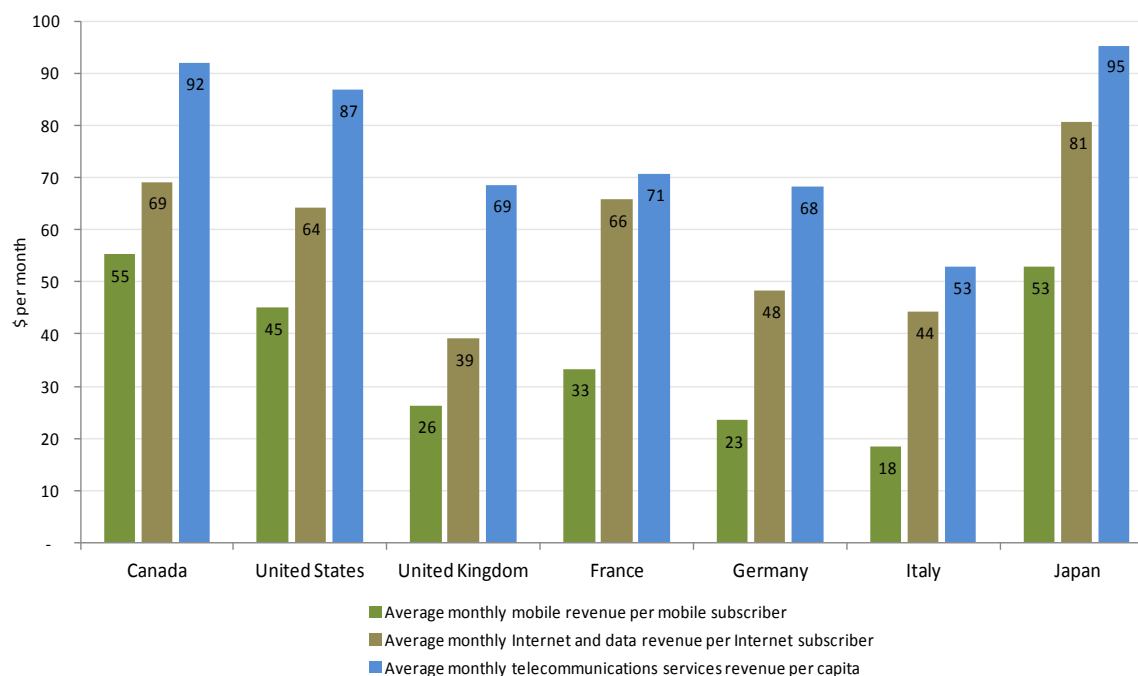
• Canadian dollars shown have been converted based on IMF 2010 year average exchange rates.
Source: IDATE

Figure 6.1.3 Global telecommunications retail revenues, by market sector, 2007–2011



• Canadian dollars shown have been converted based on IMF 2010 year average exchange rates.
Source: IDATE

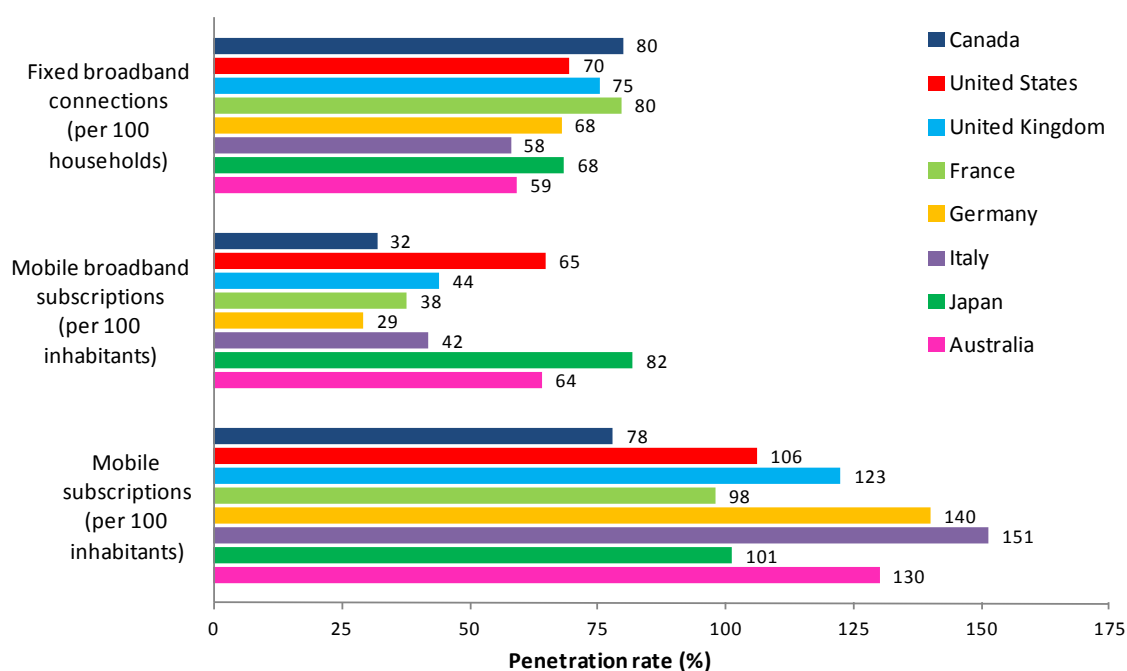
Figure 6.1.4 Average monthly telecommunications retail revenues, 2011



• Canadian dollars shown have been converted based on IMF 2010 year average exchange rates.
Source: IDATE

Telecommunications - Service penetration

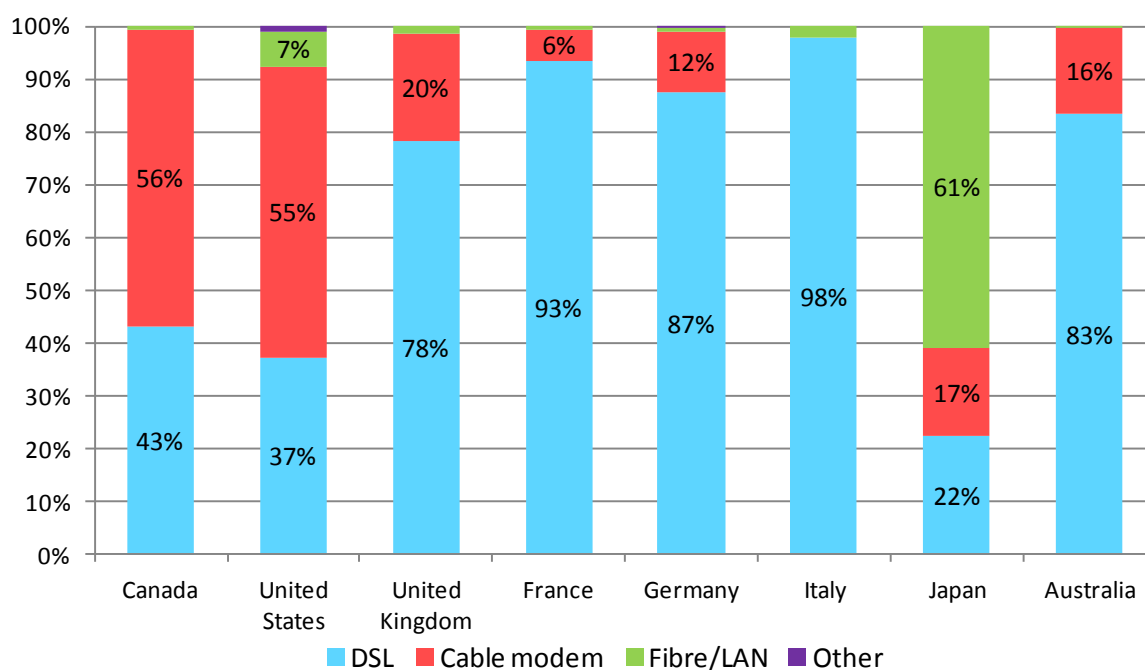
Figure 6.1.5 International penetration, 2011



Sources: Bank of America Merrill Lynch, CRTC data collection, IDATE, ITU, OECD

Broadband service

Figure 6.1.6 Share of fixed broadband subscriptions, by technology, 2011



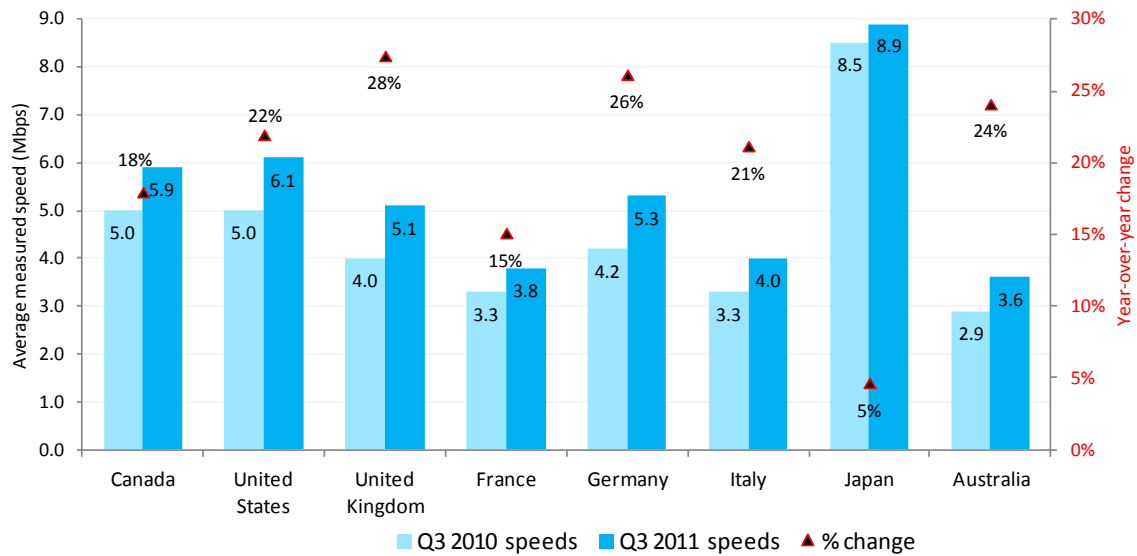
Source: OECD

Table 6.1.2 Average advertised Internet speeds (Mbps) across OECD countries, by access technology

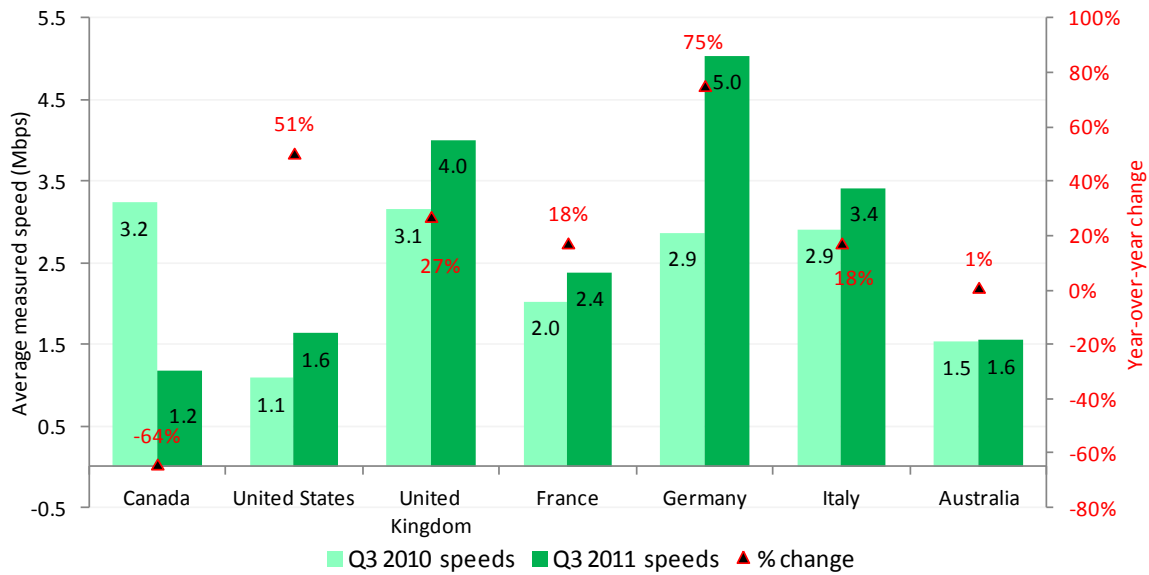
	2007	2008	2009	2010	2011	CAGR 2007–2011
DSL						
Download	9.3	11.5	14.4	14.2	14.8	12%
Upload			3.9	2.5	1.9	-30%
Cable modem						
Download	10.8	15.0	25.5	29.7	42.3	41%
Upload			2.3	2.7	2.7	17%
FTTH						
Download	77.0	66.0	76.8	93.1	102.1	7%
Upload			51.7	60.0	42.2	-10%

Source: OECD

Figure 6.1.7 Average measured fixed broadband speeds, 2010 and 2011



Source: Akamai

Figure 6.1.8 Average measured mobile broadband speeds, 2010 and 2011


Source: Akamai

Table 6.1.3 Global shipments of mobile phones

	2011	Annual growth, 2010-2011	Annual growth, 2009-2010
Mobile handset shipments (including smartphones)	1,546 million	11.1%	18.5%
Smartphone shipments	491 million	61.3%	74.4%
Smartphones as proportion of total annual mobile phone sales	32%	Smartphone proportion of total mobile phones, 2010: 22%	

Source: IDC, February 2012

Wireless mobile service

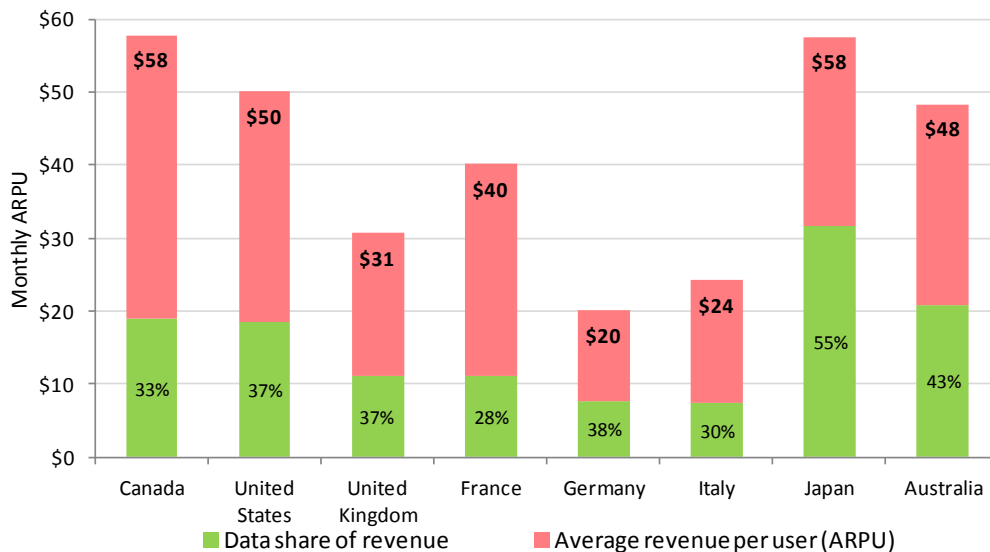
Table 6.1.4 Wireless industry metrics, 2011

	Number of mobile subscribers (millions)	Number of major providers	Market share (in subscribers) of top two providers	Revenues ¹ from wireless services (voice & data) (\$ billions)	ARPU growth (2010–2011)
Canada	27.4	3	64%	17.70	-0.3%
United States	332.7	4	64%	171.57	0.4%
United Kingdom	76.9	5	54%	28.11	-0.2%
France	64.3	3	76%	30.69	-6.9%
Germany	114.1	4	64%	26.99	-2.7%
Italy	92.4	4	67%	26.90	-7.2%
Japan	126.1	3	75%	81.71	-5.8%
Australia	29.6	3	76%	16.71	-4.6%

1. Canadian dollars shown have been converted from local currencies based on Bank of Canada 2011 year average exchange rates.

Sources: CRTC data collection, Bank of America Merrill Lynch

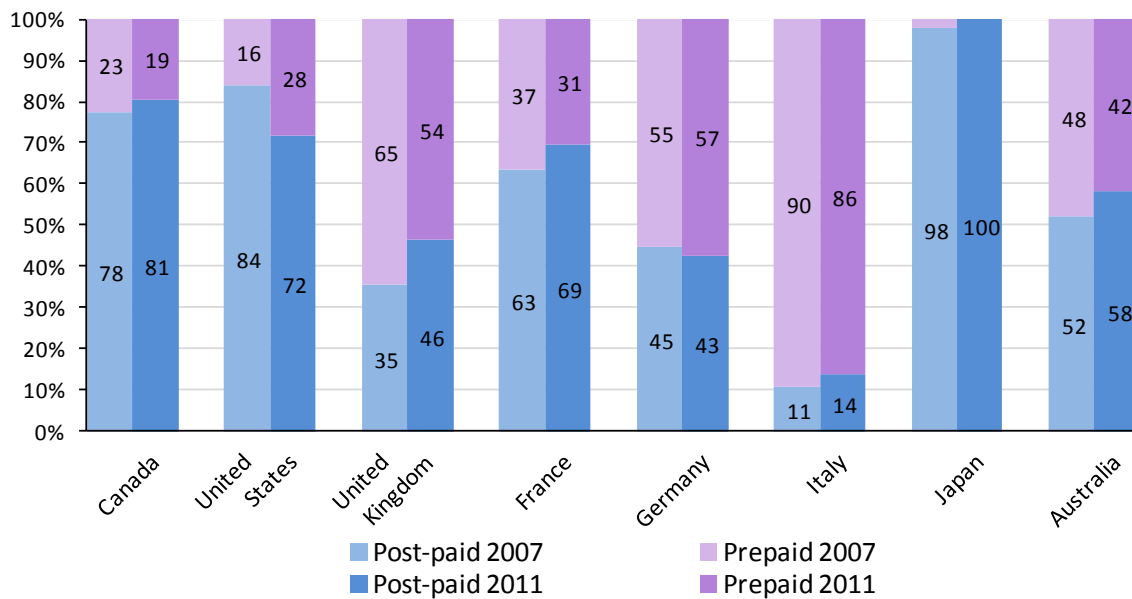
Figure 6.1.9 Wireless ARPU – monthly revenues, including data share, 2011



• Canadian dollars shown have been converted from local currencies based on Bank of Canada 2011 year average exchange rates.

Source: Bank of America Merrill Lynch

Figure 6.1.10 Proportion of post-paid versus prepaid mobile subscriptions, 2007 and 2011



Source: Bank of America Merrill Lynch

Broadcasting – Radio industry

Table 6.1.5 Radio industry metrics, 2010

	Total radio industry revenues ¹ (\$ billions ²)	Radio revenue per capita (\$ annually)	Year-over-year change in radio revenues (%)	Change in radio revenues, 2006-2010 (%)
Canada	1.75	53	6.0	24.0
United States	18.94	62	8.3	-15.0
United Kingdom	1.75	29	2.8	0.2
France	2.07	32	-3.0	-2.0
Germany	4.62	57	0.1	4.0
Italy	0.64	11	8.0	10.0
Japan	4.30	33	-1.1	-8.0
Australia	0.96	43	6.3	8.0

1. Revenues are comprised of advertising, public funding, and subscription revenues.

2. Canadian dollars shown have been converted based on Bank of Canada 2010 year average currency exchange rates.

Source: Ofcom International Communications Market Report 2011

Broadcasting – Television industry

Table 6.1.6 Television industry metrics, 2010

	Total television industry revenues ¹ (\$ billions ²)	Year-over-year change in TV revenues (%)	ARPU ³ of pay/subscription television (\$ annually)	Viewing minutes per day per person (pay or free-to-air)
Canada	6.37	0.9	196	230
United States	149.63	6.3	906	283
United Kingdom	17.99	8.5	583	242
France	16.55	8.8	568	212
Germany	17.51	2.0	242	223
Italy	12.89	6.6	724	246
Japan	45.52	6.2	581	238
Australia	7.48	9.9	1,106	188

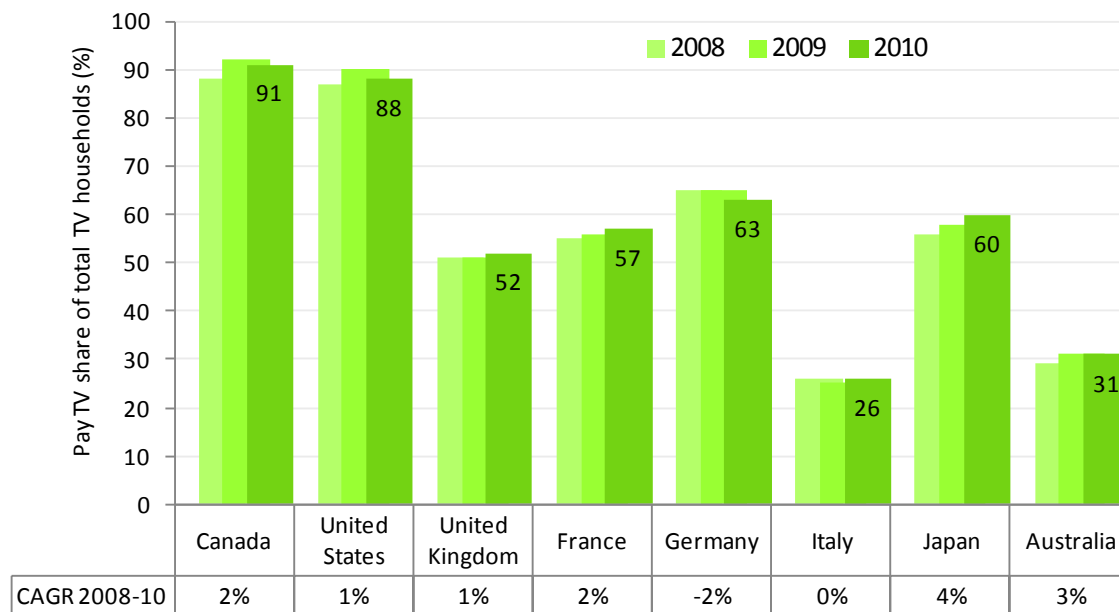
1. Revenues are comprised of advertising, public funding, and subscription revenues.

2. Canadian dollars shown have been converted based on Bank of Canada 2010 year average currency exchange rates.

3. ARPU represents average revenue generated per pay television subscriber (terrestrial, cable, satellite, or IPTV).

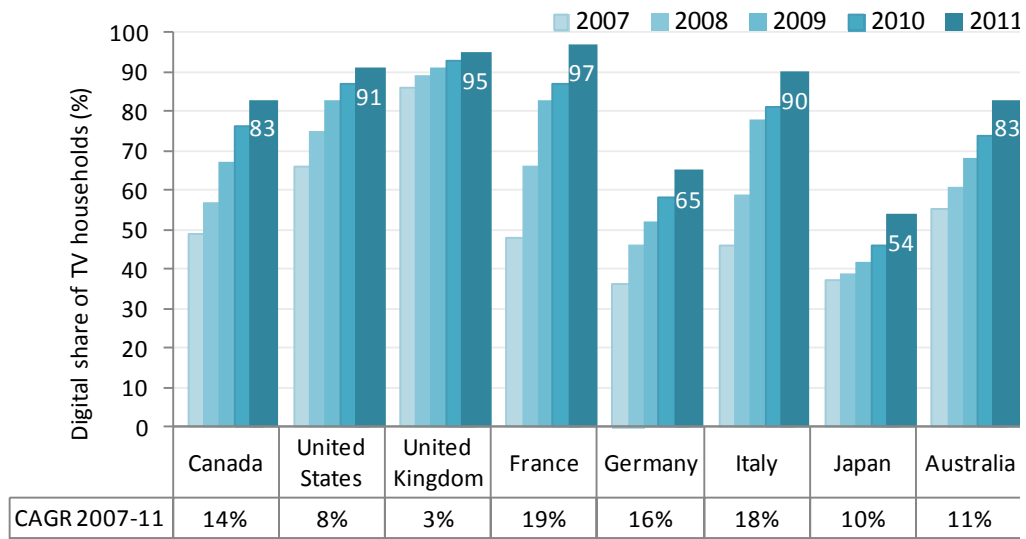
Source: Ofcom International Communications Market Report 2011

Figure 6.1.11 Pay TV penetration and growth, 2008–2010



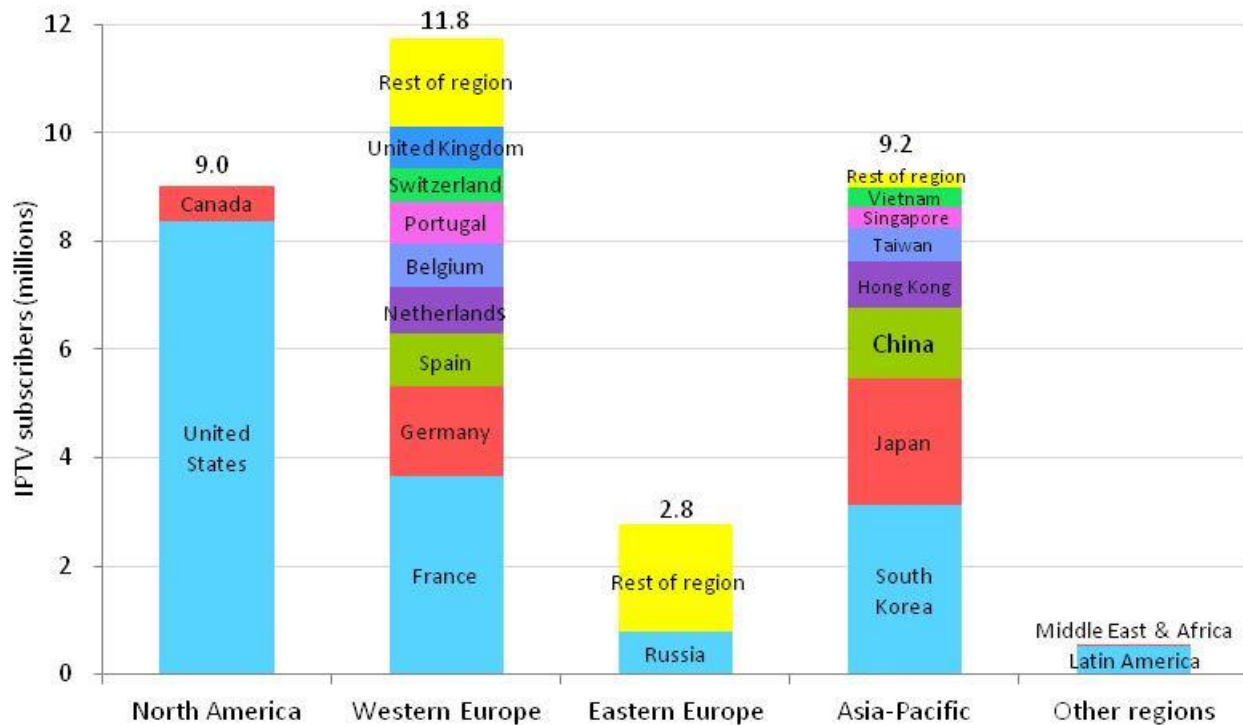
Source: Ofcom International Communications Market Report 2011

Figure 6.1.12 Digital TV penetration and growth, 2007–2011



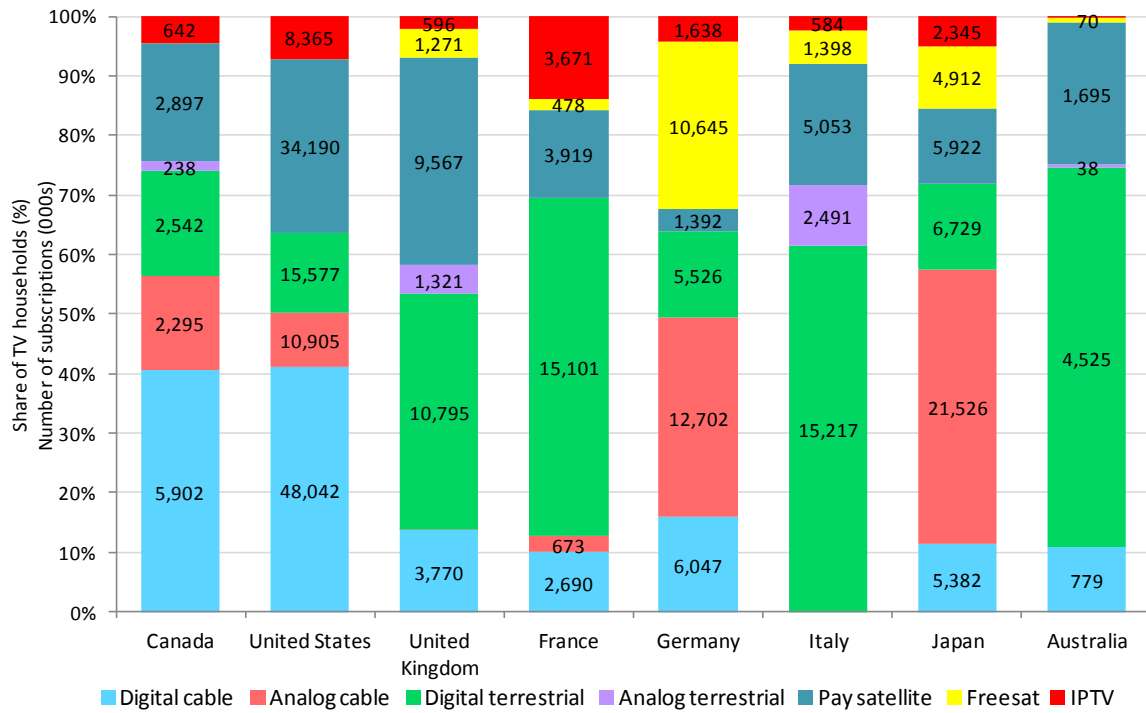
Source: Informa Telecoms & Media

Figure 6.1.13 Global IPTV subscribers, by region, 2011



Source: Informa Telecoms & Media

Figure 6.1.14 Distribution of TV households, by platform, 2011



Source: Informa Telecoms & Media

Data collection and analysis

Data collection

Statistics Canada and the CRTC collect data jointly under the authority of the *Statistics Act*, the *Broadcasting Act*, and the *Telecommunications Act*. Statistics Canada uses the data to develop national accounts, and the CRTC uses it to monitor the broadcasting and telecommunications industries' performance and adherence to regulations.

Broadcasting

Data collected are used to measure the financial performance of broadcasters and their contribution to the Canadian economy. The data collection process targets all broadcasting service providers licensed by the CRTC to operate private, public, and non-commercial radio, television, and broadcasting distribution services, as well as 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 and expenditures, such as expenditures on Canadian and international programming. These summaries are published on the CRTC's website at <http://www.crtc.gc.ca/eng/stats.htm>.

The broadcasting regulations require broadcasting service providers to complete an annual survey. Except for a small number of small radio service providers, broadcasting service providers access and submit the survey forms electronically using the CRTC's secure web-based DCS. In mid-October each year, the survey is mailed to the small radio service providers that do not have access to the DCS. The survey covers the 12-month period ending 31 August of that year. All broadcasting service providers have until 30 November to complete and submit their respective annual survey forms.

As part of the annual return process, commercial radio broadcasters must report on their contributions to CCD. BDUs must submit information regarding their contributions to the creation and production of Canadian programming. This information enables the CRTC to ensure that radio licensees are complying with their conditions of licence or regulatory requirements relating to CCD contributions and that broadcast distribution licensees are fulfilling their obligations regarding the creation and production of Canadian programming, including contributing to the CMF, LPIF, independent funds, and local expression.

Telecommunications

As part of its monitoring activities, the CRTC uses the data collection process to maintain and update its data on (i) TSP registration lists, (ii) the contribution regime, (iii) telecommunications fees, and (iv) the telecommunications service industry.⁹

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

Each TSP is required to complete and submit a registration form to the CRTC annually. The CRTC uses the information contained in the form to update certain basic information about that TSP and to determine which additional forms, if any, are to be issued to the TSP. Group 1 TSPs must access and submit the registration form electronically using the CRTC's secure web-based DCS. The CRTC contacts these TSPs by email at the start of the data collection process each year and provides them with (i) the due dates for submitting the registration form and any additional data forms, and (ii) the information needed to access the DCS. Group 2 TSPs, on the other hand, are mailed a registration form for completion. Submission of this form generally marks the end of the data collection process for the Group 2 TSPs.

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

Data analysis

Broadcasting

The CRTC performs a compliance analysis using 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 broadcasting licensees in accordance with Circular No. 404;

⁹ *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 broadcasting licensees' actual expenditures on Canadian programming with the expenditures required by the licensees' conditions of licence;
- to reconcile broadcasting licensees' actual contributions to CCD with the contributions required by the licensees' conditions of licence; and
- to then proceed with a percentage or ratio analysis of the trends in the major categories of revenue and expenditures listed in the annual forms over a five-year period, particularly with reference to the previous year.

The CRTC then publishes financial and statistical summaries for the four major broadcasting categories (i.e. commercial radio; conventional television; broadcasting distribution; and pay, pay-per-view, video-on-demand, and specialty services). The data from the annual returns are also used to prepare this report.

Revisions may be made to the financial and statistical summaries, and to this report, after they are published. These revisions are generally the result of late receipt of data, modifications made by broadcasting licensees to previously filed data, or errors detected following data publication. The revisions do not generally have a major impact on the results of the data collection process.

Telecommunications

The CRTC analyzes TSPs' returns to ensure that the data provided by the TSPs is as anticipated and that the TSPs have provided a complete response. The CRTC then follows up with TSPs as required to resolve or obtain explanations of any anomalies. The CRTC subjects the data to computerized edits designed to ensure accuracy and internal consistency. For large enterprises, the CRTC compares reported data to audited financial information and investigates any major discrepancies. The CRTC then makes a year-over-year comparison to identify any radical or unexplained changes and follows up with TSPs if necessary. Finally, the CRTC determines the data's validity by performing a time series analysis or by comparing the data or their derivatives (such as average revenues per line or minute) with other established benchmarks.

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

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

Classification of Canadian TSPs

For regulatory purposes, TSPs operating in Canada are classified into two broad categories, incumbent TSPs and alternative TSPs, as described 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. The classification of TSPs' affiliated entities that provide telecommunications services is based on their affiliate relationship with the TSP. For example, if a wireless TSP is affiliated with a TSP, the wireless TSP takes the same classification as the TSP to which it is affiliated. Affiliates of non-TSPs are classified according to the structure set out below.

- 1) ***Incumbent TSPs*** are the 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 territories are included in the alternative TSPs category. Incumbent TSPs are subdivided into large and small TSPs.
 - a) *Large incumbent TSPs* serve relatively large areas, usually including both rural and urban populations, and provide wireline voice, Internet, data and private line, wireless, and other services. The large incumbent TSPs are Bell Aliant, Bell Canada, MTS Inc., Northwestel, SaskTel, Télébec, and TCC.
 - b) *Small incumbent TSPs* serve 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, these companies do not typically provide facilities-based long distance services. However, they provide a range of wireline voice, Internet, data and private line, and wireless services. Examples of small incumbent TSPs are NorthernTel and TBayTel.
- 2) ***Alternative TSPs*** are either i) TSPs that are not incumbent TSPs as described in 1) above or ii) incumbent TSPs conducting out-of-territory operations, such as Bell Canada conducting operations in Alberta and British Columbia and Allstream Inc., an affiliate of MTS Inc. conducting operations across Canada. Alternative TSPs are subdivided into facilities-based and non-facilities-based TSPs.
 - a) *Facilities-based alternative TSPs* own and operate telecommunications networks. This group is further subdivided into facilities-based incumbent TSPs (out-of-territory) and facilities-based non-incumbent TSPs.

Facilities-based non-incumbent TSPs are further subdivided into cable BDUs, utility telcos, and other carriers.

- *Cable BDUs* are the former cable monopolies that also provide telecommunications services (e.g. wireline voice, Internet, data and

private line, and wireless services). These TSPs include such companies as Bragg, Cogeco, Rogers, Shaw, and Videotron.

- *Utility telcos* are TSPs whose market entry 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.
 - *Other carriers* own physical transmission facilities (e.g. intercity, intra-city, or local transmission facilities). These TSPs include such companies as Xplornet.
- b) *Non-facilities-based alternative TSPs* do not own or operate a telecommunications network. These companies are referred to as resellers, since they generally acquire telecommunications services from other TSPs and either resell those services or create their own network from which to provide services to their customers. Examples of non-facilities-based TSPs are Distributel, Primus, Yak, and independent ISPs.

**Status of local forbearance - Residential and business exchanges
(as of 30 June 2012)**

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	16	90	84
Victoria	4	3	3	75	75
Remaining exchanges	259	45	49	17	19
Provincial total	282	65	68	23	24
Alberta					
Calgary	8	3	3	38	38
Edmonton	27	10	12	37	44
Remaining exchanges	303	24	26	8	9
Provincial total	338	37	41	11	12
Saskatchewan					
Saskatoon	10	1	1	10	10
Regina	5	1	0	20	0
Remaining exchanges	214	8	3	4	1
Provincial total	229	10	4	4	2
Manitoba					
Winnipeg	14	1	1	7	7
Remaining exchanges	230	5	0	2	0
Provincial total	244	6	1	3	0
Ontario					
Toronto	50	45	20	90	40
Ottawa/Gatineau	28	19	3	68	11
Hamilton	12	9	5	75	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	84	27	16	5
Provincial total	677	190	64	28	10
Quebec					
Montréal	40	39	11	98	28
Québec	17	10	2	59	12
Remaining exchanges	518	113	31	22	6
Provincial total	575	162	44	28	8
New Brunswick					
Fredericton	2	2	1	100	50
Remaining exchanges	86	22	20	26	23
Provincial total	88	24	21	27	24
Nova Scotia					
Halifax	16	7	7	44	44
Remaining exchanges	131	44	44	34	34
Provincial total	147	51	51	35	35
Prince Edward Island					
Charlottetown	4	1	1	25	25
Remaining exchanges	22	10	9	46	41
Provincial total	26	11	10	42	39
Newfoundland & Labrador					
St. John's	6	1	1	17	17
Remaining exchanges	206	0	0	0	0
Provincial total	212	1	1	1	1
All provinces	2,818	557	305	20	11

Source: CRTC Data collection

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 (Part 1 of 2)

City	Service basket	Service providers
Canada		
Halifax NS	Wireline Wireless Broadband Internet Mobile Internet Bundles	Bell Aliant, EastLink Bell, TCC, Rogers Bell Aliant, EastLink Bell, TCC, Rogers Bell Aliant, EastLink
Montréal QC	Wireline Wireless Broadband Internet Mobile Internet Bundles	Bell, Videotron, Primus Bell, TCC, Rogers, Primus, Videotron, Public Mobile Bell, Videotron, Primus Bell, TCC, Rogers, Videotron Bell, Videotron, Primus (excluding digital TV)
Toronto ON	Wireline Wireless Broadband Internet Mobile Internet Bundles	Bell, Rogers, Primus Bell, TCC, Rogers, Primus, WIND, Mobilicity, Public Mobile Bell, Rogers, Primus Bell, TCC, Rogers, WIND, Mobilicity Bell, Rogers, Primus (as applicable)
Regina SK	Wireline Wireless Broadband Internet Mobile Internet Bundles	SaskTel, Access Communications SaskTel, TCC, Rogers SaskTel, Access Communications SaskTel, TCC, Rogers SaskTel, Access Communications
Vancouver BC	Wireline Wireless Broadband Internet Mobile Internet Bundles	TCC, Shaw, Primus Bell, TCC, Rogers, Primus, WIND, Mobilicity TCC, Shaw, Primus Bell, TCC, Rogers, Primus, WIND, Mobilicity TCC, Shaw, Primus (as applicable)
United States		
Boston MA	Wireline Wireless Broadband Internet Mobile Internet Bundles	Verizon, Comcast AT&T, Verizon, Sprint Verizon, Comcast AT&T, Verizon, Sprint Verizon, Comcast
Kansas City MO	Wireline Wireless Broadband Internet Mobile Internet Bundles	AT&T, Time Warner AT&T, Verizon, Sprint AT&T, Time Warner AT&T, Verizon, Sprint AT&T, Time Warner
Seattle WA	Wireline Wireless Broadband Internet Mobile Internet Bundles	Qwest, Comcast AT&T, Verizon, Sprint Qwest, Comcast AT&T, Verizon, Sprint Qwest/Verizon, Comcast

Table A.4.1 Service providers surveyed (Part 2 of 2)

City	Service basket	Service providers
United Kingdom London	Wireline Wireless Broadband Internet Mobile Internet Bundles	BT, Virgin, Talk Talk Orange, Virgin, Vodafone BT, Virgin, Orange, AOL Broadband Orange, Virgin, Vodafone Virgin, BT (Orange for wireless)
Australia Sydney	All service baskets	Telstra, Optus
France Paris	All service baskets	Orange (France Telecom), SFR (Neuf Cegetel), Numericable
Japan Tokyo	Wireline Wireless Broadband Internet Mobile Internet Bundles	NTT, J:Com NTT DoCoMo, J:Com (Willcom/Softbank), KDDI, eMobile NTT, J:Com, KDDI, Yahoo! BB NTT DoCoMo, J:Com (Willcom/Softbank), KDDI, eMobile NTT, J:Com (Willcom/Softbank)

Table A.4.2 Wireline service baskets

Calling assumptions	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	16	70	150
U.S.	6	30	80
Other (international)	-	10	34
Total	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)

- Wireline pricing reflects flat-rate unlimited local calling in Canada and the United States; in the United Kingdom 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.

Prices were surveyed from the three or four largest service providers in each country as outlined in Table A.4.1, and then weighted by the market share of each provider. Government sales taxes, such as GST or VAT, and one-time service installation charges were excluded. Industry-specific charges (such as 9-1-1 fees, universal service and regulatory charges in the United States, and television licence fees in the United

Kingdom) were included. Prices were converted to Canadian dollars using average January 2012 market exchange rates, and were also adjusted for purchasing power parity using January 2012 comparative price level indexes published by the OECD.

Canadian prices were compared to those in the United States, the United Kingdom, France, Australia, and Japan for wireline and mobile wireless 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). For broadband Internet services, an additional Level 4 basket was added in 2011 for higher-speed broadband service offerings (see Table A.4.5). Prices were also compared for mobile Internet access service in the above-mentioned countries, based on 3G or higher wireless technology, at a Level 1 monthly data usage level of 2 GB. In 2012, a Level 2 data usage of 5 GB per month was added to the mobile Internet category. As well, prices for bundles of three or four services 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 television). Level 2 service baskets were used in each of these bundles.

Table A.4.3 Wireless service baskets

Calling assumptions	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 minutes	3 minutes	3 minutes
Features			
Voice mail	-	Yes	Yes
Caller identification	-	Yes	Yes
Other	-	-	Yes
Data			
SMS	-	250	250
Data service	-	-	1 GB

- For Level 1 wireless service, both prepaid and post-paid plans 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) were assumed to be more economical. Handset costs are not reflected in these price comparisons.

Table A.4.4 Mobile Internet service baskets

Elements	Level 1	Level 2
Download speed	≥ 1.5 Mbps	≥ 1.5 Mbps
Assumed data usage/month	2 GB	5 GB
USB modem	No cost with contract; or rental/24-month amortization	

Table A.4.5 Broadband (Internet access) service baskets

Elements	Level 1	Level 2	Level 3	Level 4
Download speed	Basic services ≤ 3 Mbps	4 – 15 Mbps (highest available)	16 – 40 Mbps (highest available)	40+ Mbps (highest available)
Average data usage/month	5 GB	20 GB	50 GB	75 GB
Modem	No cost with contract; or rental/24-month amortization			

Table A.4.6 Bundled service baskets

Service elements	Bundle 1 Triple-play	Bundle 2 Triple-play	Bundle 3 Quadruple-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 TV package	Basic digital TV package

Telecommunications market sector description

A) Wireline voice

Wireline voice-related telecommunications services can be divided into two broad market segments: (i) local and access services, and (ii) long distance services.

i) Local and access services

The local and access segment is composed 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 service includes managed wireline access from the TSP to the customer, a connection to the PSTN, and a telephone number. Access-independent service does not include the managed wireline access component. Customers of access-independent service must subscribe to broadband Internet service, which serves as the access component.

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

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

ii) Long distance services

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

Wholesale long distance services are services provided a) under connection arrangements, between a facilities-based TSP and a long distance TSP to transit long distance minutes, or b) on a wholesale bulk long distance minute basis by facilities-based TSPs to resellers of long distance service.

B) 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 involves the provision of an IP connection to an end-user, which enables the end-user to exchange application traffic with Internet hosts and other end-users. Internet access service consists of the following three major components:

- a) a data connection between a modem at the end-user's 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 email, and
 - 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 Kbps and are typically provided using dial-up access lines. High-speed access services, including wideband (up to 1.5 Mbps) and broadband (faster than 1.5 Mbps), generally operate using DSL, coaxial cables, terrestrial wireless technologies, satellites, or fibre-optic cables.

Internet transport service is a type of Internet connectivity service 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. Internet transport service 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

A growing number of Internet application services, including email and Web hosting, piggyback on Internet connectivity services. Internet application services are typically bundled together with Internet access services. However, TSPs also participate in emerging stand-alone business Internet application service markets, which include services such as premium Web hosting services, Internet data centre and off-site data storage services, and security and firewall services.

C) Data and private line

Data services include 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 WAN communication), ATM, and 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. These 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 analogue services. Transmission facilities for private line services include copper wire, fibre-optic cable, and satellite facilities.

D) Wireless

Wireless services are composed of telecommunications services provided via mobile wireless access facilities. These services include mobile telephony, mobile data (such as text and multi-media messaging), roaming, wireless Internet access, and paging services. Data related to satellite private line services are included in the “Data and private line” section of this report, while data related to the satellite services associated with mobile telephones are included in the “Wireless” section of this report.

In addition to enabling voice communications over wireless networks, new wireless technologies are enabling users to send text messages and multi-media messages, including photos, graphics, videos, and audio clips, from one device to another and from one carrier to another. Data usage is expected to continue to grow as existing and new carriers forge network agreements, expand and upgrade their networks, 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 plan options: prepaid and post-paid. Under prepaid plans, subscribers must purchase the wireless service prior to use, while under post-paid plans, subscribers must pay monthly after using the service. Customers typically pay a per-minute rate under prepaid plans. However, under post-paid plans, customers 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 services.

List of acronyms used in the report

ACEPU	average capital expenditure per user
AMP	administrative monetary penalty
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
CCTS	Commissioner for Complaints for Telecommunications Services
CLEC	competitive local exchange carrier
CMF	Canadian Media Fund
CPAC	Cable Public Affairs Channel
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
DCS	Data collection system
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
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
HSPA	high-speed packet access
HSPA+	evolved high-speed packet access
ID	identification
IAB Canada	Interactive Advertising Bureau of Canada
ILEC	incumbent local exchange carrier
IMF	International Monetary Fund
IP	Internet Protocol
IPTV	Internet Protocol television
IP-VPN	Internet Protocol – virtual private network
ISDN	integrated services digital network
ISP	Internet service provider
ITU	International Telecommunications Union
Kbps	kilobits per second
LAN	local area network
LEC	local exchange carrier
LPIF	Local programming improvement fund
LTE	long-term evolution
Mbps	megabits per second
MDS	multipoint distribution service
MMS	multimedia messaging service
MTM	Media Technology Monitor
MVNO	mobile virtual network operator
MWS	metropolitan wavelength services

n.a.	not available
n.m.	not meaningful
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
PPM	portable people meter
PPP	Purchasing Power Parity
PPV	pay-per-view
PST	provincial sales tax
PSTN	public switched telephone network
RDU	radiocommunication distribution undertaking
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, public notices, orders, circulars, and regulatory policies referenced in the report

Broadcasting

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Broadcasting Decision 2002-45	<i>Revocation of the licences of exempted small cable distribution undertakings</i> , Broadcasting Decision CRTC 2002-45, 19 February 2002
Broadcasting Decision 2002-88	<i>Revocation of the licences of exempted small cable distribution undertakings</i> , Broadcasting Decision CRTC 2002-88, 17 April 2002
Broadcasting Decision 2004-382	<i>Revocation of licences – Exempted cable broadcasting distribution undertakings that serve up to 6,000 subscribers</i> , Broadcasting Decision CRTC 2004-382, 30 August 2004, as amended by Broadcasting Decision CRTC 2004-382-1, 18 January 2005
Broadcasting Decision 2007-165	<i>Transfer of effective control of CHUM Limited to CTVglobemedia Inc.</i> , Broadcasting Decision CRTC 2007-165, 8 June 2007
Broadcasting Decision 2007-359	<i>Acquisition of assets</i> , Broadcasting Decision CRTC 2007-359, 28 September 2007, as amended by Broadcasting Decision CRTC 2007-359-1, 3 December 2007
Broadcasting Decision 2007-360	<i>Transfer of effective control of 1708487 Ontario Inc., 1738700 Ontario Inc. and CHUM Television Vancouver Inc. to Rogers Media Inc.</i> , Broadcasting Decision CRTC 2007-360, 28 September 2007
Broadcasting Decision 2007-368	<i>Acquisition of assets</i> , Broadcasting Decision CRTC 2007-368, 12 October 2007
Broadcasting Decision 2007-429	<i>Transfer of effective control of Alliance Atlantis Broadcasting Inc.'s broadcasting companies to CanWest MediaWorks Inc.</i> , Broadcasting Decision CRTC 2007-429, 20 December 2007
Broadcasting Decision 2007-434	<i>Exchange of radio assets</i> , Broadcasting Decision CRTC 2007-434, 24 December 2007
Broadcasting Decision 2008-71	<i>Acquisition of assets</i> , Broadcasting Decision CRTC 2008-71, 31 March 2008, as amended by <i>Acquisition of assets – Correction to a condition of licence</i> , Broadcasting Decision CRTC 2008-71-1, 4 June 2008
Broadcasting Decision 2008-72	<i>Acquisition of assets – CHNM-TV and CHNM-DT Vancouver and their transmitters in Victoria</i> , Broadcasting Decision CRTC 2008-72, 31 March 2008

Broadcasting Decision 2008-128	<i>CHRC Québec – Acquisition of assets</i> , Broadcasting Decision CRTC 2008-128, 26 June 2008, as amended by <i>CHRC Québec – Acquisition of assets – Correction to a condition of licence</i> , Broadcasting Decision CRTC 2008-128-1, 3 July 2008; and <i>CHRC Québec – Acquisition of assets – Addition of a condition of licence</i> , Broadcasting Decision CRTC 2008-128-2, 29 September 2008
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Broadcasting Decision 2008-130	<i>Canadian Broadcasting Corporation – Acquisition of assets</i> , Broadcasting Decision CRTC 2008-130, 26 June 2008
Broadcasting Decision 2008-138	<i>Change in effective control</i> , Broadcasting Decision CRTC 2008-138, 7 July 2008
Broadcasting Decision 2008-206	<i>Change in effective control</i> , Broadcasting Decision CRTC 2008-206, 22 August 2008
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Broadcasting Decision 2009-536	<i>CJNT-TV Montréal – Acquisition of assets</i> , Broadcasting Decision CRTC 2009-536, 28 August 2009
Broadcasting Decision 2009-537	<i>CHCH-TV Hamilton and its transmitters and CHCH-DT Hamilton – Acquisition of assets</i> , Broadcasting Decision CRTC 2009-537, 28 August 2009
Broadcasting Decision 2009-699	<i>CHEK-TV Victoria and its transmitters – Acquisition of assets</i> , Broadcasting Decision CRTC 2009-699, 9 November 2009
Broadcasting Decision 2009-706	<i>Sex TV: The Channel and Drive-In Classics Channel – Acquisition of assets</i> , Broadcasting Decision CRTC 2009-706, 19 November 2009
Broadcasting Decision 2009-746	<i>CKTG-FM and CJUK-FM Thunder Bay – Acquisition of assets</i> , Broadcasting Decision CRTC 2009-746, 2 December 2009
Broadcasting Decision 2009-810	<i>Administrative renewals</i> , Broadcasting Decision CRTC 2009-810, 23 December 2009
Broadcasting Decision 2010-782	<i>Change in the effective control of Canwest Global Communications Corp.'s licensed broadcasting</i>

	<i>subsidiaries</i> , Broadcasting Decision CRTC 2010-782, 22 October 2010
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Broadcasting Decision 2011-163	<i>Change in effective control of CTVglobemedia Inc.'s licensed broadcasting subsidiaries</i> , Broadcasting Decision CRTC 2011-163, 7 March 2011
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Broadcasting Public Notice 2006-143	<i>Exemption order respecting certain network operations</i> , Broadcasting Public Notice CRTC 2006-143, 10 November 2006
Broadcasting Public Notice 2006-158	<i>Commercial Radio Policy 2006</i> , Broadcasting Public Notice CRTC 2006-158, 15 December 2006
Broadcasting Public Notice 2007-54	<i>A new policy with respect to closed captioning</i> , Broadcasting Public Notice CRTC 2007-54, 17 May 2007
Broadcasting Public Notice 2008-77	<i>Applications processed pursuant to streamlined procedures</i> , Broadcasting Public Notice CRTC 2008-77, 3 September 2008
Broadcasting Notice of Consultation 2010-783	<i>Review of the regulatory framework relating to vertical integration</i> , Broadcasting Notice of Consultation CRTC 2010-783, 22 October 2010

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Broadcasting Regulatory Policy 2010-167	<i>A group-based approach to the licensing of private television services</i> , Broadcasting Regulatory Policy CRTC 2010-167, 22 March 2010
Broadcasting Regulatory Policy 2011-43	<i>Revised lists of eligible satellite services – Annual compilation of amendments</i> , Broadcasting Regulatory Policy CRTC 2011-43, 25 January 2011
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Policy Direction

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Policy Objectives, P.C. 2006-1534,
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HSDS Decision

*Framework for forbearance from regulation of high-
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Telecom Decision CRTC 2007-35, 25 May 2007*

List of Canadian companies referenced in the report

Access Communications	Access Communications Co-operative Limited
Allstream	Allstream Inc.
Astral	Astral Media Inc.
Atria	Atria Networks L.P.
BCE	Bell Canada Enterprises
Bell Aliant	Bell Aliant Regional Communications, Limited Partnership
Bell Canada	Bell Canada
Bell Group	Bell Canada; Bell Mobility Inc.; Latitude Wireless Inc.; NorthernTel, Limited Partnership; Northwestel Mobility Inc.; SkyTerra (Canada) Inc.; SkyTerra Corp.; Télébec, Limited Partnership; and Virgin Mobile Canada
Bell Mobility	Bell Mobility Inc.
Bragg	Bragg Communications Inc.
Canwest	Canwest Media Inc.
CBC	Canadian Broadcasting Corporation
Cogeco	Cogeco Canada L.P., Cogeco Câble Québec s.e.n.c. and Cogeco Inc.
Corus	Corus Entertainment Inc.
Crossroads	Crossroads Television System
CTV	CTV Inc. (CTVglobemedia Inc., CTV Inc., CTV Limited, and CTV Corp. amalgamated on 15 March 2011 as CTV Inc.)
Distributel	Distributel Communications Limited
EastLink	EastLink
Hydro One	Hydro One Telecom Inc.
Latitude Wireless	Latitude Wireless Inc.
MTS	MTS Inc.
NorthernTel	NorthernTel, Limited Partnership
Northwestel	Northwestel Inc.
Northwestel Mobility	Northwestel Mobility Inc.
Quebecor	Quebecor Media Inc.
Primus	Primus Telecommunications Canada Inc.
Remstar	Remstar (V)

Rogers	Rogers Broadcasting Limited, Rogers Cable Communications Inc., Rogers Communications Inc. and Rogers Wireless Inc.
SaskTel	Saskatchewan Telecommunications
Shaw	Shaw Communications Inc.
SkyTerra	SkyTerra (Canada) Inc. and SkyTerra Corp.
SRC	Société Radio-Canada
Star Choice	Star Choice Television Network Incorporated
TBayTel	TBayTel
TCC	TELUS Communications Company
Télébec	Télébec, Limited Partnership
Télé-Québec	Télé-Québec
Videotron	Videotron Ltd.
Virgin Mobile	Virgin Mobile Canada
WIND	WIND Mobile
Xplornet	Xplornet Communications Inc.
Yak	YAK Communications (Canada) Corp.