



**Rogers Communications Partnership**  
333 Bloor Street East  
Toronto, Ontario M4W 1G9  
rogers.com  
Tel.: 416.935.2525  
Fax: 416.935.2523  
[ken.engelhart@rci.rogers.com](mailto:ken.engelhart@rci.rogers.com)

**Ken Engelhart**  
Senior Vice President – Regulatory

August 9, 2012

**Via Broadcasting Interventions/Comments Form**

Mr. John Traversy  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Ottawa, ON K1A 0N2

Dear Mr. Traversy:

**Re: Broadcasting Notice of Consultation CRTC 2012-370 (Item 1): BCE Inc.  
Acquisition of Astral Media Inc. – Rogers' Comments**

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1. Pursuant to the procedure established in BNC 2012-370, Rogers Communications Inc. (Rogers) hereby submits our comments on the above-noted application by BCE Inc. (BCE) to acquire the broadcasting assets of Astral Media Inc (Astral).
2. The proposed transaction raises significant concerns relating to dominance in the English-language television market. Because a combined BCE/Astral entity would result in BCE holding a total audience share of more than 35% of the English-language television market, it triggers a careful review by the Commission.
3. If the application is approved, BCE's market power, already the strongest in Canada, would be even greater. This would both negatively impact the diversity of programming available to Canadians and further undermine the competitive marketplace for Canadian programming services and broadcasting distribution undertakings, thereby harming Canadian consumers. For these reasons, Rogers opposes the application unless the Commission requires BCE, as a condition of approval, to divest of the English-language television services operated by Astral.
4. Rogers considers this an important public proceeding and we look forward to appearing at the oral hearing commencing on September 10, 2012.

Yours very truly,

Kenneth G. Engelhart  
Senior Vice President – Regulatory  
Attach.

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