



August 9, 2012

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

Filed Electronically

Dear Mr. Traversy:

Re: BNO CRTC 2012-370, Item 1: Application by BCE Inc. (BCE) on behalf of Astral Media inc. (Astral) for authority to change the effective control of Astral, and its licensed broadcasting subsidiaries - Application 2012-0516-2

1. The Canadian Media Production Association (the CMPA) welcomes the opportunity to provide these comments regarding the above-referenced application. The CMPA requests the opportunity to appear at the public hearing, scheduled to commence on 10 September 2012, to elaborate on the views expressed in this intervention.
2. The CMPA represents the interests of screen-based media companies engaged in the production and distribution of English-language television programs, feature films, and new media content in all regions of Canada. The CMPA's member companies are significant employers of Canadian creative talent and assume the financial and creative risk of developing original English-language content for Canadian and international audiences. Accordingly, our primary focus in this intervention is on the impact of this application on audiences to Canadian English-language programming.
3. The CMPA supports this application conditional upon BCE amending its benefits proposal in the manner described in the attached submission, in order to provide substantially more funding to the Canadian TV programming areas most aligned with the nature of the services being acquired as well as most in need.

Sincerely,

[original signed by]

Michael Hennessy
President & CEO

Attach.

cc. bell.regulatory@bell.ca