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August 9, 2012

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

Dear Mr. Traversy:

Re: Broadcasting Notice of Consultation 2012-370 – Application by BCE Inc. (BCE), on behalf of Astral Media inc. (Astral) for authority to change the effective control of Astral’s broadcasting undertakings and related applications (Items 1 through 4 inclusively) – Intervention of Cogeco Cable Inc. (“Cogeco”)

Please find attached Cogeco’s intervention in the matter of the above-noted applications. This intervention is filed for the public record with the abridged Appendix 4, Appendix 5 and Appendix 6. The confidential version of this intervention with the unabridged Appendix 4, Appendix 5 and Appendix 6 is filed separately and is expressly designated by Cogeco as confidential pursuant to Rule 31 of the *Canadian Radio-television and Telecommunications Commission Rules of Practice and Procedure* so that it not be placed on the public record and that it not be made available to any other party.

In support of its claim for confidentiality of the unabridged Appendix 4, Appendix 5 and Appendix 6, Cogeco submits the following:

1. The unabridged Appendix 4, Appendix 5 and Appendix 6 contain commercially sensitive and highly confidential information respecting specific wholesale rates and packaging terms between affiliated entities of Cogeco and the applicant BCE that are subject to non-disclosure obligations, as well as specific details of commercially sensitive negotiations and confidential dealings relating to a commercial dispute between them;
2. Public disclosure of this confidential information would be of significant commercial and strategic value to existing and future competitors and suppliers of both Cogeco and BCE, allowing such competitors and suppliers a material advantage in any future competitive

Cogeco Cable Inc.

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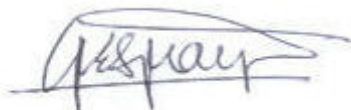
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activities or negotiations relating to wholesale rates or packaging terms for the carriage of programming services and the distribution of programs in the Canadian market;

3. The Commission has consistently recognized the need to keep confidential such specific wholesale rate, packaging and other affiliation contract terms, as well as specific details of negotiations and submissions relating to commercial disputes and dispute resolution;
4. The abridged version of Appendix 4, Appendix 5 and Appendix 6 is sufficient to satisfy the public interest in understanding the relevant issues without any need for disclosure of the very limited and specific commercially sensitive information for which confidentiality is claimed;
5. As the Applicant in the above-noted proceeding, BCE is privy to such specific confidential information through its affiliate Bell Media, and therefore its ability to effectively support its applications before the Commission and reply to Cogeco's intervention on a reasonably informed basis is not at issue; and
6. The direct harm that would likely result from the disclosure of the limited and specific information for which confidentiality is claimed would clearly outweigh the public interest in the circumstances.

Yours very truly,



Yves Mayrand
Vice President, Corporate Affairs

cc. BCE Inc. (bell.regulatory@bell.ca)
Bell Media Inc. (david.spodek@bellmedia.ca)

Attachments