



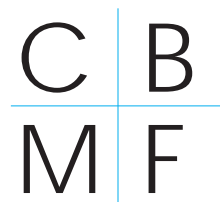
S U P P L E M E N T A R Y   S U B M I S S I O N  
 to the Canadian Radio-television & Telecommunications Commission  
 In the subject of Application 2012-0516-2, BCE Inc. on behalf of Astral Media Inc. by

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CANADIAN  
 BROADCAST  
 MUSEUM  
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FONDATION  
 DU MUSÉE  
 CANADIEN DE LA  
 RADIODIFFUSION

SEPTEMBER 2012



CANADIAN  
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FONDATION  
DU MUSÉE  
CANADIEN DE LA  
RADIODIFFUSION

19 September, 2012

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

Dear Mr. Traversy:

RE: APPLICATION 2012-0516-2, BCE INC. ON BEHALF OF ASTRAL MEDIA INC.

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**1** Pursuant to the Commission's announcement that parties that have intervened in the Bell-Astral proceeding regarding the above-noted application may submit final comments respecting new information or proposals tabled in the course of the hearing, the Canadian Broadcast Museum Foundation/Fondation du musée canadienne de la radiodiffusion (CBMF/FMCR) wishes to make this supplementary submission. It relates specifically to the following new commitments presented by the Bell-Astral team in their oral presentation on Monday, September 10th, 2012:

- the proposed increase in the tangible benefits package to \$241.3 million,
- the proposed reduction in the pay-out schedule from ten to seven years,
- the proposed expenditure of \$20 million on development of a third all-news national French-language news service based in Montreal,
- the proposed inclusion of \$10 million in support of programming to mark the 150th anniversary in 2017.

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**2** The CBMF/FMCR applauds the applicant's commitment to enhance the original value of its Benefits Package by \$41.3 million. It is a substantial and positive commitment and, if approved, will permit important incremental on-screen and other benefits to flow from this transaction.

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**3** The applicant's agreement to reduce the pay-out schedule for Public Benefit funds from the initially proposed decade to the seven-year period conventionally imposed by the Commission's transfer of ownership process we also consider a positive outcome. While this transaction may, by its virtue of its size, be precedent-setting, no proof has been provided of any necessity to breach or otherwise alter a process that has resulted in substantial benefit to the programs and services enjoyed by Canadians. In the event that such a change were to be considered by the Commission, the Foundation submits that it would more properly result from a substantive policy review rather than an individual transfer of licence application.

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**4** Bell's proposal to create a third all-news French-language specialty television service based in Montreal and available for distribution throughout Canada, does, however cause us some concern on two counts.

**First**, testimony at the hearing indicated that an earlier investigation by Astral into development of such a service had raised serious questions about its financial viability and resulted in a decision not to proceed. In part this is because All-News TV channels, unless they are sufficiently resourced to create a wholly new infrastructure of bureaux and correspondents, must depend for much of their content on the news services of partnered stations. It is clear that Astral, with only radio news in its broadcast arsenal, could not meet this requirement. Nor can Bell, despite its ownership of CTV, bring to this venture the requisite French-language TV news infrastructure required to support it. In these circumstances, the impact on subscriber revenues and the channel placement required to ensure survival of the new service would be likely to disrupt the equilibrium of policy governing BDU packages and cost structures.

**Second**, the timing of this proposal and its linkage to subsidy from the newly enhanced Public Benefits package also causes concern. Bell's failure to include the proposal in its initial filing means that the scrutiny normally undertaken by interested parties could not take place prior to and be reflected in the public hearing. Further, it is our contention that the diversion of \$20 million in public benefit funds to a new channel wholly-owned by the applicant - and not yet proven to be economically sound - contravenes the third-party expectation of their dispersal.

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**5** Bell's recognition of the importance of Canada's upcoming 150th anniversary - last minute though it might be - is to be applauded. However, it is worth noting that such a "once-in-a-country's lifetime" opportunity would be extremely difficult for Canada's largest operator of radio and television stations, networks and specialty channels to ignore. For those who remember 1967 and the events and coverage it generated, it is inconceivable that the celebrations of 2017 would not be marked in suitable - and celebratory - programming by Bell and all its broadcast holdings. We suggest, therefore, that the Commission might wish to weigh the degree to which a portion of the \$10 million could be deployed for the CBMF/FMCR National Broadcast Heritage Portal.

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**6** We would respectfully remind the Commission that in August the CBMF/FMCR formally requested that Bell allocate \$4 million of its Public Benefits funding over seven years in a national initiative to harness its National Broadcast Collection as the foundation of a permanent on-line tribute to the 2017 anniversary and future historic events. In light of Bell's current interest in the event, we are hopeful that Bell will be encouraged to participate in the CBMF/FMCR initiative.

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**7** In a recent newspaper ad, Bell Media stated, "We want to make (this) content as widely accessible as possible" and spoke of its support of important Canadian cultural and social causes at the local, provincial and cultural level. That's the CBMF/FMCR's commitment to Canadians too - delivering information, education and entertainment to Canadians everywhere - and we know that the best way of accomplishing our goal is by being a "virtual museum" rather than being located in a traditional bricks-and-mortar building. As a virtual Internet-driven Portal showcasing the CBMF/FMCR National Broadcast Collection and more, we can reach audiences in every corner of this vast country - people young and old who might never otherwise visit a museum on a particular topic - or even visit a museum at all.

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8 Of course, virtual museums are not a new idea --- but the vast majority of the museums that say they are virtual are actually museums-in-a-building that use their webpages simply as a static marketing tool. They overlook the premise of the CBMF/FMCR Portal, which will activate the dynamic possibilities of using innovative technologies for real-time, highly engaging storytelling that gives visitors the opportunity not only to interact with content in meaningful and highly tactile ways, but also to give visitors the chance to interact with one another.

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9 The Canadian Broadcast Heritage Internet Portal created by the CBMF/FMCR - it's unlikely we'll actually call it a museum - will be storytelling at its finest, taking advantage of existing database and interface technologies to provide a choice-driven, interactive and highly emotive audio and visual experience - uniquely grounded in the history of Canada. It will be a slice-of-life full-on experience, often articulated by THE VERY PEOPLE WHO LIVED IT, ENGINEERED IT, CREATED IT, REPORTED IT OR PERFORMED IT.

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10 Broadcasting is an industry that knows a lot about storytelling, about wireless communication, and about social media. This will be a digital Portal not only to the past and the present, but also to the industry's vision of its future ... a story of multimedia told in multimedia. And here in Canada we will be the first to artfully preserve and retell the incredibly rich, ongoing story of the Canadian people and the country and society in which they function as well as the living legacy of individual broadcast pioneers and Canadian multimedia giants that exists today.

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11 The entire site as well as the feature exhibits will be story-driven. Each exhibit, whether it's "Red" (Vancouver DJ Red Robinson's interviews with Elvis Presley, the Beatles, and hundreds of other Canadian and International pop stars), "The Summit Series" or "Java" (not a cup of coffee but the story of Calgarian James Gosling's 1991 invention of a programming language that has made possible the global Internet as we know it today) - will offer fascinating choices for visitors, regardless of their age or interest or geographic location - any time of the day or night.

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12 Although a museum normally looks backward only, this Portal will also reflect Canada's expectations of a changing world. It will become an instrument of progress by identifying, encouraging and promoting the best of the cultural ideals of this country. It will inspire ongoing innovation of the sort that Canada's broadcast industry has been responsible for over the last century. It will be a tech lab, a recording studio and a communications university. *We're the "strong past" - the industry builders, dreamers and creators that Bell asserts it is been building on. In fact, we're the keeper of the entire industry's story.*

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**13** True, this is not a proposal for a documentary program that will run once - or even over several months. There's no travel time required to get to the Portal and its stories. No admission fee to enter it. No ropes or glass cases to restrict access to collections. A celebration of the grit and glory of radio and television broadcasting in Canada, this digital 'museum' will contain both feature galleries and storerooms of an ever-growing, ever-evolving amount of content that can be accessed, explored, organized and even reinvented - individually or collaboratively - by visitors with the click of a mouse or, now, with the sound of their voice.

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**14** The Portal will make it possible for this country's stories to reach completely new audiences in exciting new ways and chronicle all the events that have profoundly and indelibly shaped who we are as Canadians. Because of its digital architecture, it will be accessible on all the multiple platforms of which Bell has been speaking ... computers, tablets and telephones. It will also actively "broadcast" on Facebook, Twitter and YouTube and in a number of languages.

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**15** Our vision for the museum/portal underscores broadcasting's contribution through a unique interface - 3D modeling and animation of what is recognizably a museum - that allows visitors to enter the site and move from gallery to gallery, exhibit to exhibit and collection to collection. These modelling and animation technologies will allow visitors to explore Alexander Graham Bell's original Brantford workshop, which he referred to as his "dream shop" - and do so in three dimensions. It could transport them inside CFS Alert, the most northerly broadcast station in the world, and each year provide them with front-row seats and backstage looks at the real-time broadcast coverage of many special events - again in three dimensions.

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**16** Our vision also includes the ability to talk directly with the museum's curators, to report the news with Lisa LaFlamme ... or Lloyd Robertson, Jan Tennant or Knowlton Nash, and to browse in the museum's gift shop. Broadcasting is the perfect theme for a virtual museum because the majority of the content exists in recorded form - tape, film, video - which, as you know, first needs to be digitized for posterity. The Portal will provide the 3-dimensional context for enjoying this content to the maximum.

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**17** The Portal will be supported by traveling shows - an opportunity to take 3-dimensional broadcast artefacts and interactive exhibits to museums and science centers around the country - places that are always in need of feature attractions. Like the Internet itself, this is another way of taking the museum to the people and our long-term objective is to make it possible for Canadians to know each other and their history better - and evaluate our past through the lens of our shared future.

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18 This is, of course, a major national undertaking. It is premised on continued development of the National Broadcast Collection and acquisition of thousands of important artefacts that are now becoming available as we lose the second generation of our broadcast pioneers. (We can tell you that, from British Columbia alone, there is material to fill two semi-trailers plus a hundred additional boxes awaiting shipment.)

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19 The continuing work to identify, select, accession - then digitize and prepare metadata for the 40,000 items of programming and artefacts in the existing holdings - is essential to underpin this exciting undertaking that will marry the story of the old media to the new. It is also essential to insure that the continuum of collection and curation of Canada's shared past through the eyes and ears of broadcast media is not broken, and will allow for the formation of new and supportive partnerships within - and beyond - the industry. It is for these reasons that the CBMF/FMCR requested Bell's financial participation in the Portal's development during the five years prior to 2017 and, in order to capture new content availability and technological opportunities that will have surfaced by then. In return for this participation, significant and durable credit opportunities can be captured.

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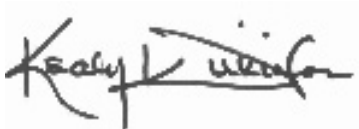
20 This outstanding Canadian initiative cannot happen without the participation of Canada's broadcast community. And if Canada's newly emerging largest and most powerful broadcaster does not take part, then it will not happen at all. It is in the nature of Bell's legacy to partner with the CBMF/FMCR - and with others throughout the country - in this unique celebration of domestic media and the technical, industrial and creative leadership that have so greatly enhanced our shared experience of being Canadian.

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21 We request that the Commission encourage Bell to respond positively to the CBMF/FMCR's request to allocate \$4 million, a small proportion of this transaction's public benefit funds - either from those now identified for the 2017 documentary initiative or other funds that may be redirected - to partnership with the CBMF/FMCR in creation and launch of Canada's National Broadcast Heritage Internet Portal - a permanent gift to Canadians in celebration of their 150th anniversary.

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Yours sincerely,



Kealy Wilkinson  
Executive Director



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