



**David Shoemaker**  
Chief Executive Officer & Secretary General

February 19, 2020

Mr. Claude Doucet  
Secretary General  
CRTC  
Gatineau, Quebec

Re: CBC Licence Renewal – Application numbers: 2019-0280-0 and 2018-0282-5

Dear Mr. Doucet:

We are writing this letter in support of CBC's licence renewal.

CBC is instrumental in bringing the Olympic Games to Canadians from coast-to-coast-to-coast every two years and showcasing our Canadian athletes.

CBC Sports recognizes the power of sport to unite a nation, which is never more evident than when Canadians are cheering for an athlete or team wearing the maple leaf. It is this shared experience that CBC Sports aims to recreate each week through Road To The Olympic Games assembling the most knowledgeable reporters and experts in the industry in an effort to inspire and promote sport through their multiple platforms. Highlights of this season include coverage of 12 different World Championships.

The International Olympic Committee has recognized the excellent work the Canadian Broadcasting Corporation has produced by awarding them with several of their prestigious Olympic Golden Rings awards in the categories of The Best Athlete Profile (silver), The Best Olympic Digital Service (Bronze), The Best Olympic Programme (Silver), The Best Production Design (Bronze) and The Best Social Media Content (Bronze).

The CBC is the mechanism through which our athlete stories can be told in order to continue to inspire our next generation athletes.

For these reasons, we support CBC's licence renewal application.

Regards,

David Shoemaker  
Chief Executive Officer and Secretary General