

Electronically Via GCKey

April 28, 2021

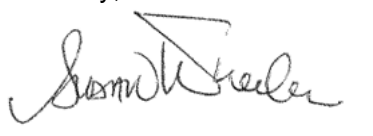
Mr. Claude Doucet
Secretary General
**Canadian Radio-television
and Telecommunications Commission**
Ottawa, Ontario
K1A 0N2

Dear Mr. Doucet,

Re: Broadcasting Notice of Consultation CRTC 2020-374, *Call for comments – Commercial radio policy framework review (BNC 2020-374) – Comments*

1. Rogers Media Inc. (Rogers) is pleased to provide the following reply comments in response to interventions submitted to Broadcasting Notice of Consultation 2020-374 – *Call for comments - Commercial Radio Policy Framework Review (BNC 2020-374)*. As an owner and operator of 54 radio stations across Canada, the outcome of this proceeding will have a significant impact on Rogers' operations.
2. Rogers is a member of the Canadian Association of Broadcasters (the CAB) and supports the CAB's reply comments submitted in this phase of the proceeding. Accordingly, Rogers offers these supplementary comments to elaborate on several additional issues of particular relevance and concern to Rogers. These issues include but are not limited to: the elimination of the hits/non-hits policy; the creation of a more flexible Common Ownership Policy; and the maintenance of the current CCD rules as well as elimination of the tangible benefits policy for radio.
3. Rogers thanks the Commission for the opportunity to provide our input on such a crucial and timely proceeding.

Yours truly,



Susan Wheeler
Vice President, Regulatory, Media

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