



Broadcasting Public Notice CRTC 2008-102-1

Ottawa, 23 December 2008

Notice of consultation

Call for comments on a proposed framework for the sale of commercial advertising in the local availabilities of non-Canadian services – Requests for deferral of proceeding

*The Commission calls for comments on requests from the Canadian Association of Broadcasters and the Canadian Broadcasting Corporation that it defer for a minimum of 12 months the proceeding announced in Broadcasting Public Notice 2008-102. The deadline for the receipt of comments is **2 January 2009**.*

1. In Broadcasting Public Notice 2008-102, the Commission called for comments on a proposed framework for the sale of commercial advertising in the local availabilities of non-Canadian services. The deadline for filing comments established in that proceeding is 15 January 2009. The deadline for the filing of replies is 19 February 2009.
2. The Commission has received a request from the Canadian Association of Broadcasters (CAB), dated 9 December 2008, that it defer for a minimum of 12 months the proceeding announced in Broadcasting Public Notice 2008-102. In its request, the CAB noted that a number of other regulatory proceedings are currently underway, including the accessibility hearing, the minority-language service hearing, the proceeding initiated in Broadcasting Public Notice 2008-101 and the new media proceeding. In support of its request, the CAB cited “these other proceedings and related deadlines, the present state of the economy, and the current lack of credible information on which the Commission could rely.” The CAB argued, in particular, that there is a lack of information respecting new forms of advertising.
3. The Commission has also received a request from the Canadian Broadcasting Corporation (CBC), dated 12 December 2008, that it defer by 12 months the proceeding announced in Broadcasting Public Notice 2008-102. In support of its request, the CBC cited considerations that include other regulatory proceedings occurring in the same time frame. It also stated that most initiatives arising out of the new regulatory frameworks announced in Broadcasting Public Notice 2008-100 will not come into effect until the end of August 2011, and argued that there is thus no need to “fast track” this proceeding. Finally, the CBC submitted that this proceeding deals with the issue of advertising at a time when “the advertising market for all broadcasters, including CBC/Radio-Canada, has become very challenging.”

Process to comment on the requests

4. Parties may file any comments they might have with respect to the requests received from the CAB and from the CBC. The Commission will accept comments that it receives on or before **2 January 2009**.
5. The Commission will not formally acknowledge comments. It will, however, fully consider all comments and they will form part of the public record of the proceeding, provided that the procedures for filing set out below have been followed.

Procedures for filing comments

6. Interested parties can file their comments to the Secretary General of the Commission:

- **by using the**
[Broadcasting Intervention/Comments Form](#)

OR

- **by mail to**
CRTC, Ottawa, Ontario K1A 0N2

OR

- **by fax at**
819-994-0218

7. Submissions longer than five pages should include a summary.
8. Please number each paragraph of your submission. In addition, please enter the line ***End of document*** following the last paragraph. This will help the Commission verify that the document has not been damaged during transmission.

Important notice

9. Note that all information that you provide as part of this public process, except information granted confidentiality, whether sent by postal mail, facsimile, e-mail or through the Commission's website at www.crtc.gc.ca, becomes part of a publicly accessible file and will be posted on the Commission's website. This information includes your personal information, such as your full name, e-mail address, postal/street address, telephone and facsimile number(s), and any other personal information you provide.
10. The personal information you provide will be used and may be disclosed for the purpose for which the information was obtained or compiled by the Commission, or for a use consistent with that purpose.

11. Documents received electronically or otherwise will be put on the Commission's website in their entirety exactly as you send them, including any personal information contained therein, in the official language and format in which they are received. Documents not received electronically will be available in PDF format.
12. Please note that the information you provide to the Commission as part of this public process is entered into an unsearchable database dedicated to this specific public process. This database is accessible only from the webpage of this particular public process. As a result, a general search of our website with the help of either our own search engine or a third-party search engine will not provide access to the information which was provided as part of this public process.
13. The Commission encourages interested parties to monitor the public examination file and the Commission's website for additional information that they may find useful when preparing their comments.

Examination of public comments and related documents at the following Commission offices during normal business hours

Toll-free telephone: 1-877-249-2782

Toll-free TDD: 1-877-909-2782

Central Building
Les Terrasses de la Chaudière
1 Promenade du Portage, Room 206
Gatineau, Quebec K1A 0N2
Tel.: 819-997-2429
Fax: 819-994-0218

Metropolitan Place
99 Wyse Road
Suite 1410
Dartmouth, Nova Scotia B3A 4S5
Tel.: 902-426-7997
Fax: 902-426-2721

205 Viger Avenue West
Suite 504
Montréal, Quebec H2Z 1G2
Tel.: 514-283-6607

55 St. Clair Avenue East
Suite 624
Toronto, Ontario M4T 1M2
Tel.: 416-952-9096

Kensington Building
275 Portage Avenue
Suite 1810
Winnipeg, Manitoba R3B 2B3
Tel.: 204-983-6306
TDD: 204-983-8274
Fax: 204-983-6317

Cornwall Professional Building
2125 - 11th Avenue
Room 103
Regina, Saskatchewan S4P 3X3
Tel.: 306-780-3422

10405 Jasper Avenue
Suite 520
Edmonton, Alberta T5J 3N4
Tel.: 780-495-3224

530-580 Hornby Street
Vancouver, British Columbia V6C 3B6
Tel.: 604-666-2111
TDD: 604-666-0778
Fax: 604-666-8322

Related documents

- *Call for comments on a proposed framework for the sale of commercial advertising in the local availabilities of non-Canadian services* – Notice of consultation, Broadcasting Public Notice CRTC 2008-102, 30 October 2008
- *Call for comments on a proposed regulatory framework for video-on-demand undertakings* – Notice of consultation, Broadcasting Public Notice CRTC 2008-101, 30 October 2008
- *Regulatory frameworks for broadcasting distribution undertakings and discretionary programming services* – Regulatory policy, Broadcasting Public Notice CRTC 2008-100, 30 October 2008

Secretary General

This document is available in alternative format upon request, and may also be examined in PDF format or in HTML at the following Internet site: <http://www.crtc.gc.ca>.