



Broadcasting Public Notice CRTC 2008-102-2

Ottawa, 12 January 2009

Notice of consultation

Call for comments on a proposed framework for the sale of commercial advertising in the local availabilities of non-Canadian services – Extension of filing deadlines

*The Commission extends the filing deadlines in the above-noted proceeding from 15 January to **26 February 2009** for the filing of comments, and from 19 February to **2 April 2009** for filing of replies.*

1. The Commission received a request from the Canadian Association of Broadcasters, dated 9 December 2008, that it defer by 12 months the proceeding announced in Broadcasting Public Notice 2008-102. The Commission also received a request, dated 12 December 2008, from the Canadian Broadcasting Corporation that it defer this proceeding by 12 months.
2. In Broadcasting Public Notice CRTC 2008-102-1, the Commission provided parties with an opportunity to comment on these requests. Seventeen parties filed comments in response to that public notice. The requests and the comments are available on the Commission's website at www.crtc.gc.ca under "Public Proceedings."
3. Having considered the record of the proceeding, the Commission is not persuaded that a 12-month deferral of this proceeding is warranted. However, the Commission notes the submissions made that there are a number of important proceedings involving either hearings or the filing of documents around the time that submissions are due in this proceeding. Accordingly, the Commission extends the deadline for the filing of comments from 15 January to **26 February 2009**, and the deadline for the filing of replies from 19 February to **2 April 2009**.

Secretary General

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 framework for the sale of commercial advertising in the local availabilities of non-Canadian services – Requests for deferral of proceeding* – Notice of consultation, Broadcasting Public Notice CRTC 2008-102-1, 23 December 2008

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