



Broadcasting Notice of Consultation CRTC 2010-783-3

PDF version

Route reference: 2010-783

Additional references: 2010-783-1, 2010-783-2

Ottawa, 1 March 2011

Notice of hearing

20 June 2011

Gatineau, Quebec

**Review of the regulatory framework relating to vertical integration –
Additional issue**

Date for submission of interventions/comments: 27 April 2011

Further to Broadcasting Notice of Consultation [2010-783](#), the Commission would like to inform interested parties of an additional matter that it wishes to consider as part of this proceeding.

In Public Notice 1996-69, the Commission eliminated the application of the benefits test in the case of transfers of ownership or changes in control of distribution undertakings. The Commission concluded that, “with adoption by the Commission of a policy that removes all or most of the existing licensing restrictions on market entry and which, in fact, encourages the imminent entry of new competitors using a variety of distribution technologies, the underlying rationale for applying the benefits test in considering future applications for authority to transfer the ownership or control of distribution undertakings has essentially disappeared.”

In light of the growing trend of industry consolidation and vertical integration, the Commission would like to examine whether the above determination on the application of the benefits tests should be upheld or reversed.

Interested parties who wish to comment on this matter may do so on or before
27 April 2011.

Secretary General