



Broadcasting Decision CRTC 2011-516

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Route reference: 2011-336

Ottawa, 22 August 2011

Bell Media Inc. and 7550413 Ontario Inc., partners in a general partnership carrying on business as Bell Media Canada Radio Partnership

Bell Media Inc. and 7550413 Ontario Inc., partners in a general partnership carrying on business as Bell Media Ottawa Radio Partnership

Bell Media Inc. and 7550413 Ontario Inc., partners in a general partnership carrying on business as Bell Media Ontario Regional Radio Partnership

Bell Media Inc. and 7550413 Ontario Inc., partners in a general partnership carrying on business as Bell Media Toronto Radio Partnership

Bell Media Inc. and 7550413 Ontario Inc., partners in a general partnership carrying on business as Bell Media Windsor Radio Partnership

Bell Media Inc. and 7550413 Ontario Inc., partners in a general partnership carrying on business as Bell Media Calgary Radio Partnership

Bell Media Inc. and 7550413 Ontario Inc., partners in a general partnership carrying on business as Bell Media British Columbia Radio Partnership

Various locations in Nova Scotia, Quebec, Ontario, Manitoba, Alberta and British Columbia

The application numbers are set out in the appendix to this decision.

Public hearing in the National Capital Region

18 July 2011

Various radio programming undertakings in Nova Scotia, Quebec, Ontario, Manitoba, Alberta and British Columbia – Acquisition of assets (corporate reorganization)

1. The Commission **approves** applications by BCE Inc. (BCE), on behalf of Bell Media Inc. (Bell Media) and 7550413 Ontario Inc. (7550413), carrying on business as the aforementioned partnerships, for authority to acquire, as part of a corporate reorganization, the assets of the undertakings listed in the appendix to this decision, from Bell Media and for new broadcasting licences to continue the operation of the undertakings under the same terms and **conditions** as those in effect under the current

licences. The Commission did not receive any interventions in connection with these applications.

2. Bell Media, the managing partner holding 99.99% of the voting interest in the general partnerships, is wholly owned by Bell Canada and controlled by BCE. 7550413, the other partner holding the remaining 0.01% of the voting interest in the general partnerships, is wholly owned by Bell Media and is also controlled by BCE.
3. BCE submitted that the purpose of this corporate reorganization is to realize tax efficiencies.
4. The Commission notes that this transaction will not affect the effective control of the undertakings which will continue to be exercised by BCE.
5. Upon surrender of the broadcasting licences, the Commission will issue new broadcasting licences to the partners of the partnerships set out in the appendix to this decision under the same terms and **conditions** as those in effect under the current licences.

Secretary General

**This decision is to be appended to each licence.*

Appendix to Broadcasting Decision CRTC 2011-516

| Licensee | Application | Call sign |
|---|---|---|
| Bell Media Inc. and 7550413 Ontario Inc., partners in a general partnership carrying on business as Bell Media Canada Radio Partnership | 2011-0583-3, received 29 March 2011 | CJCH-FM Halifax CIOO-FM Halifax CKGM Montréal CKKW-FM Kitchener CFCA-FM Kitchener CFRW Winnipeg CFWM-FM Winnipeg CHIQ-FM Winnipeg |
| Bell Media Inc. and 7550413 Ontario Inc., partners in a general partnership carrying on business as Bell Media Ottawa Radio Partnership | 2011-0590-9, received 29 March 2011 | CFRA Ottawa CFGO Ottawa CKKL-FM Ottawa CJMJ-FM Ottawa |
| Bell Media Inc. and 7550413 Ontario Inc., partners in a general partnership carrying on business as Bell Media Ontario Regional Radio Partnership | 2011-0586-7, received 29 March 2011 | CFJR-FM Brockville CJPT-FM Brockville CKLC-FM Kingston CFLY-FM Kingston CKPT-FM Peterborough CKQM-FM Peterborough CKLY-FM Lindsay |
| Bell Media Inc. and 7550413 Ontario Inc., partners in a general partnership carrying on business as Bell Media Toronto Radio Partnership | 2011-0596-6, received 29 March 2011 | CHUM Toronto CHUM-FM Toronto CFXJ-FM Toronto and the transitional digital radio undertakings CHUM- DR-1 Toronto CHUM-DR-2 Toronto |
| Bell Media Inc. and 7550413 Ontario Inc., partners in a general partnership carrying on business as Bell Media Windsor Radio Partnership | 2011-0602-1, received 29 March 2011 | CKWW Windsor CKLW Windsor CIMX-FM Windsor CIDR-FM Windsor |
| Bell Media Inc. and 7550413 Ontario Inc., partners in a general partnership carrying on business as Bell Media Calgary Radio Partnership | 2011-0584-1, received 29 March 2011 | CKCE-FM Calgary |
| Bell Media Inc. and 7550413 Ontario Inc., partners in a general partnership carrying on business as Bell Media British Columbia Radio Partnership | 2011-0576-8, received 29 March 2011 | CFTE Vancouver CKST Vancouver CFBT-FM Vancouver CHQM-FM Vancouver CFAX Victoria CHBE-FM Victoria |