



April 10, 2019

Filed via GC Key

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

Dear Mr. Doucet:

Re: Set-Top Box Industry Working Group – Progress Report

1. The purpose of this letter is to provide the Commission with an update on the progress of the Set-Top Box (STB) Industry Working Group. In our most recent update to the Commission (December 11, 2018), the STB Working Group stated that: Numeris had received all required STB data from broadcasting distribution undertakings (BDUs) participating in the Proof of Concept (POC)¹; Numeris was processing the data to validate service design, methodology, and costs; pursuant to a revised timeline, Numeris would present its results, which would be followed by the STB Working Group submitting a final report; and, implementation by September 30, 2019 remained achievable. Consistent with these timelines, on March 1, 2019, Numeris presented the STB Working Group with the results of the POC, as well as a proposed business plan to implement a national STB-based audience measurement system.

¹ Shaw (terrestrial-only), Bell (terrestrial-only), Rogers, and Cogeco.

2. On April 4, 2019, Vidéotron withdrew from the STB Working Group and stated that it does not intend to provide STB data to Numeris for the purpose of the proposed audience measurement system. The STB Working Group and Numeris will evaluate the full impact of these developments before proposing next steps. At a minimum, as a result of Vidéotron's decision, Numeris will not be able to launch a national service using STB data by the agreed-upon delivery date of September 30, 2019.
3. If there are any further questions, please contact the undersigned.

Best regards,



Dean Shaikh
On behalf of the STB Working Group

cc: James Love, Senior Analyst, Alternative Dispute Resolution, Broadcasting, CRTC
Neil McEneaney, President and CEO, Numeris
Catherine Kelly, Vice-President, Product Management, Numeris