



Broadcasting Decision CRTC 2013-210

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Route reference: Part 1 application posted on 7 March 2013

Ottawa, 2 May 2013

Bell Media Inc.
Across Canada

Application 2013-0409-7

Bell Media Inc. – Change in tangible benefits

1. The Commission **approves** the application by Bell Media Inc. (Bell) to redirect certain tangible benefits resulting from Broadcasting Decision 2007-165. Bell assumed responsibility for these benefits upon its purchase of CTVglobemedia Inc. in 2011, as set out in Broadcasting Decision 2011-163. The Commission did not receive any interventions regarding this application.
2. The tangible benefits, which must be fully expended by 31 August 2014, will accordingly be redirected as follows:
 - support to Canadian dramatic series, limited series and extensions of drama series will increase from \$8.2 to \$28.5 million as a result of the following decreases in other initiatives:
 - support to drama and movies-of-the-week that explore the themes of Canadian music and entertainment will decrease from \$5.1 to \$0.2 million;
 - support to high-end performing arts, visual arts and performance programs will decrease by up to \$13.2 million (from \$13.2 million); and
 - financing of live music events featuring Canadian acts held to raise awareness and/or funds for worthy Canadian charitable causes will decrease from \$3.4 to \$1.2 million.
 - the remaining funds to be allocated to the Manitoba Association of Media Literacy (MAML) (\$10,000) will be devoted to the Jesuit Communication Project (JCP).
3. With respect to the first reallocation, Bell indicated that it had made efforts to find the most attractive and appropriate projects under the specified categories, but that it had received only a limited number of suitable proposals. Bell stated that redirecting the benefits in question to the Canadian dramatic series initiative would result in more

and better drama programming, which would benefit audiences and independent producers. Bell added that this approach was in line with the Commission's policy in support of programs of national interest as set out in Broadcasting Regulatory Policy 2010-167, as well as past reallocations of tangible benefits.

4. The Commission notes that although Bell indicated that it would engage a larger number of independent producers, it did not clearly state that all redirected onscreen tangible benefits would flow to independent producers. The Commission therefore reminds Bell that it expects that tangible benefits predominantly flow to third parties, such as independent producers.
5. With respect to the second reallocation, Bell noted that it was informed by the MAML in 2010 that it was no longer operating since the media literacy mandate in the province had been adopted by the provincial government of Manitoba and implemented through its public education system. Bell noted that JCP would be the most appropriate beneficiary of these funds because it also serves the mandate of furthering media literacy.

Secretary General

Related documents

- *Change in effective control of CTVglobemedia Inc.'s licensed broadcasting subsidiaries*, Broadcasting Decision CRTC 2011-163, 7 March 2011
- *A group-based approach to the licensing of private television services*, Broadcasting Regulatory Policy CRTC 2010-167, 22 March 2010
- *Transfer of effective control of CHUM Limited to CTVglobemedia Inc.*, Broadcasting Decision CRTC 2007-165, 8 June 2007