



July 11, 2011

Mr. Robert A. Morin
Secretary General
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario K1A 0N2

Filed Electronically

Dear Mr. Morin:

Re: Broadcasting Notice of Consultation CRTC 2011-350 – Call for comments on a possible exemption order respecting satellite relay distribution undertakings and on the transport of Canadian pay and specialty services by such undertakings

1. The Canadian Media Production Association (the CMPA)¹ welcomes the opportunity to comment regarding the above-referenced Notice of Consultation.
2. The CMPA takes no position on whether or not the Commission should issue an exemption order in respect of satellite relay distribution undertakings (SRDUs). However, we note that the proposed exemption order would continue to require SRDUs to contribute a minimum of 5% of their annual gross revenues derived from broadcasting activities to the creation and presentation of Canadian programming.
3. The Commission recognized and confirmed the importance of this contribution obligation in Broadcasting Public Notice CRTC 2008-100:

“... SRDUs currently contribute approximately \$900,000 annually to production funds. This amount, in the Commission's view, is material to the attainment of the objectives of the Act.”²

¹ The CMPA represents the interests of screen-based media companies engaged in the production and distribution of English-language television programs, feature films, and new media content in all regions of Canada. The CMPA's 400 member companies are significant employers of Canadian creative talent and assume the financial and creative risk of developing original content for Canadian and international audiences.

² *Regulatory frameworks for broadcasting distribution undertakings and discretionary programming services*, <http://www.crtc.gc.ca/eng/archive/2008/pb2008-100.htm>, at par. 175.

4. Accordingly, should the Commission choose to exempt SRDUs, we wish to be on record as strongly supporting the proposal to retain the contribution obligation.

Yours truly,

[original signed by Norm Bolen]

Norm Bolen
President & CEO