

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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**G**ENERAL: **CRTC** Chairman **Konrad von Finckenstein** told a House of Commons committee that allowing foreign control of either telecoms or broadcasting risks turning Canada into a "branch-plant communications industry." In the throne speech last month, the **Harper** government signalled that it wants to open up telecommunications to foreign competition. While the speech didn't specifically mention broadcasters, von Finckenstein said with convergence and new media, it would not be possible to separate the two. von Finckenstein is calling for massive reforms to the country's media and telecom rules. He told the Commons committee that as access to broadband Internet proliferates -- as well as the digital content it carries -- that the CRTC's powers are becoming "outdated." He suggested to MPs that the old framework that split regulation under the Broadcasting and Telecommunications Acts should be merged into a single "comprehensive" piece of legislation. The convergence of broadcasting and telecommunications, he said, is now a "fact of life" and he called for a unified regulatory approach. Canada's big cable and phone firms will appear before the committee today (Thursday)... **BBM Analytics'** *Media Technology Monitor* (MTM), which tracks consumer adoption and use of media technologies, will – in the coming weeks – be releasing their 2009 Media Technology Monitor reports. Highlights include: **The Internet is not replacing traditional TV viewing** – The time Anglophones spend watching video online remains low, just over three hours in a typical week; **Conventional radio still rules** – Despite enormous choice, conventional radio is still the most used audio platform by consumers. However, the average amount of time spent listening to audio on a cell phone doubled in one year, and the growth in smartphones is the driving force behind this trend; and **Personalizing TV viewing** – Almost one in five Anglophones owns a PVR. Expected for many years to be adopted rapidly, the PVR's consumer utility is now competing with Internet TV and cable VOD... The **CBC** signed a deal with **iCopyright**, a U.S. licensing agency that aims to collect a monthly fee from any Canadian business that excerpts CBC media on its blog. As well, CBC now requires that anyone who wants to non-commercially excerpt material – for whatever purpose – must get written permission from the Corporation... **Corus Entertainment's** revenues increased last quarter to nearly \$192.7 million, up 6% from a year earlier and above the consensus estimate by analysts who had expected \$189 million. But the second-quarter net income



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missed expectations – falling to \$14.6 million, or 18 cents per diluted share – down about 50% from \$29 million or 36 cents per share a year earlier. Most of the improvement came from TV operations, while overall radio sales declined slightly. TV generated nearly \$137 million in revenue, up from \$123.4 million a year earlier, while radio's overall contribution dropped to \$55.7 million from \$57.9 million. Radio revenues increased 4% in Ontario but decreased 12% in the West and 2% in Quebec... **Astral Media's** profits were up 24% in the second quarter, thanks in large part to the car manufacturers who bought advertising on Astral's TV and billboard operations. The Montreal-based company reported net earnings of \$33.6 million or 59 cents per share, improving on last year's second-quarter profits of \$27.1 million or 48 cents a share. A general economic recovery is expected to improve ad spending, Astral says, and TV revenues should increase by high single digits in the coming quarter while radio should rise by mid single digits... There is investor uncertainty with what seems to be the dragging of feet on two of **Shaw Communications'** make-or-break strategic moves: the push into wireless and its desire to cherry pick **Canwest Global's** TV assets. Earlier this year, Shaw confirmed that it plans to take the first steps toward acting on its wireless plans this year, and to have the business being close to deployment early next year. Meanwhile, Shaw and **Goldman Sachs** are battling for control of Canwest Broadcasting. Goldman Sachs, which owns 65% of Canwest's specialty channels, filed court documents earlier this month seeking to thwart the \$95-million Shaw deal. Instead, it supports a \$120-million offer from **Catalyst Capital Group**... Meanwhile, the improvement to **Canwest Global Communications'** revenues will likely have little impact on the sale of its assets. On Tuesday, Canwest reported a \$46.1 million loss for the quarter ended Feb. 28, tightening a loss of \$1.44 billion a year ago when the company recorded an \$895-million charge to goodwill and a \$185-million charge to intangible assets. Revenue totalled \$478.7 million, down from \$493.4 million. **Chris Diceman**, a Sr. VP at **Dominion Bond Rating Service**, was quoted as saying: *You're starting to see that there is some stability in the advertising business, and that could be more encouraging that some improvement in the economy will be reflected in advertising and advertising rates*".

**REVOLVING DOOR:** **Ian Hanomansing** has become a regular West Coast contributor for **CBC's The National**, moving from his co-Host gig at **CBC Vancouver**. Succeeding him is **Tony Parsons**, the long-time **BCTV/Global News** Anchor who retired from that position just a few short months ago. In recent weeks, he's been anchoring **CHEK TV Victoria's** news package and will continue doing the 10 p.m. package. CBC now has a content-sharing deal with CHEK in which the Victoria station will simulcast the 6:00 p.m. CBC Vancouver show... Long-time **RCS Canada** GM **Ross Langbell** leaves the company at month's end. A successor has yet to be determined... Former **CHOM-FM Montreal** morning Host **Ted Bird** begins at **K103 (CKRK) Kahnawake** Monday, April 19. He'll be co-Host of the morning show alongside **James "Java" Jacobs**, who's been on the air there for most of the last 20 years, and **Paul Graif**, who recently re-joined K103 as the morning news and sports Anchor. Graif began his career at K103 before moving to TV sports at **Global** and **CTV**... **Cole Alford**, an 11-year broadcast veteran, joins **Astral Radio Vancouver** May 4 as Business Manager. He moves from **Corus Radio Vancouver**... **Ron Funnell** has been named GM/GSM of **Bayshore Broadcasting's** new **Sunshine 89.1 Orillia**. Funnell's last stop was at **KICX 106 Kitchener-Waterloo** for the launch. Before that, he worked at Central Ontario stations in Orillia, Midland and Bracebridge from 1994-2004... **Beverly Slater**, ex Broadcast Manager at

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OMD in Toronto, moves to **Astral Media TVPlus** as a National Account Manager... **Leigh Robert** at **CKDK-FM London/Woodstock**, adds APD to duties that include Afternoon Drive and music responsibilities... An unconfirmed report that **Rob Mise**, ex of **CHUM Calgary**, is the new GM/GSM at **MY FM Kincardine**... At the **Saskatoon Media Group**, long-time **CJWW** morning show co-Host **Steve Shannon** has left broadcasting, after 34 years, to become the new Executive Director of the **Saskatoon City Hospital Foundation**. Succeeding him is **Dave Thomas** who adds to this to his morning sports duties on all three SMG stations. **Shannon Nelson** has left **MAGIC 98.3** where she was co-Host of the morning show.

**LOOKING:** **Kool FM** Halifax - Program Director; **K963 Kelowna** - News Person; **Newcap Alberta** - Afternoon drive Announcer (**Mountain [CJPR] Blairmore**), Morning Announcer (**Q91 [CKDQ] Drumheller**), and a Creative Writer (**KG Country [CKGY]/Zed99 [CIZZ] Red Deer**); **Q14**

**Stetler** - Morning Show Host; **Newcap Halifax** - Account Manager; CBC Toronto – Senior Systems Engineer; and CBC Halifax – Senior Communications Officer.

**RADIO:** **Zoomer Media**, based in Toronto, has begun making arrangements for its move to 64 Jefferson Avenue. The company purchased the building that currently houses **Corus Entertainment's** broadcast facilities. Corus is moving to an expanded facility on the city's lakeshore downtown. Zoomer Media, owned by **Moses Znaimer**, will combine its Toronto radio stations (**AM 740** and **Classical 96**), TV stations for which they recently received CRTC approval and its magazine operations.

**TV/FILM:** The majority (53%) of Canadians would like Canadian content rules relaxed. Further, says a new **Ipsos Reid** poll, 64% of respondents believe that the amount of Cancon is fairly balanced, while 28% think there is not enough. Eight percent believe there is too much Cancon available. The poll was conducted on behalf of the **Canadian Journalism Foundation**... It's expected that, by summer, **CTV Calgary** will host master control for most of the Western Canadian CTV stations: Four in Saskatchewan, three in Alberta, **CTV Vancouver** and BC Interior feeds... Layoffs last week at **CTS Burlington** involved 10 people in support positions, mostly on the ministry side... **Corus Entertainment** wants more men watching its **W Network** and is making programming adjustments aimed at luring them. PPM results show W on the decline as compared to other cable channels... **CTV Winnipeg** is the first recipient of the inaugural **St. John Ambulance** Media Award for Manitoba. The award was created to acknowledge exceptional news coverage of health and safety related issues in Manitoba. The Honourable **Philip S. Lee**, Lieutenant Governor of Manitoba and Vice-Prior of the Order of St. John, will present the award at Government House in Winnipeg May 18.

**NAB:** Attendance has rebounded at the **NAB Show** in Las Vegas, with numbers up 6.5% to 88,044 this year compared to last year's 82,650. It's still a far cry, though, from 2007's record year attendance of 108,232. The numbers declined dramatically from that banner year so that any turnaround is seen as great news. Overall, broadcasters here seem to be generally upbeat. Their concerns have moved from recessionary ad loss woes to the U.S. political scene, specifically the proposed performance royalties for radio and a spectrum grab from TV. New NAB President/CEO **Gordon Smith**, a former U.S. senator, noted that the challenges facing American broadcasters [and likely those from other countries] include the attempt by record labels to collect performance royalties from radio stations, the effort to win back some TV spectrum to use for broadband may not be as voluntary as the FCC has tried to spin it, and efforts by BDUs to change the re-transmission consent system. Smith insists that broadcasters deserve to be fairly compensated for their content... Twelve major U.S. broadcast groups say they will form a joint venture to develop a national mobile content service. The 12 – **Belo, Cox, E.W. Scripps, Fox, Gannett, Hearst, ION, Media General, Meredith, NBC, Post-Newsweek Stations** and **Raycom Media** – will utilize existing broadcast spectrum that will allow member companies to provide content to mobile devices, including live and on-demand video, local and national news from print and electronic sources, as well as sports and entertainment **programming**.