BROADCAST Dialogue

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TV: The ***CRTC*** has released a compilation of independent research and views obtained from commission stakeholders. Called *Navigating Convergence II: Charting Canadian Communications Change and Regulatory Implications*, this second edition acknowledges the 2010 acceleration of the development and adoption of new devices, products and services. In 2010, 24% of anglophones and 20% of francophones watched some of their TV programming online. As more content and services are accessed, Internet network traffic is projected to quadruple from 2009 to 2014. Canadians are also increasingly adopting mobile devices. Between 2010 and 2014, the number of wireless subscribers is expected to rise from 25.8 million to nearly 30 million, with half owning a smartphone. At the same time, mobile Internet subscriptions are predicted to increase from 5.5 million in 2011 to 14 million in 2015... The bottom line for media companies in the way that tablets and smartphones are changing media consumption is in the fact that they're increasing the amount of time people are watching TV. A new survey of more than 1,400 consumers by research agency ***Chadwick Martin Bailey*** found that users have found a variety of entertainment outlets, from watching TV and movies to playing electronic games... The ***CRTC*** says it has reaffirmed its commitment to official-language minority communities through, for example, requiring that ***Shaw Communications*** provide satellite receivers and antennas, including installation and free programming, to qualifying households across Canada. This includes those in minority communities who will continue to receive local signals plus french-language TV stations... ***Quebecor***, which owns an OTA TV station in Toronto and has used it since the launch of specialty channel ***SUN News*** as a re-broadcaster, is about to relinquish the licence. For the moment, the 24-hour news channel has preferred access to more than three million Ontario TVs but, at the end of October, that free access will end. The Quebecor decision came about because of a ***CRTC*** letter warning that it would be asking some hard questions about subscriber fees at licence renewal time. For the moment, ***Rogers*** and ***Cogeco*** carry Sun News as a local OTA signal but if there's no agreement in place by October's end, Sun TV's ratings will take a substantial hit... Online access to ***Fox*** programming is being restricted by owner ***News Corp.***, likely the first of the big AmNets to make the move that will guard against losing a potential new source of revenue. Fox's move aims to limit online access only to pay-TV customers or ***Hulu Plus*** subscribers. It's a long-term strategy, says Fox, related to the recent negotiations for fees between networks and BDUs. Fox regards the BDUs as *"business partners"*. As a trade-off for the hundreds of millions of dollars in retransmission fees, BDU operators demanded expanded online and VOD distribution rights to programming. They need this, they say, to compete with the likes of ***Netflix***... **Jay Switzer's *Hollywood Suite Inc.*** is about to launch a bundle of four specialty movie channels, all geared to benefitting Canadian BDUs and all aimed at challenging ***Netflix*** and similar Internet video companies... In a survey conducted for ***TVB*** by ***BBM Analytics*** last month,

results conclude that for the relatively few Canadians who use a PVR and fast forward through commercials, roughly half of them stop to watch TV ads that are of interest to them. The survey polled 1,000 people and found that the majority of those who fast forward spots report awareness of the advertisers in the ads they're skipping... Word came this week that beginning Sept. 5, ***Citytv Toronto*** will air a new morning news program at 5 a.m. followed by ***Breakfast Television*** at 5:30. Later that same day, ***Bell Media***-owned ***CP24***, the Southern Ontario specialty news channel, moved its start time back to 5 a.m. from 5:30, Monday through Friday, effective immediately... ***Rogers*** has ***CRTC*** approval to add ***RAInews*** for digital distribution. The Italian channel is all-news and operated by Italy's public broadcaster (***RAI Radiotelevisione Italiana***). Earlier, Rogers pulled plans to launch its own french-language sports channel. Instead, Rogers will partner with ***TVA Group*** on its upcoming cable channel TVA Sports launch.

RADIO: The tornado that struck the pretty Lake Huron town of Goderich this week and severely damaged much of the downtown core missed ***Bayshore Broadcasting's 104.9 The Beach (CHWC-FM)***. Ops Mgr **Mike Brough** told ***Broadcast Dialogue***: *"... both the station and transmitter* sites were out of the line of fire and we didn't miss a beat." While no one from the station was hurt, three staffers still can't get to their homes. News programming at The Beach has been bumped so as to provide regular updates. In one of them, The Beach reported that volunteers removing rubble were hungry. A moment later, the local ***Harvey's*** franchise called to say that hamburgers were on the way... ***Haliburton Broadcast Group***, the new owner of ***CKEY-FM*** and ***CFLZ-FM Niagara Falls*** rebranded the stations as ***105.1 Ed FM*** (CKEY) and ***The NEW Z101*** (CFLZ). Ed FM plays the hits from *the '80s, '90s and whatever else* while The New Z101 is now *Your Hit Radio Station*. Mornings on Ed have **Rob White** and **Kim Rossi** as co-Hosts. **Chris Barnatt** moved across the hall to become the New Z101's morning Host... Existing levels of Canadian content will be maintained for campus and community radio stations, despite earlier ***CRTC*** discussions about increased music quotas. The maintained CanCon level is 35% Canadian popular music and 12% Canadian special interest music... An American automotive research service predicts that the global sales of cars with Internet radio capability are set to rise by a factor of more than 30 during the next eight years. Internet radio in new vehicles will grow to 24 million units worldwide in 2018, up from 168,000 in 2010 – most of them in North America. Among the roughly 50 models in North America that either now have or will have in the 2012 model year are ***BMW***, ***Ford***, ***Lincoln***, ***Mercedes-Benz***, ***Scion***, ***Buick***, ***Chevrolet*** and ***Hyundai***. There are a range of Internet service provides in the U.S., representing a direct threat to over the air and satellite radio. Among them are companies such as ***Pandora***, ***iHeartRadio***, ***Slacker*** and ***Spotify***... ***Astral's Rock Detente*** network in Quebec has been rebranded. The nine-station network is now called ***Rouge fm*** and is aimed at the same 25-54 target audience... ***1075 Kiss FM (CKIZ-FM) Vernon*** has been rebranded from *Lite Favourites of Yesterday and Today* to *Vernon's BEST Music!*

REVOLVING DOOR: The ***CRTC*** has promoted **John Traversy**, currently the Exec Director, Telecommunications, to Secretary-General of the commission. He will succeed the retiring **Robert Morin** beginning in October. Traversy has been with the CRTC since 1989 in a number of increasingly responsible roles... **Walter Ploegman**, the 25-year veteran of 94.3(***CKSY-FM) Chatham***, who began there as the afternoon Host when the station was Easy Listening and began working his way up, was again promoted, this time

to GM of what's now the three-station Blackburn Radio cluster. He had been Director of Operations and Marketing for ***Country 92.9 (CFCO-FM)***, 94.3 and ***95.1 The Rock (CKUE-FM)***... New morning hosts at ***Vinyl 95.3 (CING-FM) Burlington/Hamilton*** are **Darrin Laidman** and **Colleen Rusholme**. They began yesterday (Wednesday). Laidman's last stop was mornings at ***The New 1031 Fresh FM London***. Rusholme had been with ***97.3 EZ Rock (CJEZ) Toronto***, beginning in 2005 after leaving CING-FM, and stayed through the station's rebranding as ***Boom FM*** with co-Host **Humble Howard**. Both were released this past May... **Sylvia Kuzyk's** final ***CTV Winnipeg*** newscast will be next Friday evening, Sept. 2. She's been with the station for 38 years as an Anchor and Weather Specialist... **Laura Cooper** is the new Sales Manager at ***NCI-FM/STREETZ 104.7 Winnipeg***. Her promotion, from Account Manager, came after former SM **Mike Fabian** moved as GSM to the ***Evanov Group*** in Winnipeg... **Jennifer Pelat** moves from ***Corus Radio Vancouver*** to become PD of the ***Corus Peterborough*** cluster, effective Sept. 15. She's been a hands-on Producer and, on the management side, has led Promotions... Restructuring is cited at ***Bell Media Specialty*** for turnover of ***Much MTV Group***, ***Bravo!*** and ***Comedy Network***. Gone are **Mark McInnis**, VP of Production, Much MTV Group; **Ben Rotterman**, Director of Series and Development, Much MTV Group; **Faith Feingold**, Exec Producer, Much MTV Group; **Jason Ford** (Supervising Producer, Much MTV Group); and Director of Production **Sam Dynes**. Also gone is Comedy Network VP **Millan Curry-Sharples**.

SIGN-OFF: **Gary Phillips**, 68, in Calgary after complications from a fall. The respected Calgary newscaster began his broadcast career in 1960 in Nova Scotia and eventually moved to Alberta where he became News Director at ***CFAC Calgary***. Later, he moved to ***QR77 Calgary*** from which he retired in November of last year.

SUPPLYLINES: ***Ens Media Sales*** is the exclusive Canadian marketing consultant for Boston-based ***Local Broadcast Sales***, an international supplier of sales training consultants and videos. Clients are specifically those requiring advice and input on media sales issues.

LOOKING: ***Disney junior Toronto*** - Brand Manager; ***CTV Edmonton*** - Sports Reporter/Anchor; ***CTV News Channel Scarborough*** - Producer, a Presentation Producer and a Chase Producer; ***CTV Calgary*** - Technical Coordinator; ***CTV Yorkton*** - Video Journalist; ***CHAT-TV Medicine Hat*** - News Anchor, a Promotions Coordinator and a Production Switcher; ***CKPG-TV Prince George*** - Director, TV News; ***CBC Regina*** - Managing Editor; ***CBC Toronto*** - Manager, Playlist Management and a Manager, TV Scheduling; ***CBC Winnipeg*** - Reporter/Editor; ***CBC Ottawa*** - Mobile Transmission Technician; ***Nelvana Toronto*** - Brand Manager; ***Astral Radio Toronto*** - Digital Music Coordinator; ***Newcap Radio Red Deer*** - Creative Writer/Producer; ***Vista Radio Castlegar*** - Program Director; and ***Q105-7 FM Brooks*** - afternoon drive Host.