

APPENDIX 3:

Historical Overview of Bell’s Retail Television Service Pricing and Packages

- **1997:** Launch of Bell TV and the “**Legacy Basic**” package, with modest channel lineup and minimalist basic package priced at \$7.95 and \$6.95 for English and French respectively.
- **2001:** "Legacy Basic" package is larger, with nominal price point modified. Includes Canadian OTA services and *Broadcasting Act*, s. 9(1)(h) services (CRTC mandated basic service), provincial educational services, and several specialty services Bell TV considers to be of national interest (e.g. The Weather Network). In 2005, this package was discontinued, and new subscribers were moved to the Genesis package. In 2009, the Legacy Basic package was terminated for all subscribers. *See Exhibit 3.1a.*
- **2005:** Bell TV re-casts all packaging. Introduces the "**Genesis**" package, designed to compete more favourably with larger basic services offered by incumbent cable operators. Genesis package includes 100 television channels and audio services. Subscribers may also choose to add theme packages priced at \$5 each; subscribers that add at least 4 theme packs receive 1 theme pack free. *See Exhibits 3.1b and c.*
- **2009:** Bell TV re-packages TV programming, marketing new packages as a "**Build Your Own**" programming service. Theme packs are priced at \$8 each for up to 4, with discounts granted when subscribers choose to add more theme packs. *See Figure 1.*
- **2012:** Bell introduces Bell Fibe TV in 2010. In 2012, Bell TV takes new packaging approach for all Bell Satellite and Bell Fibe TV subscribers outside of Québec in a move towards three larger tiers – “**Good**,” “**Better**” and “**Best**.” Subscribers can add one or more pre-assembled packs: time-shifting (\$5.08) or sports, news, variety, movies, and more (\$10.15). À la carte option is eliminated for "Good" package and only available as part of the "Better" package or through special interest add-on packages. *See Figure 2 for 2012 Ontario Bell Fibe TV Packages as well as attached Ontario Bell Fibe TV Programming Guide.*
- Bell Fibe TV maintained a “Build Your Own” package and à la carte option for its subscribers in Québec. *See Figure 3 for 2012 Québec Bell Fibe TV Packages as well as attached Québec Bell Fibe TV Programming Guide.*
- **2013:** Bell announces new monthly fee increases for its Bell TV packages, effective January 1, 2013. *See Figure 4: Ontario Bell Fibe TV Monthly Fee Increases, 2013.*

Exhibit 3.1a: Price Changes to Legacy Basic Package (Discontinued in 2005) ¹

Legacy Basic				
Date	\$ Change	% Change	Language	Comments
01-Jan-01				Legacy Basic Packages \$17
01-Jan-02	\$0.00	0%	All	No price increase in 2002
01-Jan-03	\$2.99	18% (Note 1)	All	System Access Fee applicable to all subscribers
01-Jan-04	\$0.00	0%	All	No price increase in 2004
01-Jan-05	\$0.00	0%	All	No price increase in 2005
01-Oct-05	--	--	--	Legacy Basic Packages discontinued
01-Jan-06	\$3.00	15%	All	Encourage migration to Genesis
01-Jan-07	\$5.00	22%	All	Encourage migration to Genesis
01-Jan-08	\$3.00	11%	All	Encourage migration to Genesis
26-Oct-09				Legacy Basic Package is no longer available

Note 1: Based on the ARPU in 2002, the System Access Fee represented an average price increase of 7%.

**Exhibit 3.1b
Price Changes for Genesis English Basic Package (2005-2009)**

Genesis Basic (English)				
Date	\$ Change	% Change	Language	Comments
01-Oct-05				Genesis English-language Basic (Digital Standard) introduced at \$25
01-Jan-06	\$2.00	8%	EN	Digital Standard increase
01-Jan-07	\$4.00	14%	EN	Digital Standard increase
01-Jan-08	\$3.00	9% (Note 1)	EN	Introduced Digital Service Fee (applicable to all subscribers)
01-Jan-09	\$1.00	3%	EN	Digital Standard increase
26-Oct-09				Digital Standard currently priced at \$35, less the Bell Bundle Discount. (Note 2)

Note 1: Based on the ARPU of \$60 in 2008, the Digital Service Fee represented an average price increase of 5%.

Note 2: The Bell Bundle \$5 discount exceeds the basic rate increases in 2008-2009.

**Exhibit 3.1c
Price Changes to Genesis French Basic Packages (2005-2009)**

Genesis Basic (French)				
Date	\$ Change	% Change	Language	Comments
01-Oct-05				Genesis French-language Basic (Base Numérique) introduced at \$22
01-Jan-06	\$0.00	0%	FR	No price increase in 2006
01-Jan-07	\$4.00	18%	FR	Base Numérique increase (Note 2)
01-Jan-08	\$3.00	12% (Note 1)	FR	Introduced Digital Service Fee (Applicable to all subscribers) (Note 2)
01-Jan-09	\$0.00	0%	FR	No price increase in 2009
26-Oct-09				Base Numérique currently priced at \$29, less the Bell Bundle discount. (Note 2)

Note 1: Based on the ARPU of \$60 in 2008, the Digital Service Fee represented an average price increase of 5%.

Note 2: With the Bell Bundle \$10 discount, Base Numérique subscribers now pay less than they did on October 2005.

¹ Compiled from Bell ExpressVu Limited Partnership's filings with the CRTC for Broadcasting Notice of Consultation CRTC 2009-614 and "Report on Consumer Choice and Flexibility" filed with the CRTC in April 2012 as follow-up from Broadcasting Regulatory Policy CRTC 2011-601.

Figure 1: “Build Your Own” TV Packages, 2009²

Package	Rate	Description
Digital Standard (English) - BASIC	\$35	Approximately 170 television channels and audio services
Digital Essentials	\$59	Digital Standard + choice of 6 theme packages
Digital Extra	\$80	Digital Standard + choice of 7 theme packs + 1 premium movie pack
Digital Max	\$95	Digital Standard + choice of 12 theme packs + 1 premium movies pack
HD Essentials	\$69	Digital Essentials + 4 HD theme packs
HD Extra	\$90	Digital Extra + 4 HD theme packs
HD Max	\$105	Digital Max + 4 HD theme packs
Base Numérique (French) - BASIC	\$29	Approximately 100 television channels and audio services
Numérique Essentiel	\$39	Base Numérique + choice of 3 French-language theme packages
Numérique Essentiel Plus	\$41	Base Numérique + 4 French-language theme packs
Numérique Extra	\$52	Base Numérique + 4 theme packs + Super Ecran movie package
HD Essentiel	\$49	Numérique Essentiel + 4 HD theme packs
HD Essentiel Plus	\$51	Numérique Essentiel Plus + 4 HD theme packs
HD Extra	\$62	Numérique Extra + 4 HD theme packs

Note 1: rate includes \$3/mo digital service fee but does not include LPIF charge passed on to subscribers (1.5% of monthly Bell TV fees)

Note 2: does not include Bell Bundle savings (\$5 in Ontario, \$10 in Quebec), or promotional savings

Note 3: Bell filed these pricing and package details with the CRTC in October 2009

Figure 2: Ontario Bell Fibe TV “Good,” “Better” and “Best” TV Packages, 2012³

Package	Rate	Description
Good	\$44.43	157 television channels and audio services (does not include time-shifting, adds 8 Canadian specialty services compared to previous Bell's previous basic service), HD channels included
Better	\$73.99	Good + 80 more services (243 television channels and audio services)
Best	\$108.47	Better + 95 more services (339 television channels and audio services)

Note 1: rate includes \$3/mo digital service fee but does not include LPIF charge passed on to subscribers (1.5% of monthly Bell TV fees)

Note 2: rate does not include discounts for bundles or promotions

Figure 3: Québec Bell Fibe TV “Build Your Own” TV Packages, 2012⁴

Package	Rate	Description
The Basic	\$24.36	98 television channels and audio services
Top Franco	\$40.60	Basic + 33 more services (131 television channels and audio services)
Top Bilingual	\$44.66	Basic + 68 more services (166 television channels and audio services)
À la carte 30	\$46.69	Basic + choose 30 individual channels (128 television channels and audio services)

Note 1: rate includes \$3/mo digital service fee but does not include LPIF charge passed on to subscribers (1.5% of monthly Bell TV fees)

Note 2: rate includes discounts for bundles or promotions

² Compiled from Bell ExpressVu Limited Partnership 2009 Responses to Commission letter issued for Broadcasting Notice of Consultation CRTC 2009-614.

³ Compiled from PIAC market scan and Ontario Bell Fibe TV 2012 promotional materials.

⁴ Québec Bell Fibe TV 2012 promotional materials.

Figure 4: Ontario Bell Fibe TV Monthly Fee Increases, 2013⁵

Package	Monthly Rate Increase	Description
Good	\$2.14	Same as 2012 package
Better	\$3.28	Same as 2012 package
Best	\$3.45	Same as 2012 package

⁵ Bell Canada, "Price updates – Bell TV" (12 December 2012), online: Bell Canada <http://www.be..ca/Residential_services/Price_updates/Bell_TV.tab>.