

## **APPENDIX 6**

### **Selected Questions and Answers from [CanadiansDeserveMore.ca](http://CanadiansDeserveMore.ca)**

In November 2012, Bell Media and Astral launched the website, [CanadiansDeserveMore.ca](http://CanadiansDeserveMore.ca) as a portal to inform and answer questions from Canadians about Astral's proposal to transfer its licenses to BCE Inc.

PIAC/CAC/COSCO/NPSCF/OC here include published questions submitted by Canadian consumers and answers provided by Bell and Astral on the website.

In answering questions from the public, Bell and Astral often provide vague answers about consumer demand for increased choice and flexibility and tend to ignore the fact that Bell's own retail offerings in English Canada do not currently provide maximum packaging flexibility to the consumer.

#### **1) Steve (Ottawa, ON):**

**Q:** So Bell, will you become more flexible in your television programming choices in Ontario like you already are in Quebec?

**A:** Thank you for your question, Steve. While the Astral-Bell Media transaction is not related to and won't have any effect on the programming packages that are offered by your cable, satellite, and IPTV provider, we are happy to provide an answer from Bell's perspective. Bell TV's current Good, Better, and Best packages provide a balance between price and the number of TV services offered, that most subscribers desire. They include the most popular channels, with HD channels always offered at no additional cost, providing the flexibility that customers seek. That being said, Bell TV is always evaluating their offerings to ensure great value and choice for customers. However, extending the model used in Quebec to Ontario may actually increase costs for consumers. The principal difference between the two markets is the much higher number of English services available in Ontario. Bell TV's current packaging in Ontario therefore allows customers to obtain a meaningful number of the popular TV services that most subscribers seek – at affordable prices. Bell TV is committed to ensuring they continue to offer the best possible value with the widest possible choice for customers.

#### **2) Louise A (Hull, QC):**

**Q:** When will be able to select the channels we want to watch without having to select them as part of packages?

**A:** Thank you for your question. The way that channels are packaged and what you pay for them is determined by your cable, satellite or IPTV provider. Programming is made available to your TV provider in accordance with clear rules put in place by the CRTC. Astral-Bell Media believe you should have maximum flexibility to choose the channels you want, and

that's why we provide – and will continue to provide – extensive packaging flexibility to your provider, flexibility we expect to be passed on to you.

**3) Louise O'Donnell (Toronto, ON):**

**Q:** Your ad says I'll be able to provide even greater packaging flexibility to your TV provider. What do you mean by that?

**A:** As broadcasters, Astral and Bell Media provide our television stations to all of the cable, satellite, and IPTV providers in Canada – the companies from whom consumers like you buy television services – in accordance with clear rules put in place by the CRTC. In doing so, we are committed to providing them with flexibility they need to design TV packages that respond to your needs. However, whether they choose to do so is up to them. If you buy your TV service from Bell TV, they have a range of packages available that provide subscribers with flexibility and choice.

**4) Brian Morris (Brantford, ON):**

**Q:** Will there be more diversity in the plans offered to the customer?

**A:** Thank you for your question. Regarding the TV packaging plans available to you, this is determined by your cable, satellite or IPTV provider. Astral and Bell Media will continue to provide maximum packaging flexibility to your TV provider in accordance with clear rules put in place by the CRTC – flexibility we expect to be passed on to you. If you buy your TV service from Bell TV, they have a range of packages available that provide subscribers with flexibility and choice.

**5) Brian Morris (Brantford, ON):**

**Q:** Will there be more diversity in the channel choices?

**A:** Whether it is with the new TV programming choices, continued local news coverage, support for independent small-market radio broadcasterse, or a new made-in-Canada multiplatform television service, our combined network and resources will give you more choice than ever before. To know more about how we will bring you more, please [click here](#).

**6) K rae (Toronto, ON):**

**Q:** When will we get the a-la-carte services?

**A:** Thank you for your question. Your cable, satellite, or IPTV provider determines what kinds of packages (including “à-la-carte” services) to make available to you. We believe you should have maximum flexibility to choose the channels you want, and that’s why we provide extensive packaging flexibility to your TV provider in accordance with clear rules put in place by the CRTC – we expect your TV provider to pass that flexibility on to you. To give you even more choice, the proposed transaction will help us to launch an affordably priced, multi-platform viewing alternative that makes available the very best in Canadian and international content (including content from Astral’s TMN and HBO Canada and Bell Media’s CTV and TSN) anywhere, anytime, on any device and with any provider. You can show your support for our proposal here.

**7) Anonymous:**

**Q:** I don’t watch French-language programming. Will I be paying for channels I will never watch?

**A:** We understand your concern. The channels available to you and what you pay for them is determined by your cable, satellite, or IPTV provider. That said, we make our programming available to your TV provider based on clear rules put in place by the CRTC. We believe you should have maximum flexibility to choose the channels you want, and that’s why Astral and Bell Media provide extensive packaging flexibility to your TV provider – flexibility we expect to be passed on to you.

**8) KAD (Toronto, ON):**

**Q:** Will the transaction benefit to the consumers with lower subscription rates?

**A:** Subscription rates are determined by your cable, satellite, or IPTV provider. Programming is made available to your TV provider based on clear rules put in place by the CRTC. We believe you should have maximum flexibility to choose the channels you want, and that’s why both Astral and Bell Media provide and are committed to continuing to provide extensive packaging flexibility to your TV provider, flexibility we expect to be passed on to you.

**9) Ron Westkett (Oshawa, ON):**

**Q:** When will bundling stop? When will I be able to choose to pay for what I want?

**A:** How channels are bundled and what you pay for them is actually determined by your cable, satellite, or IPTV provider, not by Astral or Bell Media. Programming is made available to your TV provider based on clear rules put in place by the CRTC. We believe you should have maximum flexibility to choose the channels you want, and that’s why both Astral and

Bell Media provide and are committed to continuing to provide extensive packaging flexibility to your TV provider, flexibility we expect to be passed on to you.

**10) Anonymous:**

**Q:** Will my TV bill go up or will I be forced to buy content I don't want?

**A:** The channels available to you and what you pay for them is determined by your cable, satellite, or IPTV provider. We make our programming available to your TV provider based on clear rules put in place by the CRTC. We believe you should have maximum flexibility to choose the channels you want, and that's why Astral and Bell Media provide extensive packaging flexibility to your TV provider – flexibility we expect to be passed on to you.

**11) Anonymous**

**Q:** Will I have to buy other services from Bell to watch my favourite content?

**A:** The channels available to you and what you pay for them is determined by your cable, satellite, or IPTV provider. If you buy your TV service from Bell TV, you have your choice of bundles or stand-alone services, and you always have the flexibility to choose the services you want.

**12) Steven (Regina, SK):**

**Q:** With content providers having the ability to dictate channel lineups to service providers, will Bell/Astral continue to force linkage of channels and restrict mobile access, as they currently do?

**A:** Bell Media has offered its mobile content to cable, satellite, and IPTV service providers in accordance with CRTC rules. As we move forward through this transaction, we plan to go even further, providing a made-in-Canada service in French and in English that competes more effectively with foreign competitors like Netflix, Apple, and Google. The service will be available everywhere we have the necessary rights, on the device and from the provider of your choosing. It will combine the very best in Canadian and international movies from TMN and HBO with great news, entertainment and sports content from Bell Media.