



14 October 2015

John Traversy
Secretary General
CRTC
Ottawa, ON K1A 0N2

Dear Secretary General,

Re: Procedural request regarding “Local Programming Data” posted on the CRTC’s website in relation to Broadcasting Notice of Consultation CRTC 2015-421

The CRTC has posted certain information on its website in relation to a proceeding it has initiated with respect to local and community television, at:

http://www.crtc.gc.ca/Broadcast/eng/HEARINGS/2015/2015_421a.htm?_ga=1.76648341.1465715386.1431534773 . A copy of the posted information is attached.

To facilitate the public’s understanding and use of the data, could the CRTC also publish

- a) a copy of the CRTC’s 9 April 2015 request for information, as sent to broadcasters
- b) the names of the broadcasters to which the request was sent
- c) the names of the broadcasters that provided data in response to the request, and
- d) the callsigns of the 86 stations, in each of the small, medium and large categories.

If the information is not contained in the letter, or if the Commission decides not to publish the letter, could the Commission also publish definitions of the terms highlighted in yellow on the above-noted page. For example, do ‘total revenues’ refer to local television stations’ total revenue or their total *local advertising* revenue? Similarly, do ‘total costs’ refer to local television stations’ total programming expenditures or total *local programming* expenditures? Do ‘aggregated employees’ refer to total employees at local TV stations, or employees at local TV stations involved with local programming? Finally, what year do the employee data describe?

Respectfully,

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Local Programming Data – Public Hearing of January 25th 2016

Ottawa, 14 September 2015

The tables below provide aggregate data of revenues, costs and staff associated with local programming, on the basis of the responses received to the Commission’s request for information of 9 April 2015.

1. Local Programming on TV stations in Canada : Aggregated Financial Data by Market Size

Market Size (based on population)	Broadcast year 2012-2013		Broadcast year 2013-2014		Aggregated Number of Employees (Full Time Equivalents)	Number of stations
	Aggregated Total Revenues (\$)	Aggregated Total Costs (\$)	Aggregated Total Revenues (\$)	Aggregated Total Costs (\$)		
<i>Small markets</i>	87,035,570	71,343,959	82,938,938	73,242,315	843	49
<i>Medium-size markets</i>	91,342,450	66,275,954	86,679,645	67,224,880	651	15
<i>Large markets</i>	261,218,759	330,106,222	241,074,991	330,048,523	2,273	22
Total	439,596,779	467,726,134	410,693,574	470,515,718	3,767	86

Note: Small markets are defined as those with a population of below 300,000 people; large markets are those with a population of more than 1 million people.

2. Local Programming on TV stations in Canada : Aggregated Financial Data by Station Language

Language	Broadcast year 2012-2013		Broadcast year 2013-2014		Aggregated Number of Employees (Full Time Equivalents)	Number of stations
	Aggregated Total Revenues (\$)	Aggregated Total Costs (\$)	Aggregated Total Revenues (\$)	Aggregated Total Costs (\$)		
<i>English-language and multilingual stations</i>	278,839,589	329,301,259	254,956,317	329,331,072	3,001	66
French language stations	160,757,190	138,424,875	155,737,257	141,184,646	766	20
Total	439,596,779	467,726,134	410,693,574	470,515,718	3,767	86

Date modified:
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