

## **Supplementary Brief**

### **Application by Bell Canada to Renew Regional Broadcasting Licences for Cable Distribution Undertakings**

#### **1.0 INTRODUCTION**

1. Bell Canada (Bell or the Company) submits two applications seeking renewal of the broadcasting licences authorizing it to operate two, Class 1 regional broadcasting distribution undertakings (BDUs) serving various municipalities in Ontario and Québec. The Company also seeks approval to add new service areas to each of these licences, and to expand the currently licensed service areas as well. These terrestrial BDUs provide consumers with a technologically-advanced, competitive alternative to incumbent cable companies operating in the same service areas.

#### **2.0 BACKGROUND**

2. Bell Canada was originally granted a broadcasting licence for its two regional BDUs in 2004. Over the next six years, the Company deployed its new cable service on a limited basis in order to conduct extensive, ongoing development and testing of this new distribution platform. Having ultimately satisfied ourselves that the system was sufficiently robust to accommodate an expanded geographical roll-out for wider consumer adoption, the Company announced on 13 September 2010 the official launch of Bell Fibe TV, an all-digital Internet Protocol Television (IPTV) service, in several Toronto and Montréal neighbourhoods.

3. As envisioned in Bell's original licence application, the Company intends to deploy Bell Fibe TV on an increasingly aggressive basis to consumers in the 11 areas in Québec and Ontario which it is currently authorized to serve.

#### **3.0 LOOKING AHEAD**

4. In addition to accelerating and expanding the roll-out of Bell Fibe TV to each of our currently licensed areas, and pursuant to this renewal application, the Company is seeking Commission authorization to serve new regions in both Ontario and Québec. The proposed Ontario locations are Stratford, Peterborough and Kingston. The proposed Québec locations are Drummondville (region of Centre-du-Québec), Joliette (region of Lanaudière), Saint-Jerome (region of Laurentides), Trois-Rivières (region of Mauricie) and Longueuil (region of Montérégie).

5. Bell is confident that the result will be an increasingly competitive marketplace for terrestrial cable BDUs. Bell Fibe TV offers consumers not simply a new competitive choice among BDUs, but a technologically-superior product that leapfrogs our competition in terms of program offerings, service flexibility and sophistication. The Company anticipates that Bell Fibe TV will be available to consumers in all of its existing and proposed service areas by the end of its next licence term.

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