

Bringing Satellite Radio to Canada

CBC/Radio-Canada, Standard Radio Inc. and Sirius Satellite Radio Inc. join forces to bring satellite radio to Canadians.

Satellite Radio

Satellite radio is a subscription-based digital audio radio service offering customers round-the-clock access to commercial-free music, information, sports and entertainment programming. Subscribers can listen to satellite radio wherever they are: at home, in the car or on a boat.

In just a few short years satellite radio has experienced tremendous market growth. Already there are 2.5 million subscribers across the U.S., and the service is on a steep growth curve.

Satellite Radio in Canada

Market research indicates there is a demand for satellite radio in Canada. To bring this unique listening experience to Canadians, CBC/Radio-Canada, Standard Radio (Canada's largest privately-owned radio network), and Sirius Satellite Radio have partnered to create a Canadian-controlled satellite radio company. If licensed by the CRTC the company would provide Canadian subscribers with access to approximately 100 digital audio channels, including over 60 commercial-free music channels and a diverse array of information, sports and other entertainment programming. Among them will be Canadian channels from CBC/Radio-Canada and Standard Radio. The Canadian content will also be added to the Sirius line-up in the U.S.

CBC/Radio-Canada's offering will include two new music channels (one English, one French) featuring a mix of new Canadian music and emerging artists, live concerts, studio sessions, stories and sounds from across the country. As well, CBC Radio One and

Radio-Canada's Première Chaîne will bring distinctly Canadian voices and perspectives to Sirius' diverse information and entertainment line-up, which already includes BBC World, National Public Radio and Public Radio International.

Sirius uses three high-orbit satellites and ensures that two of them are over North America at all times. As a result, the Sirius signal covers virtually all of Canada, from urban centers to the far North. *(Please see page two for a map of the Sirius satellite footprint and delivery range in North America.)*

Benefits for Canadians

This proposed world-class, digital audio platform would provide Canadians with reliable digital quality sound and reach them wherever they live in this vast country, from urban centers to the most remote regions of the country, where audiences often do not have a range of radio programs to choose from.

Satellite radio represents a unique opportunity to couple Canadian content with the best of the world; much of the content would not otherwise be available. It means more music choices, all commercial-free. It means more information and entertainment content, and a greater diversity of voices available in the Canadian broadcasting system.

Benefits for Canadian Artists

If licensed, the partners' agreement would ensure that Canadian performers, writers and creators gain broader exposure to audiences across Canada and the U.S. Canadian artists and performers also stand

to benefit financially from additional copyright fees and from the investment of five percent of gross revenues in Canadian Talent Development.

CRTC Process Underway

The partners filed a license application with the CRTC in December 2003. The CRTC is currently reviewing the application, as well as two others, and hold public hearings in November 2004. If approved by the CRTC, the new service would be available as early as 2005.

Sirius Satellite footprint in North America

