ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ УНИТАРНОЕ ПРЕДПРИЯТИЕ
ВСЕРОССИЙСКАЯ ГОСУДАРСТВЕННАЯ ТЕЛЕВИЗИОННАЯ
И РАДИОВЕЩАТЕЛЬНАЯ КОМПАНИЯ

FEDERAL STATE UNITARY ENTERPRISE
THE RUSSIAN TELEVISION AND RADIO
BROADCASTING COMPANY (RTR)

№

August 7, 2006

Ms. Pamela Dinsmore
Vice President, Regulatory
Rogers Cable Communications Inc.
333 Bloor Street East, 9th Floor
Toronto, Ontario
M4W 1G9

Dear Ms. Dinsmore:

Re: Sponsorship application for Russian Television and Radio (RTR - Planeta TV)

This letter serves as evidence that RTR - Planeta TV has agreed to be sponsored by Rogers Cable Communications Inc. (Rogers) for inclusion on the digital lists of Eligible Satellite Services (the digital lists). We understand that, should our service be added to the digital lists, the service would be available to all distribution undertakings in Canada.

Description of Service

RTR - Planeta TV is a general-interest service offering programming entirely in the Russian language. RTR - Planeta TV is an amalgamation of the best of RTR's leading channels – Kultura and Rossiya – and offers Russian-speaking viewers prime time news, made-for-television and feature films and documentaries as well as an array of general cultural programming. The channel helps viewers stay connected to Russian culture through a varied slate of programs about subjects such as history, art and theatre. RTR - Planeta TV is available throughout Europe, the Middle East, North America and Australia via cable and satellite operators. The channel is pursuing its worldwide development by recently launching in Asia.

РОССИЯ 125040 МОСКВА, 5-Я УЛ. ЯМСКОГО ПОЛЯ 19-21 ТЕЛ. (095) 745 3978, 745 3975 ФАКС (095) 975 2611 E-MAIL: RTRINTERDEP@RFN.RU
RUSSIA MOSCOW 125040, 5 ULITSA YAMSKOGO POLYA 19-21 TEL. (095) 745 3978, 745 3975 FAX (095) 975 2611 E-MAIL: RTRINTERDEP@RFN.RU

Programming

Attached please find a detailed breakdown of programming by genre, expressed as both the total number of hours per week, and as a percentage of the overall weekly programming schedule.

Program Genre	No. of hours/week	% of Total Program Schedule
News	33.6	20%
Documentaries	16.8	10%
Lifestyle/human interest/ recreation & leisure	25.2	15%
Sports	8.4	5%
Drama/Fiction/Comedy	67.2	40%
Music/Variety	16.8	10%
Religious	--	--
Other	--	--
TOTAL	168	100%

Attached is a program schedule, for the week of August 7-13, 2006, with descriptions of the programs broadcast in that typical week

There are no English or French subtitles and no secondary audio programming in these languages. All programming is in Russian language.

Demand for Service

The fact that Rogers, as the largest broadcasting distributor in Canada, has requested that RTR - Planeta TV be added to the digital lists demonstrates the potential demand for our service in Canada.

Rights for Distribution of Programming in Canada

RTR – Planeta TV confirms that it has obtained all necessary rights for distribution of its programming in Canada.

Non-Preferential or Non-Exclusive Programming Rights

RTR – Planeta TV confirms that it does not hold, and will not obtain, nor will it exercise preferential or exclusive programming rights in relation to the distribution of programming in Canada.

Programming Supply Agreement

RTR – Planeta TV does not have a program supply agreement with a Canadian service and no such agreements have been terminated by RTR – Planeta TV within the preceding twelve months.

Conclusion

We appreciate Rogers' support for RTR – Planeta TV. We believe that RTR – Planeta TV can add substantially to the diversity of programming being offered by Canadian cable operators as part of their digital cable service.

Sincerely,

Head of Foreign Relations **Sergei Koshliakov**