

FAX TRANSMISSION / TÉLÉCOPIE

CANADIAN CABLE TELEVISION ASSOCIATION
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ASSOCIATION CANADIENNE DE TÉLÉVISION PAR CÂBLE

1010 - 360 rue Albert Street
Ottawa, Ontario K1R 7X7
(613) 232-2631 / Fax: (613) 232-2137

Monday, December 8, 2003

TO / À: Ms. Diane Rhéaume FAX: 819-994-0218

FROM / DE: Mr. Michael Hennessy
Acting President

Tel. No. / No de téléphone: (613) 688-5554

Number of page(s) to follow / Nombre de page(s) à suivre: 2

COMMENT / COMMENTAIRES:

RE: Sponsorship of HDNet and Discovery HD Theater

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CANADIAN CABLE TELEVISION ASSOCIATION
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ASSOCIATION CANADIENNE DE TÉLÉVISION PAR CÂBLE

December 8, 2003

Ms. Diane Rhéaume
Secretary General
Canadian Radio-television and
Communications Commission
Ottawa, ON
K1A 0N2

Dear Ms. Rhéaume

RE: Sponsorship of HDNet and Discovery HD Theater

1. On February 5, 2003, the Canadian Cable Television Association (CCTA), in its capacity as a Canadian sponsor, requested that HDNet and Discovery HD Theater be included on the Lists of Eligible Satellite Services (the "Lists") for distribution on a digital basis only.
2. On June 18, 2003, the CCTA received a letter from the Commission regarding our sponsorship request. The Commission stated that it was not prepared to consider specific proposals to add new HD specialty services to the lists until it had rendered its determination regarding Public Notice CRTC 2003-32, *Call for comments on a proposed policy framework for the distribution of digital television services*. The letter concludes, "Once the Commission has issued its determination in the Public Notice 2002-32 proceeding, it will determine the most appropriate manner in which to deal with the CCTA's request."
3. The Commission has since released its determination on the policy framework for the distribution of over-the-air digital television signals by broadcasting distribution undertakings (Broadcasting Public Notice CRTC 2003-61, November 11, 2003). The CCTA, therefore, requests that the Commission issue a public notice asking for comments on our application. Having carefully reviewed Broadcasting Public Notice CRTC 2003-61, CCTA believes that nothing in the Commission's determination would prevent it from considering our application at the current time.

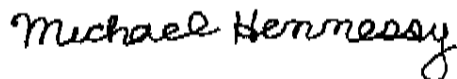


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4. CCTA believes that it is critical that Canadian consumers receive superior quality and compelling high definition content to watch on their digital televisions. To date, the over-the-air and pay and specialty services carried on a DTV channel actually carry little true HD. HDNet and Discovery HD Theater are unique in offering a complete schedule of HD content.
5. CCTA maintains the view that both HDNet and Discovery HD Theater will address significantly the content deficit that consumers owning HD television sets now confront. We believe the addition of these services will act as a catalyst for the Canadian broadcasting industry to make the transition to the high definition format and will complement existing Canadian services.
6. Accordingly, CCTA requests that the Commission proceed immediately to consider the Association's application to sponsor HDNet and Discovery HD Theater.

Sincerely,



Michael Hennessy
Acting President

Cc: HDNET
Discovery HD Theater

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