

**FAX TRANSMISSION / TÉLÉCOPIE**  
**CANADIAN CABLE TELEVISION ASSOCIATION**  
**ASSOCIATION CANADIENNE DE TÉLÉVISION PAR CÂBLE**

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Date: February 2, 2004

TO / À: Ms. Diane Rhéaume, Secretary General  
Canadian Radio-television and Telecommunications Commission  
Fax#: 994-0218

FROM / DE: CCTA

Tel. No. / No de téléphone: (613) 232-2631

Number of page(s) to follow / Nombre de page(s) à suivre: 20

**COMMENTS / COMMENTAIRES:**

Sponsorship of NFL Network. Original will follow via courier.

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**CANADIAN CABLE TELEVISION ASSOCIATION**  
**ASSOCIATION CANADIENNE DE TÉLÉVISION PAR CÂBLE**

February 2, 2004

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

Dear Ms. Rhéaume:

**Re: Sponsorship of NFL Network**

1. On behalf of its members, the Canadian Cable Television Association (CCTA), in its capacity as a Canadian sponsor, requests that NFL Network be included on the Lists of Eligible Satellite Services (the "Lists") for distribution on a digital basis only. The necessary supporting documentation as outlined in Public Notice CRTC 2000-173 is attached.
2. The CCTA submits that NFL Network will provide Canadians with a unique innovative broadcasting service, delivering 24-hour year-round television programming for NFL fans. NFL Network recently launched its service throughout the United States. The network, wholly-owned by the NFL, is intended to complement and promote NFL games that are aired by other broadcasters and to increase the interest in, awareness of and viewership of NFL game broadcasts. It is important to note that the NFL Network is not a live event sports service. NFL Network will not be carrying live NFL games other than some exhibition games and NFL Europe League games not currently offered by existing Canadian broadcasters. NFL Network has positioned its service as a lifestyle and entertainment sports service as opposed to a conventional live event sports service.



*CCTA's letter  
Re: NFL Network Sponsorship  
February 2, 2004  
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3. NFL Network broadcasts original news and information shows, magazine-style shows and a weekly game preview show. Programming also includes press conferences, fantasy football shows, and some live exhibition games starting in 2004.
  
4. The fact that CCTA, on behalf of the Canadian cable industry, is requesting that this service be added to the Lists demonstrates the potential demand for this service in Canada. Cable distributors appreciate that Canadian sports fans are very interested in the sport of football and the National Football League.
  
5. Moreover, CCTA submits that the NFL Network meets the Commission's requirement that an authorized service be neither totally or partially competitive with a licensed Canadian specialty or pay television services. CCTA believes that this service will complement the live NFL games currently aired by Canadian broadcasters, such as Global, TSN, Craig Media and RDS. In addition, the NFL Network will undoubtedly complement the NFL Sunday Ticket Pay Package offered on digital by Canadian cable companies. The NFL Sunday Ticket offers a total of over 220 games played during the 17 weeks of the regular football season. By allowing distribution of this service in Canada, Canadian sports fans will have the benefit of increased choice of appealing programming.
  
6. The addition of this service, CCTA maintains, will contribute to the growth of a digital service. Stronger penetration of digital is critical for the health of the Canadian diginet services, as well as for HDTV, VOD and potential interactive services.

*CCTA's letter  
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7. In conclusion, CCTA believes that carriage of this service will not only respond to consumer demand for increased choice but it will contribute to the growth of digital cable television to the benefit of both subscribers and Canadian digital programming services.

Yours truly

*Michael Hennessy*

Michael Hennessy  
Acting President, CCTA

**NETWORK**

January 27, 2004

Mr. Michael Hennessy  
Acting President  
Canadian Cable Television Association  
360 Albert Street  
Suite 1010  
Ottawa, Ontario  
K1R 7X7  
Canada

Dear Mr. Hennessy:

Re: Sponsorship for NFL Network

1. This letter serves as evidence that NFL Network has agreed to be sponsored by the Canadian Cable Television Association (CCTA) for inclusion on the List of Eligible Satellite Services (the Lists) for distribution in Canada on a digital basis only. We understand that, should our service be added to the Lists, the service would be available to all distribution undertakings in Canada including cable, all direct-to-home satellite undertakings and all multipoint distribution (MDS) undertakings.

**Description of NFL Network**

2. At 8:00 p.m. on November 4, 2003 the NFL Network launched with its signature show *Total Access* and became the first twenty-four hour, seven-day-a-week, network dedicated solely to the NFL and the sport of football.
3. The NFL Network is wholly-owned by the NFL and provides millions of football fans with a network to call their own. It is intended to complement and promote NFL game telecasts on other Canadian networks and usage of the NFL's online information services. Extensive research in the U.S. and Canada indicates that NFL fans have an insatiable demand for more information and insight about the sport.
4. The Network will combine 84 years of NFL history, 100 million feet of NFL Films' archives, 90% of which has never been seen before, and state of the art digital and HD technology to bring Canadian audiences the ultimate sports entertainment experience.

**NFL Network**

280 Park Avenue - New York NY - 10017

5. NFL Network is a destination for everything that happens around the league, on and off the field – during the season and throughout the off-season. NFL Network is *the* gathering place for NFL fans with unique access to players, owners, coaches and teams.
6. 365 days a year, fans will be able to tune in to NFL Network through their local cable company or satellite provider and know they are receiving information and insight straight from team headquarters, league offices and everywhere else the NFL is making news.
7. NFL Network will bring a new dimension and perspective to the NFL experience. The passion, the excitement, the highs and the lows – all of it will be covered by NFL Network from an “insider’s” perspective.

### **NFL Network Programming Overview**

8. Football’s appeal spans 12 months a year and reaches far beyond game day. There is no “off-season” - players are full time athletes; they must come to camp in shape. Training season starts as soon as the playing season stops.

#### NFL yearly events

- July-August: Training Camps
- August: Pre-season Games
- September - December: Regular Season
- January: Championship Games
- February: Super Bowl & Pro Bowl
- March: Combines
- April: Draft
- April-June: NFL Europe League Season
- May-June: Signings / Free agent season

For further detail please see the attached League Calendar.

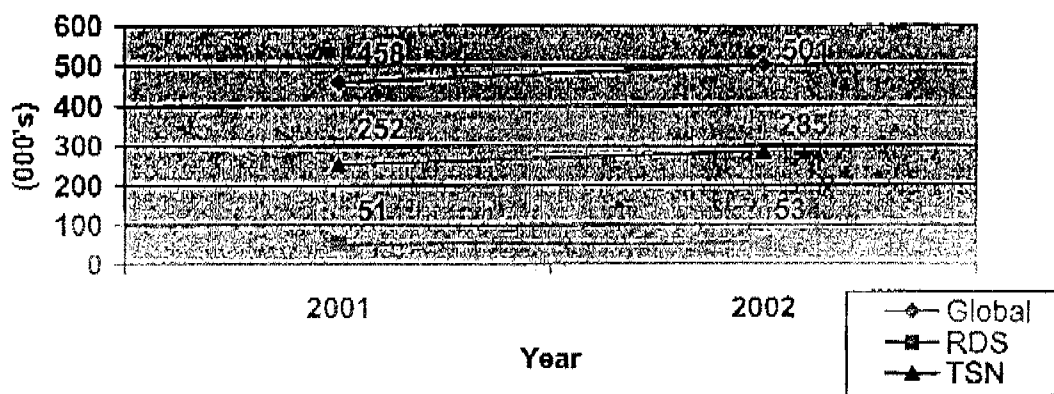
9. NFL Network does not carry Live NFL games other than exhibition games not previously offered by existing Canadian broadcasters and NFL Europe League games, also not offered by Canadian broadcasters.

### **NFL Network as Complement to Canadian Broadcasters**

10. The NFL Network is being launched in an effort to complement existing game coverage and increase the interest in, awareness of and viewership of NFL game broadcasts. The NFL’s current distribution in Canada consists mainly of game broadcasts on Global Television, TSN, RDS and Craig Media’s five terrestrial affiliates. The NFL will continue to offer the Sunday Ticket Package in Canada on cable. The Network is being positioned as a lifestyle and entertainment outlet rather than a live event network.

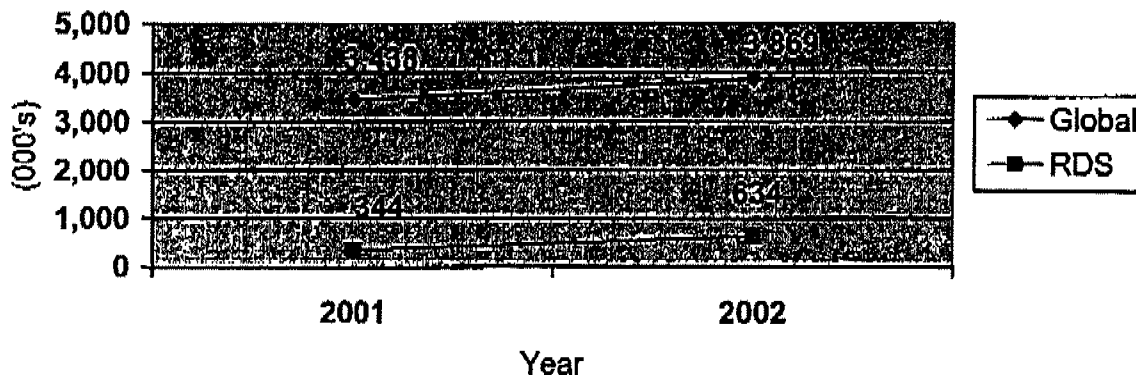
11. In an effort to support the live game broadcasts on other Canadian channels the Network will be broadcasting statistics and graphical data of games in progress, accompanied by NFL Films archives, during live game play.
12. Despite the continuing increase in the number of broadcasters covering the NFL in Canada and the number of sports channels overall, our game ratings continue to increase.

### Regular Season Viewership



In the last two seasons all three networks had a significant increase in viewership: Global 9%, RDS 4%, TSN 13%

### Super Bowl



13. Both networks had a significant increase in viewership: Global 13%, RDS 84%.  
Note: TSN does not have access to Super Bowl.

### **Demand in the Market**

14. The NFL Network has secured distribution agreements with Shaw Cable Systems and Rogers Cable Inc. to distribute the NFL Network within their territories, contingent upon the NFL receiving authorization for distribution in Canada from the CRTC. Moreover, the NFL Network has received inquiries from other cable and DTH systems within Canada.
15. The fact that the CCTA, on behalf of the Canadian cable industry, has requested that NFL Network be added to the Lists demonstrates the potential demand for our service in Canada.

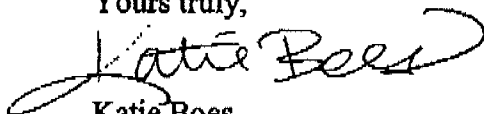
### **Accompanying Documentation**

16. The following documents are attached:
  - Description of original programming aired on NFL Network
  - Current NFL Network schedule
  - National Football League Calendar
  - \* NFL in Canada
  - Demographics of NFL Fans in Canada
  - Rights for Distribution of Programming in Canada
  - Non-Preferential or Non-Exclusive Programming Rights

### **Conclusion**

17. We appreciate the CCTA's support for the NFL Network. We believe that the NFL Network can add substantially to the diversity of programming being offered by Canadian cable operators as part of their digital cable service.

Yours truly,



Katie Boes  
Senior Director of International Media

Attach.



## Attachment 1

### Description of Original Programming

#### NFL TOTAL ACCESS - 8:00 PM Monday thru Friday

For one hour each Monday through Friday at 8 PM ET, *NFL Total Access* on NFL Network will be a gathering place for all elements of football. The fans, the players, the owners, the coaches, the officials, the teams and the League will congregate daily on *NFL Total Access*.

Hosted by former ESPN star Rich Eisen, the show will deliver the latest breaking news directly from cameras positioned at each of the 32 team sites, including behind-the-scenes insight from players, coaches, newsmakers, and diverse opinions from NFL personalities past, present and future.

Using NFL Network's unique access, all aspects of the NFL, on and off the field, will be part of this first-ever programming service.

*NFL Total Access* will take advantage of its Los Angeles studio location by adding celebrities to the mix -- showing the connection between Hollywood and the NFL experience.

#### NFL FILMS PRESENTS - 9:00 PM Tuesday thru Saturday

Every Tuesday-Saturday from 9:00 - 10:00 PM on NFL Network, *NFL FILMS PRESENTS* explores the depth of the NFL Films archive -- the world's largest sports film library -- with unique perspectives on football's greatest heroes and personalities as well as its history, humanity and humor. Interviews with NFL legends and contemporary stars, visual essays, historical features and clever deconstructions of the game's current trends and nuances are the core elements of *NFL Films Presents*, featuring Rich Eisen and NFL Films President Steve Sabol.

#### HD, GAME OF THE WEEK

With the creation of an *HD Game of the Week*, each Wednesday night at 9:00 PM fans can relive the prior Sunday's most exciting game in High Definition. More than just a three-minute recap, this 60-minute review uses cutting-edge technology to examine all the key personnel match-ups, outstanding performances and pivotal plays as NFL Films signature slow-motion cinematography and sideline sound give fans a unique and in-depth perspective of how the game was won -- and lost -- that cannot be seen anywhere else but on NFL Network's *HD Game of the Week*.

#### PLAYBOOK - 10:00 PM Tuesday thru Saturday

Five nights a week (Tues. -- Sat.) from 10:00 - 11:00 PM on NFL Network, *PLAYBOOK* harnesses the exclusive access that only NFL Films receives to give fans an in-depth look at NFL pro football.

Tuesday night, *Playbook: Post-Game Sound* is an all-access pass to listen in as NFL Films ubiquitous sound crew pick-up what's said in post-game locker rooms and press conferences around the NFL.

Wednesday – Saturday night, *Playbook* provides an in-depth look at the key matchups of the entire slate of upcoming games by analyzing pro football through the exclusive use of team-supplied footage – the same video that coaches and players use each week to prepare game plans. As an exclusive series feature, these episodes of *Playbook* also focus on NFL Fantasy Football, giving fantasy football “owners” insightful tips and analysis as they formulate their weekly rosters.

RED ZONE – 1:00 - 3:00 PM Sundays

Red Zone shows up to the minute stats and scores on every NFL game every Saturday to prepare our fans for the upcoming Sunday games.

POINT AFTER - Sundays at 12 Midnight ET & Tuesdays at 10 PM ET/PT

*Point After* captures all the sights and sounds from post-game press conferences around the league and airs them in this 90-minute program beginning at 12 midnight ET on Sundays and re-airing until 12 noon ET on Mondays.

Catch all the coaches' and star players' comments made after the game ends.

*Point After* will show fans the most compelling moments from Sunday's post-game press conferences and cover each game except the Sunday night ESPN game.

On Tuesdays at 10 PM ET/PT, NFL Network airs *Point After: Sounds of the Game*, a 60-minute show taking the best press conference moments and combining them with game footage and exclusive game sound to illustrate the coaches' and players' comments and give them a specific context.

In addition to all the access fans will get to post-game press conferences, *Point After: Sounds of the Game* will feature the best sounds captured from the weekend's NFL action as NFL Films' Emmy award-winning cinematographers and sound crews capture exclusive on-field and off-field sound from around the league using sideline microphones and tiny microphones sewn into players' shoulder pads and onto coaches' shirt collars.

*Point After* will be produced at NFL Films headquarters in Mt. Laurel, NJ and hosted by Solomon Wilcotts.

**Attachment 2**

**Network Schedules**

# NFL NETWORK MASTER SCHEDULE - WEEK 15 (week of 12/8)



(EST)	NFL TOTAL ACCESS (Whiskey)	NFL TOTAL ACCESS (Whiskey)	NFL TOTAL ACCESS (Whiskey)	NFL TOTAL ACCESS (Whiskey)	NFL TOTAL ACCESS (Whiskey)	NFL TOTAL ACCESS (Whiskey)	NFL TOTAL ACCESS (Whiskey)	(EST)
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MINNESOTA @ CHICAGO  
 SAN FRANCISCO @ CINCINNATI  
 ATLANTA @ INDIANAPOLIS  
 DETROIT @ KANSAS CITY  
 JACKSONVILLE @ NEW ENGLA  
 PITTSBURGH @ NY JETS  
 SEATTLE @ ST. LOUIS  
 HOUSTON @ TAMPA BAY  
 BUFFALO @ TENNESSEE  
 DALLAS @ WASHINGTON  
 CLEVELAND @ DENVER  
 BALTIMORE @ OAKLAND  
 CAROLINA @ ARIZONA  
 GREEN BAY @ SAN DIEGO  
 NY GIANTS @ NEW ORLEANS

ALL TIMES NYC - EST.

ST. LOUIS @ CLEVELAND  
 8:00 PM - ABC

\* Total Access will break in at the conclusion of the Monday night game

Note: NFL Games air on Saturday December 20th and 27th and during the Wild Card and Divisional Playoffs in January & on Thanksgiving

FILM REVISION  
 NFL FILMS PRESENTS  
 PLAYBOOK  
 POINT AFTER  
 COLLEGE FOOTBALL SUNDAY  
 FOOTBALL AMERICA  
 RED ZONE  
 REPEAT



NFL NETWORK MASTER SCHEDULE - SUPER BOWL WEEK (week of 1/26)

EST	TOTAL ACCESS (SB) (Threshold)	TOTAL ACCESS (SB) (Threshold)	TOTAL ACCESS (at the Super Bowl) [REPEAT]	TOTAL ACCESS (at the Super Bowl) [REPEAT]	TOTAL ACCESS (at the Super Bowl) [REPEAT]	EST
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7:30am				TOTAL ACCESS (at the Super Bowl) [REPEAT]	TOTAL ACCESS (at the Super Bowl) [REPEAT]	7:30am
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8:30am				TOTAL ACCESS (at the Super Bowl) [REPEAT]	TOTAL ACCESS (at the Super Bowl) [REPEAT]	8:30am
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9:30am				TOTAL ACCESS (at the Super Bowl) [REPEAT]	TOTAL ACCESS (at the Super Bowl) [REPEAT]	9:30am
10:00am	SUPER BOWL XXXIII			TOTAL ACCESS (at the Super Bowl) [REPEAT]	TOTAL ACCESS (at the Super Bowl) [REPEAT]	10:00am
10:30am	MEDIA DAY LIVE - AFC			TOTAL ACCESS (at the Super Bowl) [REPEAT]	TOTAL ACCESS (at the Super Bowl) [REPEAT]	10:30am
11:00am	TOTAL ACCESS			TOTAL ACCESS (at the Super Bowl) [REPEAT]	TOTAL ACCESS (at the Super Bowl) [REPEAT]	11:00am
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12:30pm	SUPER BOWL XXXIII			TOTAL ACCESS (at the Super Bowl) [REPEAT]	TOTAL ACCESS (at the Super Bowl) [REPEAT]	12:30pm
1:00pm	MEDIA DAY LIVE - NFC			TOTAL ACCESS (at the Super Bowl) [REPEAT]	TOTAL ACCESS (at the Super Bowl) [REPEAT]	1:00pm
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 NFL FILMS PRESENTS  
 PLAYBOOK  
 POINT AFTER  
 COLLEGE FOOTBALL SUNDAY  
 FOOTBALL AMERICA  
 RED ZONE  
 REPEAT

**NFL NETWORK MASTER SCHEDULE - MARCH (3/15/04-3/21/04)**



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 POINT AFTER  
 COLLEGE FOOTBALL SUNDAY  
 FOOTBALL AMERICA  
 NFL BIOGRAPHY  
 REPEAT

**Attachment 3**

**National Football League Calendar**



**NATIONAL FOOTBALL LEAGUE**  
280 Park Avenue, New York, NY 10017  
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[WWW.NFLMedia.com](http://WWW.NFLMedia.com)

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## 2004 NATIONAL FOOTBALL LEAGUE CALENDAR

- January 18 -- Conference Championships.
- February 1 -- Super Bowl XXXVIII, Houston, Texas (CBS).
- February 8 -- AFC-NFC Pro Bowl, Honolulu, Hawaii (ESPN).
- February 8 -- NFL Europe League NFL Allocated Player Draft.
- February 18-24 -- Scouting Combine, Indianapolis, Indiana.
- February 24 -- Deadline for clubs to designate franchise and transition players.
- February 27 -- NFL Europe League training camps open.
- March 2 -- Deadline for submission of qualifying offers by clubs to their restricted free agents whose contracts have expired and to whom they desire to retain a right of first refusal/compensation.
- March 2 -- Deadline for clubs to submit offer of minimum salary to retain exclusive negotiating rights to their players with fewer than three seasons of free agency credit whose contracts have expired.
- March 3 -- Veteran free agency signing period begins.
- March 3 -- Trading period begins.
- March 28-April 1 -- NFL Annual Meeting, Palm Beach, Florida.
- April 3 -- NFL Europe League season begins.
- April 16 -- Signing period ends for restricted free agents.
- April 23 -- Deadline for old club to exercise right of first refusal to restricted free agents.
- April 24-25 -- NFL Draft, New York City.
- May 10-13 -- NFL Coaches Career Development Symposium, Orlando, Florida.
- May 25-26 -- NFL Spring Meeting, Jacksonville, Florida.
- June 1 -- Deadline for old clubs to send tender to unsigned **unrestricted** free agents to receive exclusive negotiating rights for rest of season if player is not signed by another club by July 22.
- June 1 -- Deadline for old clubs to send tender to unsigned **restricted** free agents or to extend qualifying offer to retain exclusive negotiating rights.
- June 6 -- NFL Europe League regular season ends.
- June 12 -- World Bowl XII, Düsseldorf, Germany.
- June 15 -- Deadline for old clubs to withdraw original qualifying offer to unsigned restricted free agents and still retain exclusive negotiating rights by substituting tender of 110 percent of previous year's salary.



- Mid-July — Training camps open.
- July 22 -- Signing period ends at 4:00 PM ET for unrestricted free agents who received June 1 tender.
- August 9 — Pro Football Hall of Fame Game, Canton, Ohio.
- August 12-16 — First preseason weekend.
- August 31 — Roster cutdown to maximum of 65 players.
- September 5 — Roster cutdown to maximum of 53 players.
- September 9-13 — Kickoff 2004 Weekend.

## **Attachment 4**

### **NFL in Canada**

NFL games are carried on the following networks in Canada:

- **Global Television** – Sunday afternoon games, Playoffs and Super Bowl (23 weeks of coverage)
- **Craig Media (Toronto One, A-Channels Winnipeg, Calgary and Edmonton)** – Monday Night Football (17 weeks of coverage)
- **TSN** – Sunday Night Football (17 weeks of coverage)
- **RDS** – 1 game per week in French language (23 weeks of coverage)
- **Canadian cable systems** - The NFL also currently offers a pay package entitled NFL Sunday Ticket on several Canadian cable digital offerings, including those offered by Rogers, Shaw, Cogeco, Eastlink and Access Communications. This package offers subscribers the ability to view every Sunday afternoon game being played during the 17 weeks of the regular season for a total of over 220 games.

### **Ratings / Statistics**

- 58% of Canadians who follow sports watch NFL games on television
- Global's NFL regular season ratings have increased by 15% during the last 3 years
- TSN's game ratings have increased by 40% during the last 3 years
- RDS' game ratings have increase by 20% during the last 3 years
- Over 5 million Canadians watch the Super Bowl every year
- The Super Bowl continues to be one of the top 3 rated programs of the year in Canada (last 5 years) across all programming, not just sports
- The Super Bowl is the #1 most-watched sports event in Canada
- Subscriptions to NFL Sunday Ticket have increased by 300% in the last 3 years
- Approximately 40% of declared NFL fans own NFL licensed apparel
- Over 350,000 children participate in Flag Football programs run and funded by the NFL across Canada
- Over 10,000 Canadians attend NFL games in the United States during each week of the NFL regular season

## Attachment 5

### Demographics of NFL Fans in Canada

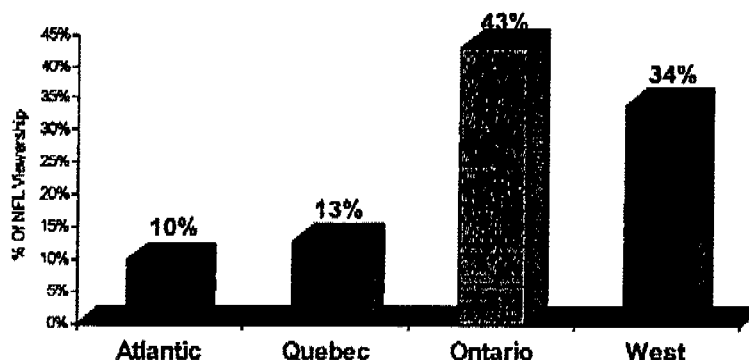
#### *Attractive Purchaser – good for cable and satellite systems*

- Over 700,000 Canadians watch NFL every Sunday
- 61% of Canadians are fans of the NFL ; 60% are Male
- NFL has the highest M18+ audience of all sports and entertainment programming in Canada
- Male/Female fan base – 78/22 for regular season
- Male/Female fan base – 63/37 for Playoffs & Super Bowl
- Primary audience is male 25-54 years (U35)
- Core demo - owner, manager, professional
- HH income averages \$76,000 (avid fans skew slightly higher)\*
- 60% of “core” NFL Fans claim to be loyal to a company that sponsors the NFL\*
- NFL licensed goods in Canada are experiencing double digit growth and now total over \$20 million (U.S.) a year in retail sales

#### *Passionate and Committed*

- NFL is best at promoting its game \*
- NFL is most exciting to watch \*
- NFL is about action and having fun\*
- Over 5 million Canadians watched Super Bowl XXXVII
- Most watched annual sports event in Canada
- 2nd most watched program in Canada in 2002
- 52% of viewers hosted or attended a Super Bowl party
- Approximately 40% of declared NFL fans own NFL licensed apparel
- Reebok has seen a 40-50% increase in 2003 in NFL apparel

### Canadian Viewership – Males 18-49 (2002 Season)



NFL viewership is strong across the country - consistent with population

\*Charlton Marketing Inc.

Note: Viewership data - Nielsen Media Research, 2002

## Attachment 6

### Rights for Distribution of Programming Canada

The NFL hereby attests that all programs to be delivered on the NFL Network schedule are wholly-owned by or licensed to NFL International for distribution in Canada.

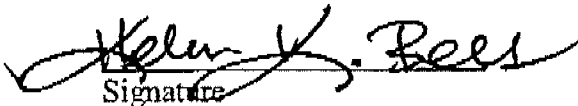
The NFL will also ensure that all appropriate and necessary clearances including talent and music are obtained prior to broadcast in Canada.

  
Signature

## Attachment 7

### Non-Preferential or Non-Exclusive Programming Rights

NFL Network does not hold, obtain, or exercise preferential or exclusive programming rights in relation to the distribution of programming in Canada that unduly precludes a Canadian programming undertaking from acquiring that programming.

  
Signature