OCT-14-2004 10:56 ROGERS REGULATORY 4169354655 P.01/23



Pameia Dinsmore

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Fax Cover Sheet

То:	Diane Rhéaume, C	RTC	From:	Pam Dinsmore	
Fax:	819-994-0218		Pages	s; 23	
Re:	Rogers Cable Com Application to Distri Digital Cable Service	ibute WNLO as a	Date:	October 14, 2004	
☐ Urgent	☐ For Review	☐ Please Comm	ent	☐ Please Reply	☐ Please Recycle
Comment	5 :				11-11
See attac	ched letter.				

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VIA EMAIL: procedure@crtc.gc.ca
ORIGINAL BY FACSIMILE

October 14, 2004

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

Dear Ms. Rhéaume:

Re: Application to Distribute WNLO-23 (UPN) Buffalo, New York as a Digital Cable Service

I. INTRODUCTION

- Rogers Cable Communications Inc. (Rogers) hereby applies to amend the licences
 held by Rogers for the cable systems listed in the attached Appendix A (the Systems).
 By way of this application, Rogers is seeking a condition of licence authorizing us, at
 our option, to distribute the signal of WNLO-23 (UPN) Buffalo (WNLO) as part of our
 discretionary digital cable offering in those areas of Ontario where the signal is
 otherwise receivable over-the-air.
- Rogers passes 3.2 million homes in Ontario, New Brunswick and Newfoundland, with approximately 70% basic penetration of our homes passed. With 99% of our network digital-ready, approximately one-quarter of Rogers' basic subscribers are also digital customers.
- 3. Our customers have told us they want more high quality programming services, more packaging choice and flexibility, and access to new interactive services. We have responded to that demand by launching several new digital services including high-definition (HD) TV channels, a suite of Rogers On Demand services (including Video On Demand, Personal Video Recorders and time-shifting channels), as well as an extensive line-up of digital, ethnic and sports programming.

- 4. Customers buy services, not technologies, and core cable digital set-top box penetration hinges upon the availability of new, attractive digital programming services. As an attractive and low cost programming service, WNLO can play an important role in supporting the continued success of our digital offering and, indirectly, of digital television penetration in Canada.
- 5. Rogers submits that the addition of WNLO as part of our digital lineup in the Systems will expand the level of programming diversity available to our digital customers and accelerate the migration by our analog customers to the digital platform. In addition, we believe that carriage of WNLO will have a minimal impact on the broadcasting and advertising markets in affected regions.

II. WNLO BACKGROUND

- 6. WNLO commenced operation in 1987 as WNEQ, a Public Broadcasting Service (PBS) affiliate. It was acquired by LIN Television from Western New York Public Broadcasting in July 2001. Effective January 1, 2003, WNLO shifted its affiliation from PBS to the United Paramount Network (UPN). WNLO serves a target television market consisting of Buffalo and the surrounding areas of western New York state.
- 7. Since launching in 2001, WNLO has obtained a significant audience share in western New York State as well as in parts of Ontario where it is receivable over-the-air. WNLO's advertising orientation is directed strictly towards its target market in the United States, with full-time account executives serving the promotional needs and requirements of U.S.-based advertisers and sponsors.
- 8. Although WNLO is affiliated with UPN, it is an independent television station with a significant portion of its program schedule planned, arranged and maintained by local programming staff. WNLO's lineup consists of a wide variety of family-oriented shows, including syndicated drama and comedy series, newscasts and movies, as well as a variety of children's programming. Overall, WNLO aims to achieve a mix of programming that is entertaining, informative and educational. Attached as Appendix B is a recent WNLO programming schedule for the week of September 13-20, 2004.

III. REGULATORY ENVIRONMENT

- 9. Subsection 19(g) of the Broadcasting Distribution Regulations (the Regulations) permits a Class 1 or 2 cable licensee to distribute U.S. television signals that are generally available over-the-air at the local head end. However, subparagraph 19(g)(ii) excludes the distribution of foreign television stations that began operation after January 1, 1985. Hence, any Class 1 or 2 licensee seeking to distribute a foreign signal that began operation after January 1, 1985 must first obtain authorization from the Commission via a condition of licence.
- 10. Because WNLO's predecessor, WNEQ, commenced operation in 1987, Rogers is required to seek a condition of licence that would permit us to carry WNLO, at our option, on a discretionary basis as part of our digital cable offering. As noted above, we believe that our carriage of WNLO will increase the diversity of programming available in the Greater Toronto Area (GTA), while having a minimal impact on local broadcasters.

- 11. Rogers notes that this application to distribute WNLO as part of our discretionary digital cable offering is not without precedent. On November 9, 2001, the Commission approved Rogers' application to distribute WNYO-TV (Warner Brothers) as part of our digital line-up¹. WNYO's signal is received over-the-air in Buffalo and the surrounding areas within the western New York state as well as in many parts of Ontario. In approving Rogers' application, the Commission recognized the value of adding a channel that is otherwise receivable over-the-air to our digital lineup and concluded that the "impact of the distribution of WNYO in the affected communities will be minimal".
- 12. As part of Rogers' application to distribute WNYO, we highlighted the need to permit the distribution of U.S. local over-the-air signals that are receivable in the authorized service areas of terrestrial broadcasting distribution undertakings (BDUs). We believe the carriage of all such signals is integral to our commitment to customer satisfaction. Consumers in the markets we serve are frustrated when they see certain services listed in their TV guides, and they find that they are unavailable through their cable service.
- 13. Rogers distributes WNYO for free with the digital set-top box. Should this application be successful, we plan to distribute WNLO in a similar fashion, i.e. at no extra charge to our customers.
- 14. In another 2001 decision, the Commission approved, subject to certain conditions, a number of applications authorizing certain cable BDUs to carry Canadian distant signals as well as a second set of U.S. 4+1 signals on digital². In doing so, the Commission noted that these additional services could act as an incentive for cable customers to subscribe to digital cable and could provide an opportunity to increase the choice of signals available to cable customers.
- 15. Rogers submits that WNLO is a new service that will further expand the level of programming diversity available to our digital customers. Moreover, it will serve as an additional incentive for potential customers to obtain digital set-top boxes and, in turn, discover the wealth of programming services digital cable offers.

IV. CONSUMER DEMAND AND PROGRAMMING DIVERSITY

16. The carriage of local over-the-air signals offers a regional perspective and a local relevance to which our customers can easily relate and have come to expect as part of their cable service. As an example, in our GTA systems, Rogers distributes the U.S. 4+1 signals from network affiliates in Buffalo, as well as WNYO. In our view, there is a community of interest between Buffalo and the GTA. Our customers share regional concerns with Buffalo residents and enjoy the Buffalo newscasts, the weather reports and the sports programming featuring teams such as the Buffalo Sabres and the Buffalo Bills. Not surprisingly, the U.S. 4+1 Buffalo network affiliates have been carried by Rogers in the GTA since the introduction of cable.

Decision CRTC 2001-688, dated November 9, 2001.

² Decision CRTC 2001-585, dated September 14, 2001.

- 17. Rogers has received several inquiries from customers interested in receiving WNLO. Furthermore, as a recent Nielsen survey demonstrates, there is demand for WNLO in the GTA. During the summer of 2004 (June 7-August 15, a period generally characterized by low ratings), WNLO achieved ratings of approximately 5,000 viewers during prime time in the Toronto/Hamilton market, despite the fact that it is not carried by any Canadian BDU. These ratings compare favourably to that of several Canadian and U.S. services carried on cable.
- 18. The demand for WNLO in the GTA is a function of its diverse and popular programming. We compared the program schedule of WNLO with that of the thirteen local Canadian broadcasters in Toronto during the week of September 4-10, 2004 (TVO, Global, OMNI.1, OMNI.2, CBC, CityTV, CTV, Crossroads, CH, SRC, TFO, Toronto One and CKVR). Our analysis indicates a program duplication impact of only 1.81% (i.e. 39.5 duplicated hours out of a total 2,184 hours of programming shown on the thirteen Canadian over-the-air broadcasters). While the programming comparisons on a week-to-week basis may fluctuate from the actual results discussed above, the low level of duplication in this comparison attests to the fact that WNLO's programming does differ from what is offered by local Canadian broadcasters. Appendix C provides an analysis of the duplicated programs on WNLO and the thirteen Canadian conventional broadcasters in Toronto.
- 19. Our customers are confused by our inability, or even worse, our perceived refusal to carry WNLO. This situation is further aggravated by WNLO's legitimate presence in television channel listings guide books for the GTA. Appendix D contains a sample of television listings available in the Toronto area in mid-September (the National Post's TV Times, TV Guide, the Toronto Star's Starweek and the Toronto Sun's TV Magazine).3
- 20. Each of these listing guides notes that WNLO can only be received by local antenna, not from Rogers. Thus, paradoxically, at the same time as WNLO's popularity in the GTA is increasing, our GTA customers are reminded on a weekly basis that WNLO is not carried by Rogers. Even with the expanded programming capacity of digital cable, customers who want WNLO must seek alternative methods of signal reception or distribution to obtain it. This notation in the GTA television listings continues to be a source of confusion and frustration for both Rogers and our customers.

V. IMPACT ON LOCAL BROADCASTERS

- 21. WNLO, in its current form, has been receivable as a commercial over-the-air UPN station in the GTA for over 20 months. Prior to January 2003, it was available as a not-for-profit PBS station for approximately 16 years. Rogers submits that the availability of WNLO and its predecessor to every viewer in the GTA has not had any apparent detrimental impact on the viewership levels of local Canadian broadcasters.
- 22. Furthermore, we believe that the addition of WNLO to our digital lineup will have a negligible impact on the advertising revenues of local broadcasters. As noted above, WNLO's advertising efforts are focused on the Buffalo and western New York state

³ The Toronto Sun's TV Magazine states that WNLO is carried on cable channel 23 in Ottawa. In fact, WNLO is not distributed by Rogers in Ottawa.

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market. In any event, Rogers notes that the interest of local broadcasters are well protected by section 30 of the Regulations, which requires Rogers to substitute the signal of a Canadian television station over a U.S. television station when the stations in question broadcast the same program(s) at the same time.

23. Given the above, Rogers believes that the benefits of carrying WNLO on digital in the Systems will far outweigh any perceived viewership or revenue loss claimed by local broadcasters.

VI. CONCLUSION

- 24. The future health of the Canadian broadcasting system depends in large part on the successful growth and development of digital BDUs. Increased deployment of digital boxes will increase capacity and diversity, providing a platform for the distribution of additional Canadian programming services and packaging options. In turn, increased availability of HD content on digital channels will aid in improving the quality of viewed programs, allowing Canadians to benefit from technological advances to the greatest possible extent.
- 25. To help realize the full potential of digital cable, Rogers needs access to low-cost, attractive programming services. WNLO is one example of such a service.
- 26. Underlying the conditions for carriage of non-Canadian programming set out in section 19(g) of the Regulations is a policy that customers should have access to the cable version of all signals that they are otherwise able to receive directly over-the-air. Given that the signal quality of WNLO would be significantly better if it were transmitted by cable, we believe our customers should be provided with this signal over cable.
- 27. Rogers submits that any perceived negative financial impact on Canadian broadcasters related to the cable distribution of WNLO would be minimal and would be greatly outweighed by all of the factors in favour of making this channel available. As such, Rogers respectfully requests that the Commission approve our application to distribute WNLO on digital discretionary basis in the Systems.

Should the Commission have any questions or requests for further information, please do not hesitate to contact me directly at (416) 935-4818.

Yours sincerely,

Pamela Dinsmore

Vice President, Regulatory

Panula Dinsmore

Encls.

APPENDIX A

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OCT-14-2004 10:58 ROGERS REGULATORY 4169354655 P.08/23

ROGERS SYSTEMS RECEIVING WNLO OVER-THE-AIR

Ajax
Bolton
Downsview
Etobicoke/Mississauga
Newmarket
Pickering
Pine Ridge
Richmond Hill
Scarborough
Toronto/Peel
York

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APPENDIX B

OCT-14-2004 10:59 ROGERS REGULATORY 4169354655 P.10/23

Time	ko I	WNLO 23 programming for Monday, September 13, 2004
12:00 AM		Entertainers
1:00 AM		Infomercial
1:30 AM	\vdash	Infomercial
2:00 AM	-	Infomercial
2:30 AM		Infomercial
3:00 AM		Up to the Minute
		op to the minute
5:00 AM		CBS News
6:00 AM		Green Acres Old Mail Day
6:30 AM		Mister Ed The Bank Robbery
7:00 AM		Addams Family Lurch Learns to Dance
7:30 AM	 	Infomercial
8:00 AM	1	Berenstain Bears
8:30 AM	1	Infomercial
9:00 AM		Judge Hatchett (New)
9:30 AM		Judge Hatchett (Repeat)
10:00 AM		Larry Elder Was This Marriage a Mistake? (New)
11:00 AM		Starting Over (New)
12:00 PM		Street Smarts
12:30 PM		Street Smarts
1:00 PM	33	Texas Justice (New)
1:30 PM	Pare as	Yes, Dear Spanks, but No Spanks
2:00 PM	533	
2:30 PM	6.65	
3:00 PM		NOOMITTE : Horico did i toldusci
3:30 PM	333	Roseanne Ladies' Choice
4:00 PM		21 Jump Street
5:00 PM	[223]	Becker Larry Spoke
5:30 PM		King of Queens Where's Poppa?
6:00 PM	2.2	Becker Chris-Mess
6:30 PM		Yes, Dear Pilot Episode
7:00 PM	33	King of Queens Kirbed Enthusiasm
7:30 PM	(22)	Malcolm in the Middle Pilot Episode
8:00 PM	6113	One on One Bright Lights, Big City (Repeat)
8:30 PM	83	Half & Half The Big My Lover, My Brother Episode (Repeat)
9:00 PM		Sit ITTELLED TOWN FOR BOUND (INepeat)
9:30 PM	4	Girlfriends New York Unbound (Repeat)
10:00 PM		News
10:30 PM		Access Hollywood
11:00 PM		Friends The One at the Beach
11:30 PM		Malcolm in the Middle Houseboat

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ļ	ROGERS TIME	REG	ULATORY 4169354655 P.11/23 WNLU 23 programming for Tuesday, September 14, 2004
	12:00 AM		Infomercial
ĺ	12:30 AM	Same (Infomercial
	1:00 AM		Cops
	1:30 AM		Cops Houston
	2:00 AM	, F.C.	Infomercial
	2:30 AM		Infomercial
	3:00 AM		Up to the Minute
	5:00 AM	(ALTY)	CBS News
	6:00 AM	-	Green Acres The Agricultural Student
	6:30 AM	,	Mister Ed My Horse the Maliman
	7:00 AM		Addams Family Addams Family Meets a Beatnik
	7:30 AM		Infomercial
	8:00 AM		Berenstain Bears
	8:30 AM		Infomercial
	9:00 AM	ï	Judge Hatchett (New)
	9:30 AM		Judge Hatchett (Repeat)
	10:00 AM		Larry Elder Can This Blended Family Survive? (New)
	11:00 AM		Starting Over (New)
	12:00 PM		Street Smarts
	12:30 PM	Y	Street Smarts
	1:00 PM	82	Texas Justice (New)
	1:30 PM	Maria Nama	Yes, Dear Nitpicking
	2:00 PM		Infomercial
	2:30 PM		Infomercial
	3:00 PM	177	Roseanne Like, a New Job
	3:30 PM		Roseanne Good Girls, Bad Girls
	4:00 PM		21 Jump Street
	5:00 PM	3	Becker Limits and Boundaries
	5:30 PM		King of Queens Time Share
	6:00 PM		
	6:30 PM	i i	Yes, Dear Weaning Isn't Everything
	7:00 PM		King of Queens Holy Mackerel
	7:30 PM	32	LINE PILOTE TO DIE
	8:00 PM	82	At the territor in the territor (territor (territor)
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	9:00 PM		THE THE THE CAME IS A SAME (TON)
	10:00 PM		NEW 2
	10:30 PM	(527)	WACCSS VARIANCE
	11:00 PM	6 3	Trigging the end that the eat
	11:30 PM		Malcolm in the Middle Emancipation

OCT-14-2004 10:59 ROGERS REGULATORY 4169354655 P.12/23

Time	-K3 	WNLO 23 programming for wednesday, September 15, 2004
12:00 AM	i i	Infomercial
12:30 AM	£23	Infomercial
1:00 AM	17	Cops Oregon
1:30 AM		Cops Mlami
2:00 AM		Infomercial
2:30 AM		Infomercial
3:00 AM		<u>Up to the Minute</u>
5:00 AM	(1)	CBS News
6:00 AM 6:30 AM		Green Acres How Hooterville Was Floundered
		Mister Ed Whiskers and Tails
7:00 AM 7:30 AM		Addams Family Art and the Addams Family
7:30 AM 8:00 AM		Infomercial
		The Littles
8:30 AM 9:00 AM		Infomercial
		Judge Hatchett (New)
9:30 AM	L	Judge Hatchett (Repeat)
10:00 AM		Larry Elder Who Should Teach Your Teens About Sex? (New)
11:00 AM		Starting Over (New)
12:00 PM		Street Smarts
12:30 PM		Street Smarts
1:00 PM	1	Texas Justice (New)
1:30 PM		Yes, Dear Sammy's Independence Day
2:00 PM		Infomercial
2:30 PM		
3:00 PM		The second secon
3:30 PM	8	TAYONTHIS OTHER DESIGNATION
4:00 PM		21 Jump Street
5:00 PM	Post of	Becker Partial Law
5:30 PM	<u>#</u> #	King of Queens Maybe Baby
6:00 PM	<u>Z</u> E	Becker Bad to the Bone
6:30 PM		Yes, Dear The Good Couple
7:00 PM	E.A.	ANG-PI-Z-LINE SANG TELESCOPE
7:30 PM		Malcolm in the Middle Home Alone 4
8:00 PM		The state of the s
9:00 PM	(22)	
10:00 PM		
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11:00 PM		I TIETE THE CHE WILLIAM COLO
11:30 PM		Malcoim in the Middle Book Club

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OCT-14-2004 11:00 ROGERS REGULATORY 4169354655 P.14/23

ROGERS I	REGI I I	JLATORY 4169354655 P. 14/23
12:00 AM		Infomercial
12:30 AM	SI.	Infomercial
1:00 AM		Cops
1:30 AM	63	Cops Indianapolis
2:00 AM	900	Infomercial
2:30 AM		Infomercial
3:00 AM		Up to the Minute
5:00 AM		
5:00 AN		CBS News
6:00 AM		Green Acres The Birthday Gift
6:30 AM		Mister Ed Ed the Artist
7:00 AM		Addams Family Mother Lurch Visits the Addams Family
7:30 AM		Infomercial
8:00 AM		Inspector Gadget's Field Trip
8:30 AM		Infomercial
9:00 AM		Judge Hatchett (New)
9:30 AM		Judge Hatchett (Repeat)
10:00 AM		Larry Elder A Better Life (New)
11:00 AM		Starting Over (New)
12:00 PM		Street Smarts
12:30 PM	()	Street Smarts
1:00 PM		Texas Justice (Repeat)
1:30 PM		Yes, Dear Kim's New Nanny
2:00 PM		Infomercial
2:30 PM		Infomercial
3:00 PM		Roseanne Becky, Beds and Boys
3:30 PM	8	Roseanne First Cousin, Twice Removed
4:00 PM		NA SHITE SHOOT
5:00 PM		
5:30 PM		
6:00 PM		DECINET MIGHTON OF BOOKS
6:30 PM		100/100/100/100/100/100/100/100/100/100
7:00 PM		JOHN STATE OF THE
7:30 PM		
8:00 PM	K S	
9:00 PM		Thirties the state of the state
10:00 PM		THE 20 G VIVOR HOTE
10:30 PM		
11:00 PM		
11:30 PM	E	Malcolm in the Middle Charity

Time		WNLO 23 programming for Saturday, September 18, 2004
12:00 AM	12	Infomercial
12:30 AM	33	Infomercial
1:00 AM		Cops Denver
1:30 AM		Cops Los Angeles
2:00 AM		Infomercial
2:30 AM		Infomercial
3:00 AM		Up to the Minute
]		
5:00 AM		Buffy the Vampire Slaver Prophesy Girl
6:00 AM		Livin' Large
7:00 AM		Outdoorsman
7:30 AM		Missing
8:00 AM		Saturday Early Show
10:00 AM		Bloomin' in the Garden
10:30 AM	23	Urban Style
11:00 AM		
11:30 AM	8	
12:00 PM		Weekend Wake Up!
1:00 PM		Snap Decision
3:00 PM		
4:00 PM		Soul Train
5:00 PM		Ebert & Rocper
5:30 PM	9	American Athlete
6:00 PM	483	News 4 at 6
7:00 PM	i/	Star Trek: Enterprise Zero Hour (Repeat)
8:00 PM		Sketch Artist
10:00 PM	1	
10:30 PM	.1	
11:00 PM	6.6	Access Hollywood
	<u> </u>	1 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

ROGERS REGULATORY 4169354655 P.16/23WNLO 23 programming for Sunday, September 19, 2004 Time 12:00 AM Maximum Exposure On the Edge 1:00 AM **Infomercial** 1:30 AM **Infomercial** 2:00 AM **Infomercial** 2:30 AM Infomercial 3:00 AM Infomerciai 3:30 AM **Infomercial** 4:00 AM Infomercial 4:30 AM Infomercial 5:00 AM **Buffy the Vampire Slayer Restless** 6:00 AM This Old House 6:30 AM **B.** Smith with Style 7:00 AM **Inspector Gadget's Field Trip** 7:30 AM Go for Itl Teen Kids News 8:00 AM 8:30 AM Petkeeping with Marc Morrone 9:00 AM **Infomercial** 9:30 AM **Wild Moments** 10:00 AM TV 2000 Home Show 11:00 AM **Buffalo Building Trades** 11:30 AM **Infomercial** 12:00 PM Weekend Wake Upl 1:00 PM X-Files Space 2:00 PM **Unexplained Mysteries** Paranormal America 3:00 PM **Outer Limits** 4:00 PM Stargate SG-1 Prophecy 5:00 PM Angel Quickening 6:00 PM News 4 at 6 7:00 PM Twilight Zone The Pharoah's Curse; The Collection 8:00 PM CSI: Crime Scene Investigation Pilot Episode 9:00 PM Yes, Dear Kim's New Nanny 9:30 PM King of Queens Flash Photography 10:00 PM The 10 O'Clock News 10:30 PM King of Queens Flame Resistant 11:00 PM Eye for an Eye 11:30 PM

To Be Announced

OCT-14-2004 11:01 ROGERS REGULATORY 4169354655 P.17/23

APPENDIX C

4169354655

Analysis of Duplicated Programs on WNLO and Toronto Conventional Broadcasters

Ada Canandanal Stations	and Staffone			Charleson on Cdn Conventional Station		Frequency on WNLO	Γ
COLL COLLEGE		Pumilicated Denomina		the section of the se			Ī
Call Letters	Channel #		Hours per week	Description	HOURS per week*	Description	7
CKVR	en.	Access Hollywood	3.5	Episodes of 1 hour on Saturday and 30 minutes every weekday.	3.5	One episode of one hour on Salurday plus one episode of 30 minutes each weekday.	
		Cops	-	Two episodes of 30 minutes on Saturday.	9	Two apisodes of 30 minutes each weekday.	
		Buffy the Vempire Slayer	61	Episodes of one hour on Selurday and Monday.	2	Two episodes of one hour on Sunday.	Ţ
CBLT	ş	Hona	•	5 0	0	nta	abla
<u></u>	٠	The Order Limits	4	Four episodes of one hour on Salurday.	1	One episode of one hour on Sunday.	
		Arnish In the City	-	One hour on Sunday.	2	One episode of one hour on Wednesday and Friday.	7
CFTO	6	Ebert & Roeper	0.5	30 minutes on Monday.	0.5	One apisode of 30 minutes on Sunday.	1
CHCH	÷	The Outer Limits	2	One tour episode every weekday.		One episode of one hour on Sunday.	
		Slargale SG-1	2	One hour episodes on Wednesday and Friday.	1	One apisode of one hour on Sunday.	7
CKCO	13	Ebert & Roeper	0.5	30 minutes on Monday.	0.5	One apisode of 30 minutes on Sunday.	7
73I3	49	None	0	n/a	0	nfa	Ţ
CBLFT	25	None	0	D/a	0	nta the state of t	1
CITS	38	The Hughleys	2.5	30 minutes on every weekday.	2	Two episodes of 30 minutes each weekday.	
당	¥	The King of Queens	5.5	Sunday for 30 minutes plus two apisodes of 30 minutes each	9	One apsode of 30 minutes on Saturday and Sunday plus two	
		1		weekday.		episodes on each weekday.	
		Frands	2.5	One 30 minutes apisode each weekday.	2.5	One 30 minutes episode sach weekday.	
CFMT	4	One on One	-	Two 30 minutes epieides on Sunday.	9'0	One 30 minutes apisode on Monday.	
		Girlfriends	2.5	One 30 minutes aplaced on Standay plus one 30 minutes episode on	-	Two episodes of 30 minutes on Monday.	
				Tuesday, Wednesday, Thursday, Friday.			
CKXT	25	Texas Justice	2.5	One 30 minutes episode each weakday.	2.5	One 30 minutes aplande each weekday.	
CILLY	15	Friends	2.5	One 30 minutes episode each weekday.	2.5	One 30 minutes episode each weekday.	
		Star Trek: Enlargeise	-	One hour episode on Friday.	2	One hour episodes on Sunday and Friday.	7
Total # of hours:			38.5		34.5		
% of total weekly programming :	ogramming":		1.81%		20.54%		

* Colodated as a percentage of total wrestly programming on the thicken. Caraction conventional stations (24 hours X 7 days X 13 stations = 2184 hours) and on VMLO (24 hours X 7 days = 188 hours).

The total number of hours for WMLO suchabes deplicated programs (e.g. cety con hour of The Outer Limits is included).

OCT-14-2004 11:01 ROGERS REGULATORY 4169354655 P.19/23

APPENDIX D

TV Times is published weekly by CanWest Publications Inc.

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Susan Tate
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Cindy Kavanaugh
Production Editor Cindy Kavanaugh Paul Challen David Titcombe

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VCR Plus+ Website: www.vcrplus.com VCR Plus+ helpline: 1-800-356-4827 Some channels share the same setup code.

ONSCREEN TV RATINGS GUIDE The following is a guide to onscreen retirgs ently used by broadcasters in Canada and the U.S. CANADIAN BATINGS

Saturday, September 11, 2004

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COVER Peter Outerbridge in The Movie Network's Regenesis

Departments 10 Cover Story By Jim Bawden 47. Crossword TV Talkback Eirik Knutzen 90 Video Norman Wilner 16 Digital Channels Listings 6 TV Movies TV Sports 23 Saturday Sunday Morning TV Monday 18 Canadian Movies

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Tuesday

Thursday

Friday

Wednesday



Gentlemen, start your pilots. An-

V IRIVIA

other autumnal equinox equals an-other season of new TV series, most of which will most the same fate as froes on the highway. Let's see which of these roadkill you remember from last season.

QUESTIONS

- 1. Name the errowhile West Wing star who crapped out with an NBC series called *The Lour's Den.*2. Name the onetime movie ingenue
- who starred in the unfunny Miss March, about a divorce lawyer with a gift for playing Cupid.

 3. And the Seinfeld curse continues.
- This UPN sitcom starring Scinfeld's John O'Hurley and Loni Anderson as dad and mom — was named after the characters' offspring's haircum. 4. Spy Kith' mom Carla Gugino played
- the title character in ABC's Karen Sisco, taken from the Elmore Leonard books. What did Karen do for a living before being terminated by the ratings?

- 5. The UPN sitcom All About The Andersons started this actor of the same name who was recently charged with rape on
- the set of his new movie. Name him.

 6. Name either of the sitcom veterans (from Night Court and Cybill respectively) who starred in the unwatchable Happy Family.

 7. The Soprana' Ralphie put his
- head back on to briefly sur in The Handler, in which he played an FBI agent who specialized in training other agents. Name the actor.
- 8. This popular British series about bedhopping friends was re-made into an NBC series of the same

name. Despite a whole lot of hype, the American version died after four episodes. Name it.

9. Buster Crabbe and Elmo Lincoln can rest in peace. Underwear model Travis Fimmel was the latest to take on this classic movie character in WB series filmed in Toronto. It died before you could say AHHHHH-AAAA-HAAA| Name the character.

Answer to #1

10. This sometime Oscar host was the biggest name among stars of new series last year. Name the comic actor or the dead-in-the-water sizeom of the same name.

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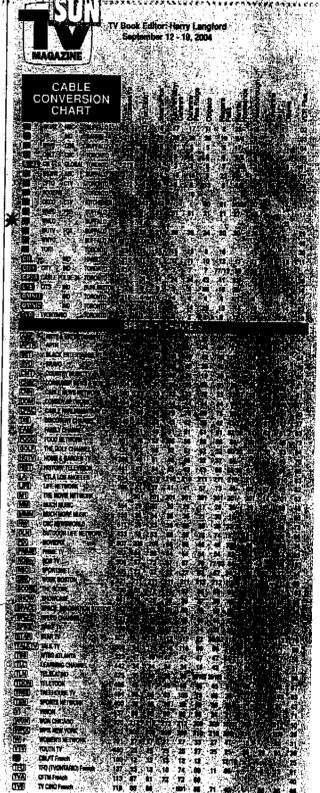
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