



May 28, 2013

Statement from The Canadian Association of Broadcasters concerning today's CRTC Decision to permit the carriage of national advertising on CBC Radio 2 and Espace Musique

The Canadian Association of Broadcasters (CAB) today responded to Broadcasting Decision CRTC 2013-263, concerning the renewal of CBC's broadcasting licences and the application by the CBC to carry national advertising on its Radio 2 and Espace Musique services.

"We are disappointed that the CRTC did not completely reject the CBC's request to air advertising on Radio 2 and Espace Music. We do, however recognize that the Commission has applied several conditions of licence that limits how much advertising can be carried on these services," said Paul Ski, Chief Executive Office, Radio, Rogers Broadcasting Limited and Chair of the CAB CEO Radio Council.

The CRTC limited Radio 2 and Espace Musique to four minutes of advertising in a maximum of two blocks per hour – and the decision will be reviewed in three years.

"While we appreciate the three-year window has been established to review and analyze the impact that advertising on Radio 2 and Espace Musique will have on specific English and French markets," said Mr. Ski.

"We remain concerned that this decision will fundamentally alter the balance of public and private broadcasting enjoyed by listeners. This decision will be difficult to reverse now that funding from advertising is available to these services."

The Canadian Association of Broadcasters (CAB) is the national voice of Canada's private broadcasters, representing the vast majority of Canadian programming services, including private radio and television stations, networks, specialty, pay and pay-per-view services.

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