



Submitted online

March 29, 2021

Mr. Claude Doucet
Secretary-General
CRTC
Ottawa, ON
K1A 0N2

Dear Mr. Doucet:

Re: Broadcasting Notice of Consultation CRTC 2020-374 - Call for Comments on the Commercial radio policy framework review

1. The Canadian Association of Broadcasters (CAB) is pleased to submit this intervention in response to the Commission's call for comments on the commercial radio policy framework.
2. The CAB's intervention is comprised of a main intervention document and the following eight appendices:
 - A. CAB Responses to CRTC Questions
 - B. CAB Survey Results/Private Radio's essential news and information role throughout the pandemic
 - C. Marketing Radio in the Digital Age and the impact of COVID-19, Radio Connects
 - D. Canadian Consumers & Radio: The lessons from COVID-19, Solutions Research Group (SRG)
 - E. Radio Tuning Forecasts: Beyond a Decade of Digital Evolution and the Pandemic, Solutions Research Group (SRG)
 - F. Listening to the Future: Planning for the first decade of the second century of radio in Canada, Communications Management Inc. (CMI)
 - G. Status of Digital Broadcasting Technologies for Radio, CAB Technical Coordinating Committee
 - H. The Road Ahead – The new relationship for Canadian Radio and Music, Ross Davies

3. The main intervention includes an executive summary, for which we also provide a French-language version.
4. We trust our comments are a useful addition to the public record of this important process.

Yours truly,

A handwritten signature in black ink, appearing to read 'K. Desjardins', with a stylized flourish at the end.

Kevin Desjardins
President / Président
Canadian Association of Broadcasters / Association canadienne des radiodiffuseurs

Encl.