



April 15, 2009

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VIA EMAIL & COURIER

Mr. Leonard St.-Aubin
Director General
Telecommunications Policy Branch
Industry Canada
16th Floor
300 Slater Street
Ottawa, Ontario
K1A 0C8

Dear Mr. St.-Aubin:

Re: Consultation Paper on the Possible Use of the Extended-Ku Spectrum Bands for Direct-to-Home (DTH) Satellite Broadcasting Services

Corus Entertainment Inc. (Corus) is pleased to provide these comments in response to Industry Canada's *Consultation Paper on the Possible Use of the Extended-Ku Spectrum Bands for Direct-to-Home (DTH) Satellite Broadcasting Services*, DGTP-003-08, issued December 2008.

Corus Entertainment Inc. is one of Canada's most successful integrated media and entertainment companies. Corus delivers content to millions of Canadian consumers every day. Corus' television services include: YTV, Treehouse, W Network, Cosmopolitan TV, VIVA, CMT, SCREAM, Discovery Kids, Telelatino, TELETOON and TELETOON Retro; Western Canada's pay TV service Movie Central and HBO Canada In the West; three local over-the-air television stations and Corus Custom Networks advertising services.

Virtually all of Corus' television services, and many of its radio services, are distributed to end-users and to cable companies directly from Canadian satellites. In order to better serve customers, remain competitive and meet regulatory deadlines, Corus is developing high definition television (HDTV) plans for all of its channels. Corus was one of the first to launch HDTV service and now we must expand our offer. The increased bandwidth demand associated with the industry's transition to HDTV has

placed significant pressure on the networks of broadcasting distribution undertaking and particularly on the supply of satellite capacity. Corus believes it is critical that government policies ensure sufficient satellite capacity to meet not only the demand from HDTV, but also the launch of new services, and the overall capacity requirements associated with the transition overlap from standard definition television.

Corus has reviewed Industry Canada's consultation paper and submits that the current spectrum utilization policies should be amended to accommodate the provisioning of DTH services in the Extended Ku frequency bands. These changes are required to support the urgent demand for additional satellite capacity to meet the requirements of Canadian broadcasting policy, and more specifically the requirements of the many Canadian consumers served, directly or indirectly, by Star Choice.

Corus understands that without immediate implementation of the spectrum policy changes required to accommodate more satellite capacity in the Extended Ku band, there will be no viable means for Star Choice to obtain the satellite capacity it requires in the near term to provide additional or advanced video services to either its DTH or to cable customers that rely on Star Choice's platform for broadcast signal delivery services. Approximately 890,000 Canadian households subscribe to Star Choice's DTH service. Based on Statistic Canada's reported average of 2.5 persons per household from the 2006 Census, this means that approximately 2.25 million Canadians receive access to Canadian and foreign broadcasting services via the Star Choice system. Shaw / Star Choice also provide broadcast signal delivery services of 115 television signals to approximately 400 cable operators in some 2,000 communities across Canada.

By way of contrast, Corus understands that there are only 425 terrestrial transmitters licensed to operate in the Extended Ku band. In Corus' view, there are several viable alternatives available to current FS users in the Extended Ku band should Industry Canada decide to reserve future use of the Extended Ku band for DTH purposes. Moreover, given the three year time horizon involved to build and launch a new satellite, the FS users in the band will have ample opportunity to migrate to the available alternatives in an orderly fashion.

Making this bandwidth available for DTH will also facilitate the battle against the black and gray market satellite systems that continue to secure a significant proportion of the Canadian consumer market.

For Star Choice, there are no practical alternatives. It is our understanding that there are no other frequency bands available in the Star Choice orbital neighbourhood that meet the company's DTH and broadcast signal delivery requirements. None of the other satellite bands, including conventional Ku-band, C-band, Ka-band, 12 GHz BSS, and 17 GHz BSS (also known as reverse DBS or RDBS), meet the near-term requirements of Star Choice.

In our view, the immediate implementation of the spectrum policy changes are required to accommodate more satellite capacity in the Extended Ku band. Any further delay will simply frustrate the policy objectives of rolling out new HDTV services and the addition of new Canadian specialty services. The public interest will be best served by the adoption of the revised spectrum utilization policy for the 10.7-11.7 GHz band.

Sincerely,

A handwritten signature in black ink, appearing to read 'GM', with a long horizontal line extending to the right.

Gary Maavara
General Counsel
Corus Entertainment Inc.

GM/mf