



June 27, 2007

Director General  
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Sent via email: AWS@ic.gc.ca

**Look Communications Inc. Reply to the AWS Responses of May 25<sup>th</sup> 2007 in:**

**Notice No. DGTP-002-07 Consultation on a Framework to Auction Spectrum in the 2 GHz Range including Advanced Wireless Services**

Look Communications Inc. (“Look”) recognizes that this consultation is an important step in the growth and development of wireless mobile markets in Canada. The ongoing efforts by Industry Canada to make additional spectrum available for both fixed and mobile applications and its intent to align spectrum uses with the United States will provide Canadian consumers with a wider range of wireless services and products that will meet their individual desires and needs.

Look was pleased to provide input to the consultation process detailed in the notice “Consultation on a Framework to Auction Spectrum in the 2 GHz Range, including Advanced Wireless Services” on May 23<sup>rd</sup> 2007. Look still believes and is in full support that, Infrastructure Sharing, Mandated Roaming, Spectrum Set-Aside and Spectrum Caps are required to encourage a fair playing field and open the way for a fourth national player in Canada to compete in the current oligopoly consisted of Rogers, Bell and Telus.

Look believes that Infrastructure Sharing, Mandated Roaming, Spectrum Set-Aside and Spectrum Caps are essential requirements for new entry, as further supported by Darren Entwistle, chief executive at Telus Corp on June 21<sup>st</sup> 2007, stating that, “... new players should be allowed in, and Telus is prepared to provide access to towers and roaming”. He went on to say that “by allowing smaller parties access to wireless airways, competition would continue to exist”. The comments made by Mr. Entwistle is further proof that increased competition is required in Canada and that Infrastructure Sharing, Mandated Roaming, Spectrum Set-Aside and Spectrum Caps are a must to ensure success in Canada’s rapidly evolving wireless future.

Canada is clearly behind the United States and Europe in this wireless evolving market, making room with new entry incentives is a must, in order for the new entry to be able to compete. New entrants will undoubtedly accelerate the growth of the wireless industry and new services offered to Canadians.

To be considered as a new entrant, it is imperative that the party not be related in any way to the existing three major players (Rogers Communications, Bell Canada and Telus Communications).

Look believes that Infrastructure Sharing, Mandated Roaming, Spectrum Set-Aside and Spectrum Caps are required and must be “enforced” to guarantee success and growth to the Canadian wireless market and to provide Canadians with the next generation of wireless services presently enjoyed in other countries.

Look would like to emphasize that it believes that the recommendation for mandatory provisions for both roaming and infrastructure sharing must be in place well before any auctions guidelines and rules are finalized.

We look forward to continuing to work with Industry Canada as it continues its review to provide increased choice for Canadians, while optimizing spectrum usage in order that all potential new entrants are given the time to access the opportunities and the spectrum auction.

Yours truly,



Gerald McGoey  
Chief Executive Officer  
Look Communications Inc.