



London
CANADA

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Office of the Mayor



Mr. John Traversy
Secretary General
Canadian Radio-television and
Telecommunications Commission
Ottawa Canada

Dear Mr. Traversy

RE: Broadcasting Notice of Consultation CRTC 2013-106: Application No. 2013-0244-7

The Corporation of the City of London is pleased to support BCE's application to acquire 100% control of Astral Media Inc.

London is currently served by Bell Media owned CTV London television and four Astral owned radio stations; two AM stations and two FM.

This transaction will result in more Canadian content and more choice for consumers. A combined BCE-Astral will facilitate the launch of affordably priced, multi-platform viewing alternatives for Canadian consumers, providing pride of place for Canadian programming. It will also create broader scope for local news and information programming with a renewed commitment to news and programming of particular relevance to the communities served in both television and radio. Preservation and enhancement of local news and other local programming is critical to London and our region. The commitment to improve the lot of the local television station in our community is of particular importance to regional markets like London and Southwestern Ontario. Similarly, a commitment to keeping our London television station open and a renewed commitment to local radio and television content and production, including reinstatement of the morning show on CTV London, is of vital importance.

For these reasons, I ask the Commission to approve the transfer of control of Astral to BCE subject to the commitments noted in their submission and this letter.

Thank you for the opportunity to provide these comments. A copy of this intervention has been sent to the applicant.

Sincerely,

Honourable Joe Fontana
Mayor

Cc: Mirko Bibic, BCE (bell.regulatory@bell.ca)
David Spodek, Bell Media (david.spodek@bellmedia.ca)