

A. General Themes

- **#1: 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, on the device and from the provider of their choosing that provide pride of place for Canadian programming.**
- **#2: BCE and Astral will work to repatriate users of foreign over-the-top service providers to a service that supports Canadian employment, assists Canadian creators, and contributes to Canadian content through programming initiatives and payments into programming funds – by serving Canadian audiences across the country.**
- **#3: This transaction will result in more support for Canadian creators. A combined BCE-Astral will have the scale necessary to increase their support for the production, promotion and exhibition of Canadian content of all types.**
- **#4: This transaction will enhance French-language broadcasting in Québec. Combining BCE and Astral will ensure a better balanced competition between Québecor and the smaller BCE-Astral, while leaving significant room for a variety of independent broadcasters to meet the challenges of the rapidly changing media landscape.**
- **#5: This transaction will spur the development of “nation-building” programming. BCE-Astral will have the range of services in both French and English necessary to produce programming that reinforces our national identity and cultural sovereignty, while producing programming catering to the different tastes and concerns of viewers in all regions of Canada in both official languages.**
- **#6: This transaction will create a broader scope for local news and information programming. A combined BCE-Astral will mean a stronger national radio presence with a renewed commitment to news and spoken word programming of particular relevance to the communities served. Most importantly, it will breathe new life into the local television stations that are the lifeblood of broadcasting for viewers. A combined BCE-Astral is prepared to commit to keeping open all of its local television stations in communities across Canada until at least the end of their current licence terms in 2016 (BCE) and 2017 (Astral).**
- **#7: This transaction will connect Canadians in their cars and homes. The combined BCE-Astral will be a network of intensely local radio stations that combine leading local, national and international voices with unprecedented support for emerging and established artists. Radio listeners will be able to enjoy performances from a variety of Canadian artists as the combined BCE-Astral will provide increased support both for artists starting out, as well as to platforms for established artists.**

B. Advertisers--General

- **#1: Advertisers will benefit from this proposed transaction as it opens up the possibility of a better advertising buy to reach potential clients using multiple windows.**
- **#2: Increased viewing opportunities of products and services will benefit advertisers, allowing them to reach a new clientele through BCE's ownership of Astral.**

Advertisers—National

- **#1: This transaction will provide access, for national agencies, to a truly national multiplatform media offering, enabling advertisers to reach Canadian consumers from coast-to-coast in an unprecedented way.**
- **#2: Astral has been a pioneer in guaranteeing advertising results in television, radio, out-of-home and digital media. This approach has created a win-win situation for broadcasters and advertisers.**
- **#3: Astral is recognized as an innovative leader in the Canadian media landscape and its integration to BCE's strong network of properties across Canada will provide advertisers with a truly unique value proposition.**
- **#4: For advertisers, there are a number of significant benefits to be doing business with a vertically integrated broadcaster, offering under a single access point, a very strong multiplatform infrastructure and premium quality content in both official languages.**

Advertisers—Local (Quebec)

- **#1: Astral has a unique footprint in the province of Québec. The combination of BCE and Astral makes it a very natural and complementary marriage that will be beneficial to all advertisers.**
- **#2: The combination of BCE and Astral will have the necessary resources to invest in innovative and creative media initiatives that can yield benefits in the longer-term.**

C. Benefits

General

- **#1: BCE is proposing tangible benefits of nearly \$175 million and the positive impact of this benefits package will be felt for many years to come.**
- **#2: The transaction will result in the creation of a truly national player in both official languages. Not only will it secure long-term funding for independent Canadian creators to be enabled, but their creations will be distributed over multiple platforms which an increased number of Canadians will be able to access.**

Television Benefits

- **The \$124.6 million in proposed television benefits will be based on three important pillars, each accruing to the benefit of consumers, creators, and citizens: funding the creation of exceptional Canadian programming in a variety of genres; promoting that content in a multi-platform universe; and responding to the needs of consumers.**
- **The proposed television benefits package will result in the expenditure of hundreds of millions of dollars, giving Canadian directors, writers, actors, technicians, musicians more opportunities to shine in Canadian programming commissioned from producers across Canada in both official languages. These expenditures will provide the promotion and marketing support necessary for these creators and their programming to succeed both at home and abroad.**

Feature Film Benefits

- **Astral has been one of the major supporters of feature film in Canada for nearly three decades and with BCE's acquisition, Astral will build on this support. BCE is proposing to assign \$23.8 million to the Harold Greenberg Fund/Le Fonds Harold Greenberg Fund over seven years, with \$18.8 million assigned to French-language initiatives. In addition, BCE is proposing to direct \$4.3 million over seven years to various Canadian film festivals.**

Youth Programming

- **Astral is a leader in youth-oriented programming centered around the Vrak.tv brand. BCE will allocate \$4.9 million in tangible benefits contributions over seven years to French-language youth-oriented programming. All of this programming will be independently produced. In addition, \$1.75 million will be allocated to support *Les Francofolies de Montréal*, the largest music festival in the French-speaking world. Funds will be used towards the promotion of Canadian talent, including songwriters, composers, musicians and vocalists.**

Programs of National Interest

- BCE is proposing to allocate \$68.2 million to the independent development, creation, and production of programming of national interest, with \$43.6 million being directed to French-language programming. The programming to be supported will consist of scripted drama and comedy, long-form documentaries, and qualifying awards shows as defined by the Commission. 100 percent of this programming will be independently produced.

Radio Benefits

- The radio benefits of \$50 million will be allocated as prescribed by Commission policy to the Radio Starmaker Fund/Fonds Radiostar, FACTOR/MusicAction and the Community Radio Fund of Canada (CFRC)/le Fonds canadien de la radio communautaire (FCRC). The residual discretionary portion of the radio benefits will be contributed to a variety of eligible third party initiatives for the support, promotion, training and development of Canadian musical and journalistic talent in both official languages.

Emerging Artists

- A merged BCE-Astral will voluntarily establish a guaranteed level of airplay for emerging Canadian music, and will invest significantly in the support and promotion of emerging and established Canadian artists – domestically, including in official-language minority communities, with effects that go beyond Canada's borders.

D. Charities/Community Groups

- #1: Both BCE and Astral have a strong history of community support, be it on a local, regional or national level. As one company, it will allow them to work together and expand upon their proud history as good corporate citizens in the areas of community and public service.
- #2: Both BCE and Astral have demonstrated their substantial community support over many years. This acquisition will allow charities and other community organizations to reach a wider audience to share their message and increase fundraising opportunities for many worthwhile causes.