



**Canadian Media Guild**

**La Guilde canadienne des médias**

CWA/SCA CANADA

Ms. Danielle May-Cuconato  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Ottawa, Ontario K1A 0N2

February 4, 2016

Dear Ms. May-Cuconato,

**Re: (Broadcasting Notice of Consultation CRTC 2016-22) – Application by Shaw Communications Inc. (SCI) on behalf of Shaw Media Inc. and its licensed subsidiaries (SMI), for authority to effect a multi-step intra-corporate reorganization by transferring all the voting shares of SMI to Corus Entertainment Inc. or one of its subsidiaries (Corus).**

**Request for a rigorous review and a public hearing**

1. The Canadian Media Guild (CMG) represents 6,000 media workers. Our members work at CBC/Radio-Canada, TVO, TFO, APTN, Shaw Media, ZoomerMedia, CKOI Radio, as well as the Canadian Press, Thomson Reuters, AFP and MBS Radio. The CMG also includes media freelancers and more than 300 people who work in unscripted television production across Canada.
2. With the proposed sell of Shaw Media to Corus Entertainment, we are writing to register our concerns regarding media concentration in Canada, availability of space on our television for original Canadian content, and jobs in the industry.
3. According to media reports, the new combined entity would control “more than a third of what Canadians watch on television”<sup>1</sup>
4. . The reports also suggest Corus cost-saving objectives \$40 to \$50 million with this deal could lead to yet another round of job cuts in the media.<sup>2</sup>

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<sup>1</sup> Toronto Star – <http://www.thestar.com/business/2016/01/13/the-shaw-corus-deal-what-does-it-mean.html>

<sup>2</sup> Globe and Mail – <http://www.theglobeandmail.com/report-on-business/corus-acquires-shaw-media-for-265-billion/article28140989/>



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5. As the 2012 Analysis Group study looking into Bell-Astral Media merger proposal indicated, “The Canadian media sector is highly concentrated in comparison with other G8 countries, and the level of vertical integration exceeds any other G8 country.”<sup>3</sup>
6. This remarkable level of concentration has not resulted in a more vibrant media industry – Instead, CMG found that over five years between 2008 and 2013, 10 000 jobs were lost in the media business. And in the last two years, 6,000 media jobs were cut, for a total of 16 000 jobs cut between 2008 and 2015. With a series of job cuts announced just in the first few weeks of 2016, we believe the situation is at a crisis point.
7. In addition, a recent study predicts the planned changes from the CRTC Let’s Talk TV decisions could cause an additional loss of 15 000 jobs in our sector.<sup>4</sup>
8. Therefore, the CMG urges the Commission to apply the most rigorous criteria in reviewing the proposed sale of Shaw Media to Corus, with a focus on the benefits to Canadians, and to our broadcasting system as a whole.
9. We also support CMPA’s request (on behalf of identified parties) that the Commission call a public hearing as part of its review of this transaction.

Sincerely,

Carmel Smyth  
National President  
Canadian Media Guild (CMG)  
310 Front Street West, #810  
Toronto, Ontario  
M5V 3B5

\*\*\*\*\*End of Document\*\*\*\*\*

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<sup>3</sup>Huffington Post - [http://www.huffingtonpost.ca/2012/08/13/concentration-media-ownership-canada\\_n\\_1773117.html](http://www.huffingtonpost.ca/2012/08/13/concentration-media-ownership-canada_n_1773117.html)

<sup>4</sup> Canadian Media Guild - <http://www.cmg.ca/en/2016/01/05/study-shows-crtc-changes-to-cost-15000-canadian-tv-jobs-by-2020/>