

Appendix A to TWN/MM Supplementary Brief

National Public Awareness and Attitudes Survey

May 2017

Objectives and Approach

Our approach

Online survey

Total sample

1,513

Atlantic Canada

200

Quebec

358

Ontario

502

Prairies

100

Alberta

102

British Columbia

251

Field dates

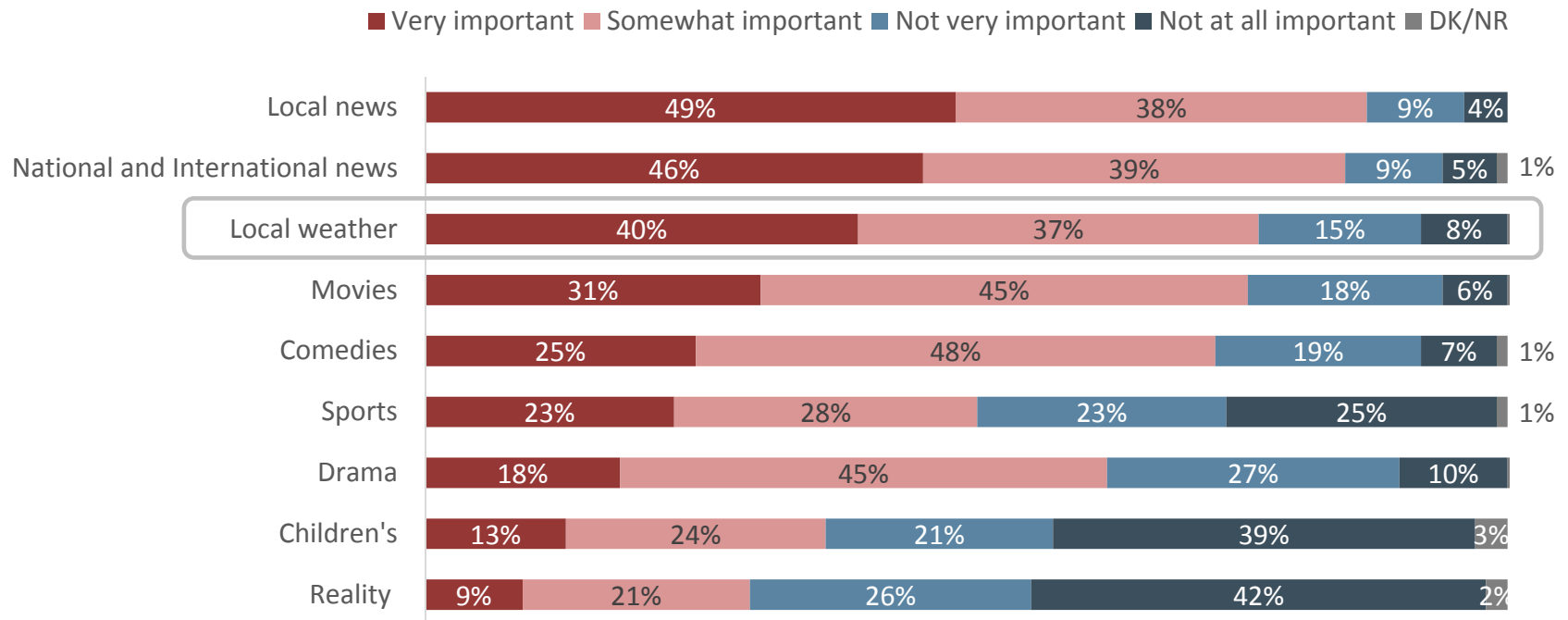
April 14-25, 2017

Survey length

~13 minutes

Importance of Television Programming

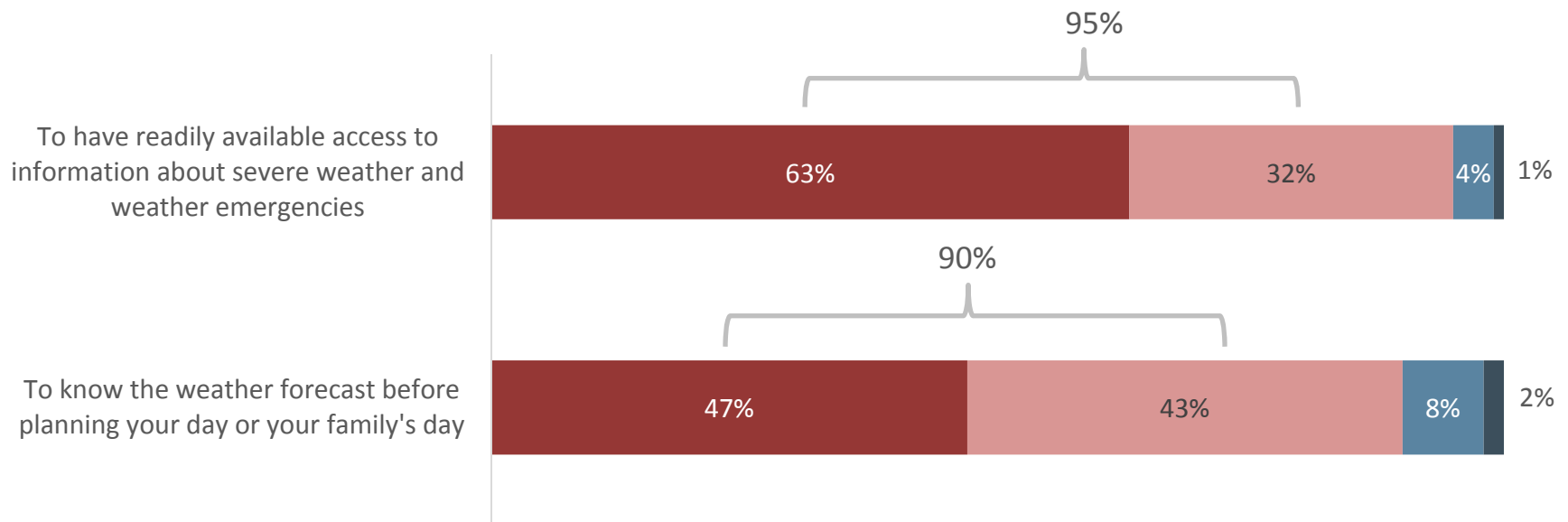
How important to you are each of the following types of television programming?



Importance of Weather Information for Severe Conditions and Planning Your Day

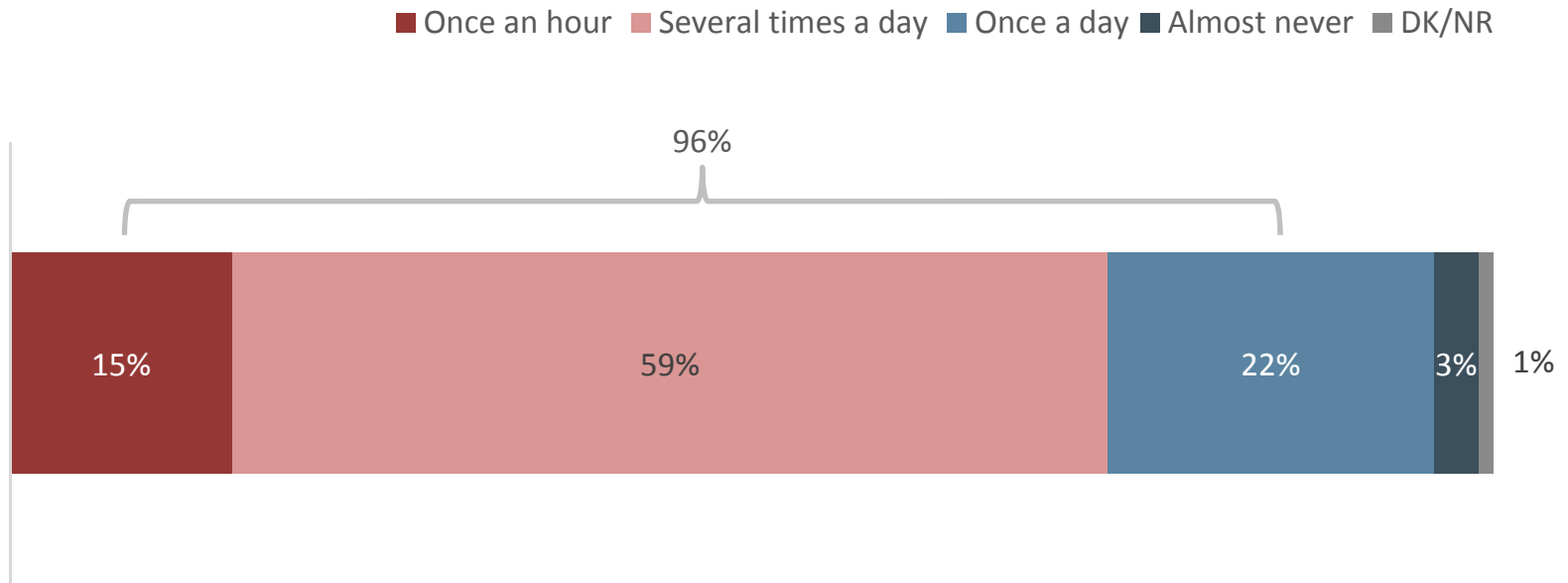
Thinking of the weather, how important is it to you to...?

■ Very important ■ Somewhat important ■ Not very important ■ Not at all important ■ DK/NR



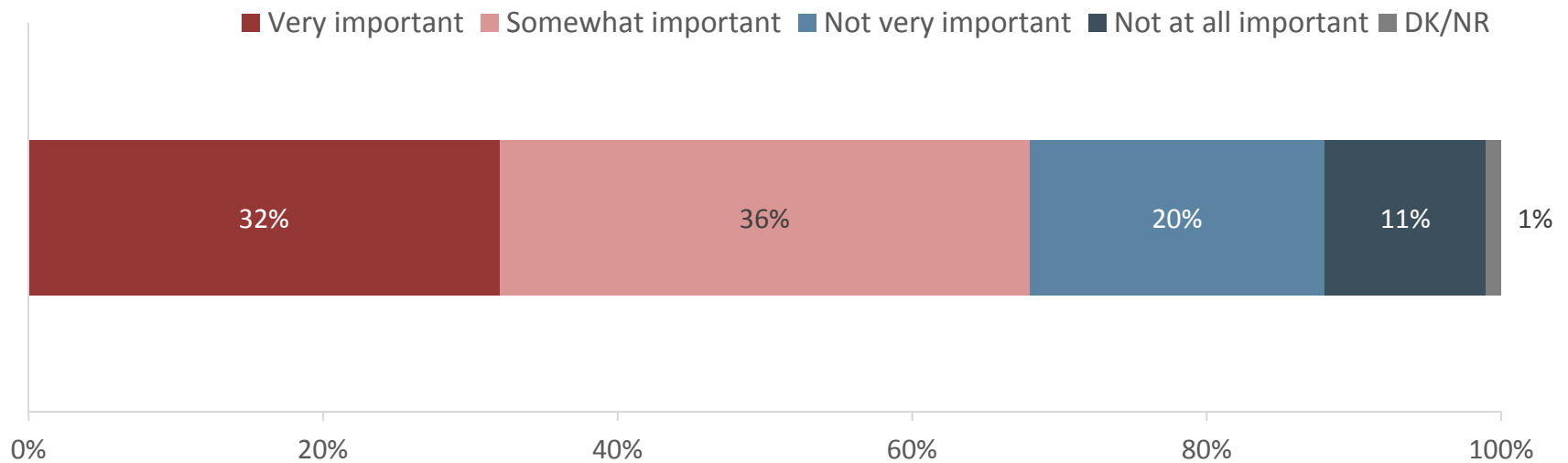
Changes in Frequency of Weather Report Use

When you become aware of active weather in your area such as severe storms, heavy snowfall, thunder and lightning, extreme cold and so forth, how often do you check the weather reports?



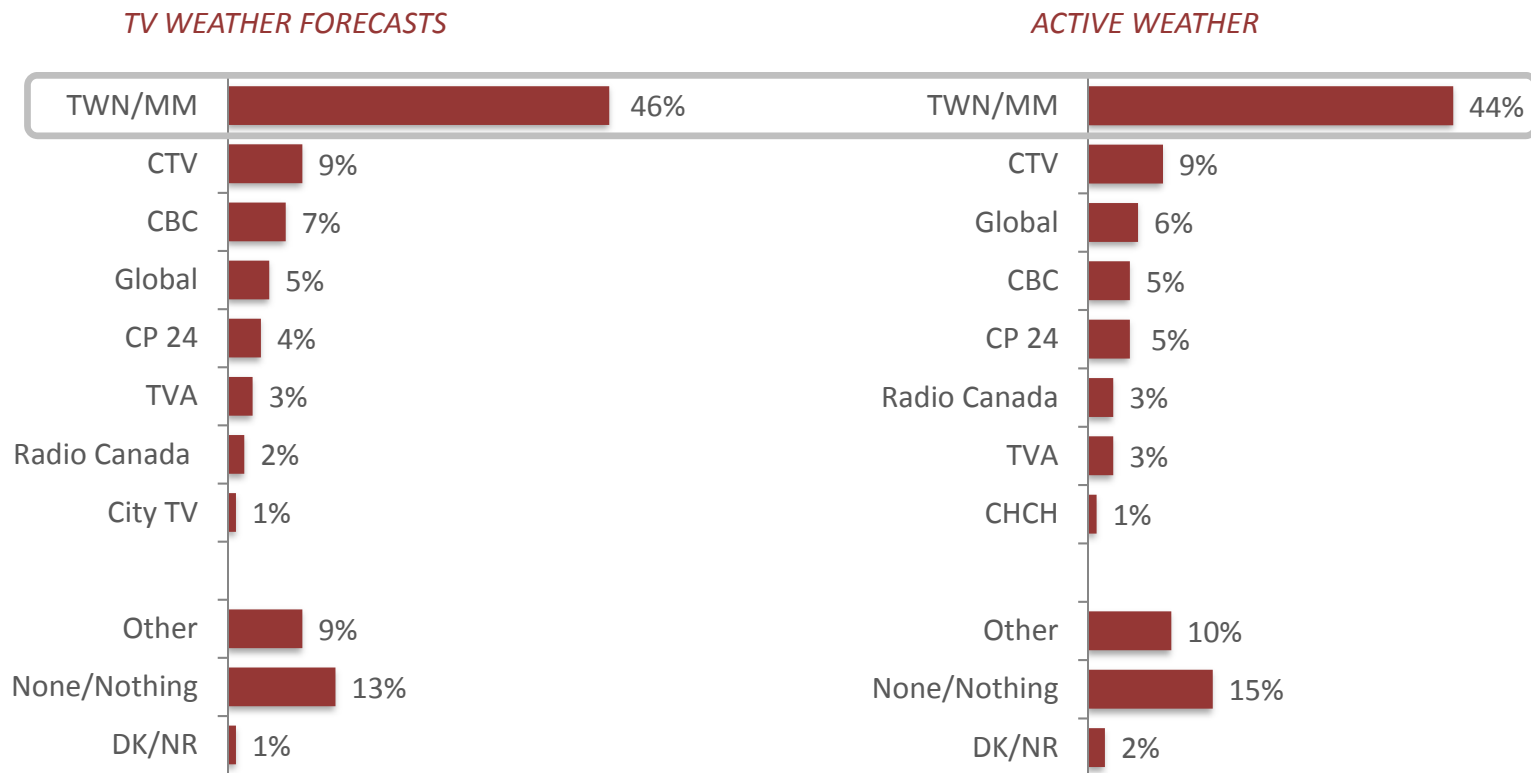
Importance of Receiving Weather Information on Television

When you check the weather forecast, how important is it to you that you are able to access weather information on your television when you need it?



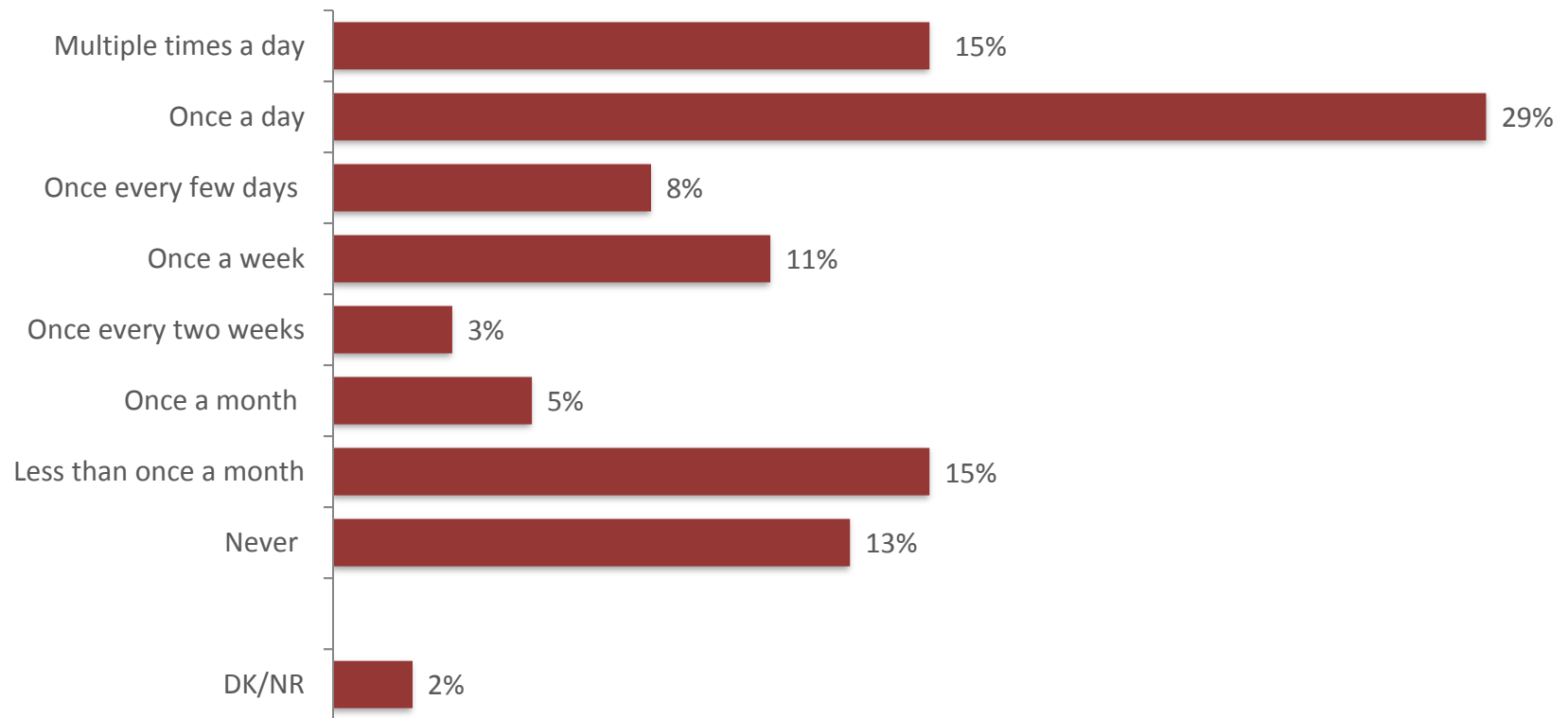
TV Station Relied on for Weather Forecasts and Active Weather

Which TV network or station do you check most often for your TV weather forecast? And, which do you rely on most often when you become aware that active weather is occurring in your area?



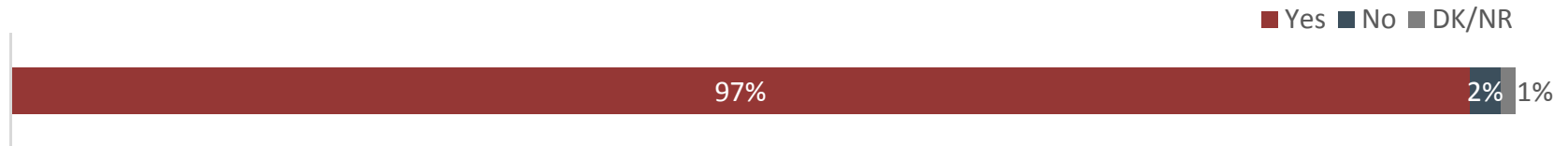
Frequency of Watching The Weather Network/MétéoMédia on Television*

Generally speaking, how often do you watch The Weather Network /MétéoMédia on TV?

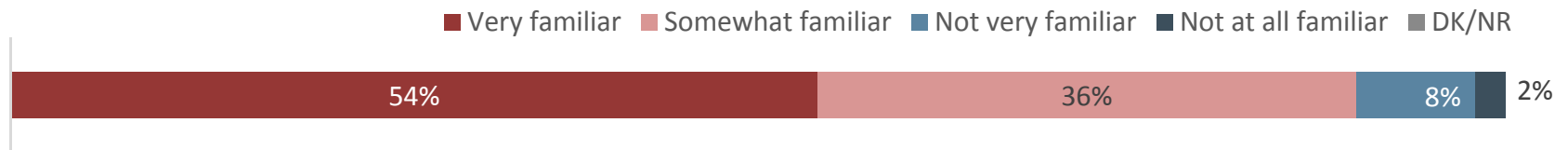


Awareness and Impressions of The Weather Network/ MétéoMédia

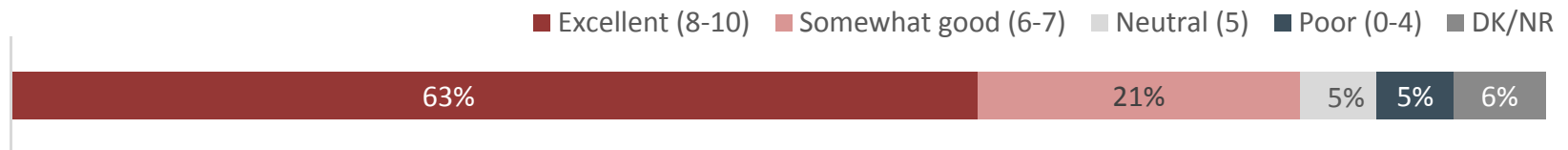
Prior to today, have you ever heard of The Weather Network/MétéoMédia?



How familiar would you say you are with The Weather Network/MétéoMédia?

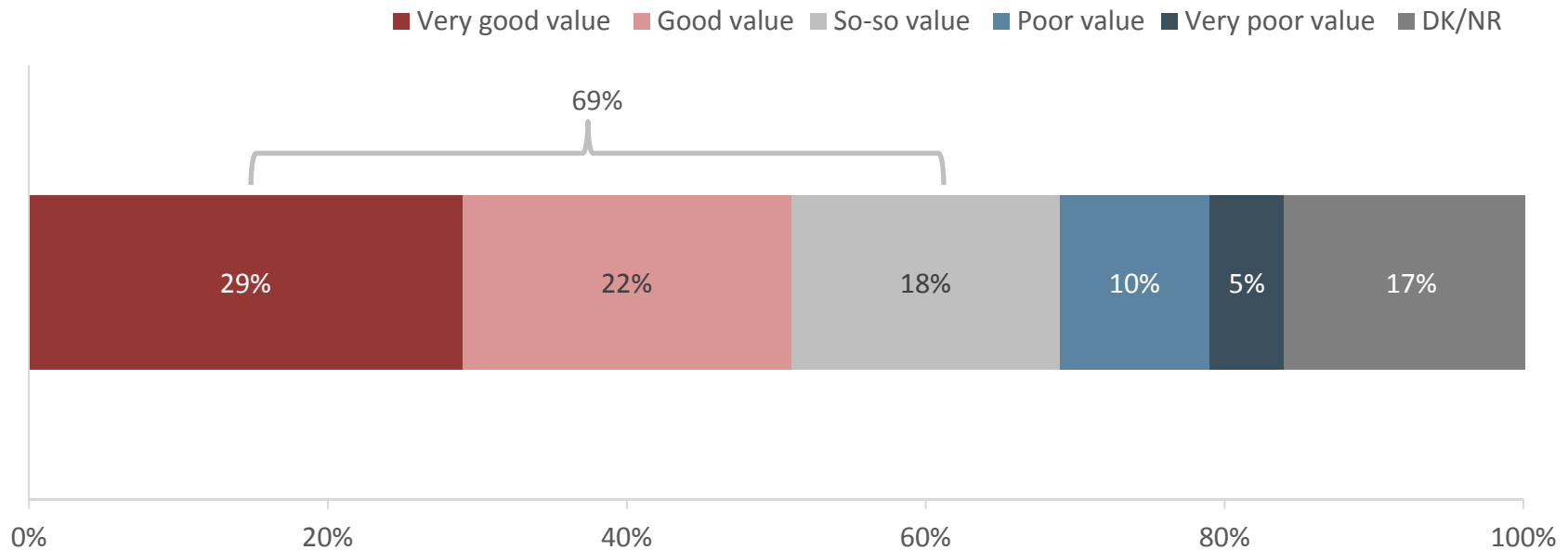


On a scale of 0 to 10, where 0 means very poor and 10 means excellent, how would you rate The Weather Network/MétéoMédia overall?



Perceived Value of The Weather Network/MétéoMédia

The actual amount that The Weather Network/MétéoMédia receives, per subscriber, from cable or satellite providers for carrying their service on basic television is 23 cents per month. Does that strike you as very good value, good value, so-so value, poor value or very poor value for money?



Age Differences in Accessing The Weather Network/MétéoMédia on Different Platforms

How often would you look up The Weather Network/ MétéoMédia on a television, computer or mobile?

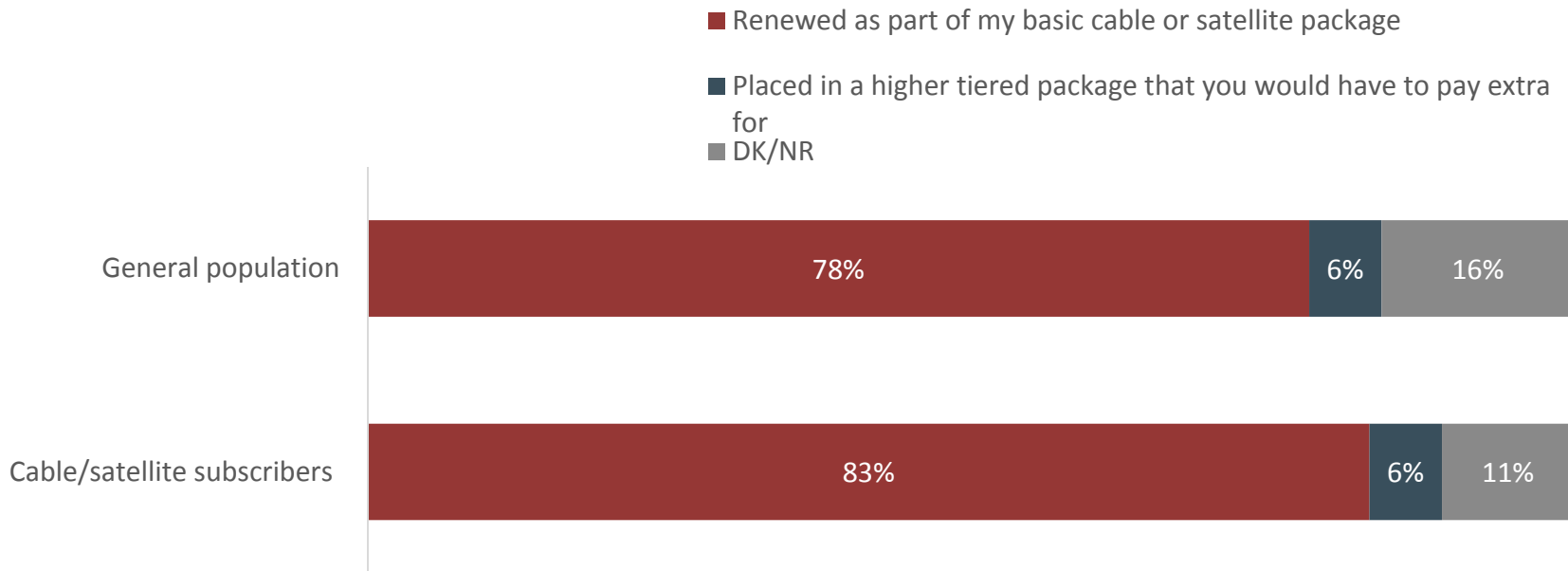
% saying at least "once a week"



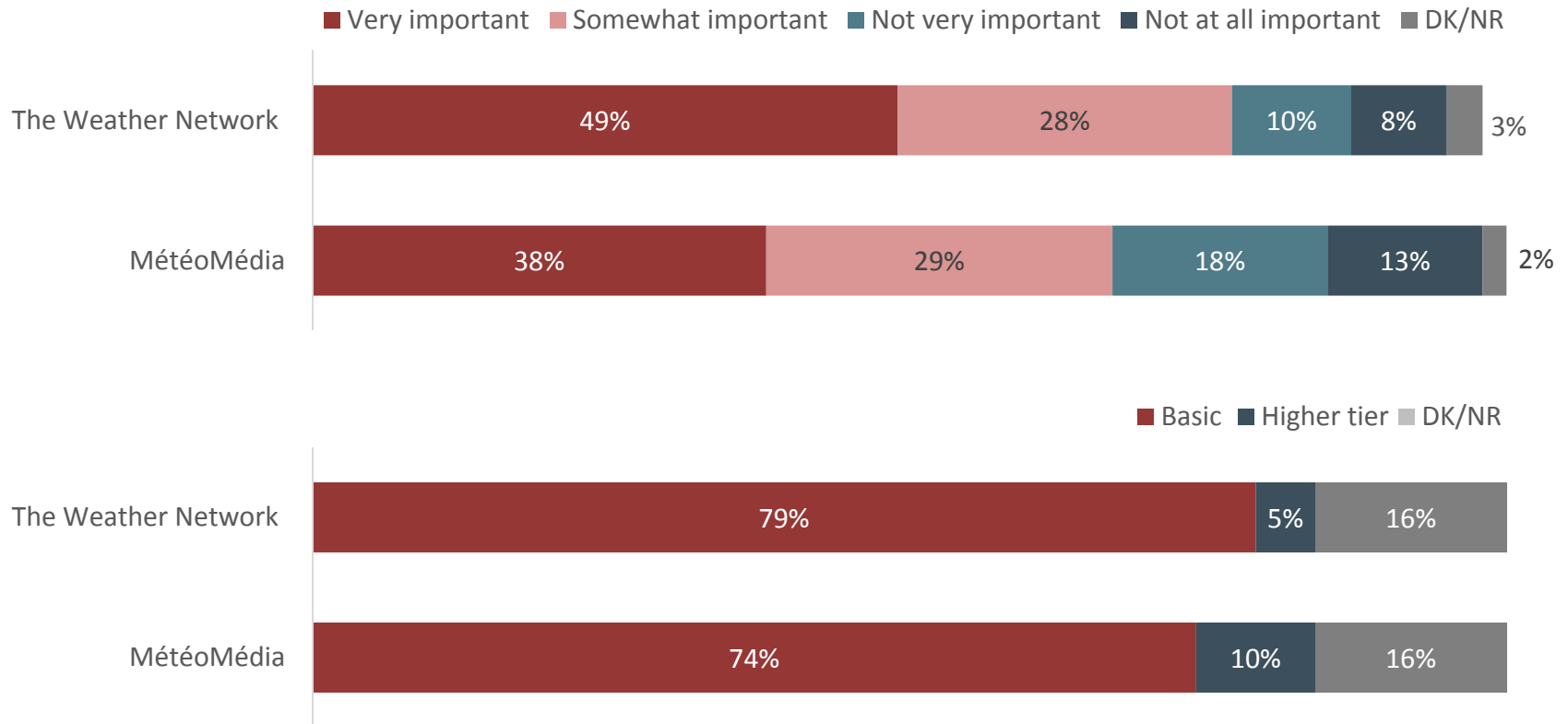
18-34	53%	70%	72%
35-54	55%	67%	64%
55-64	63%	63%	45%
65+	65%	56%	36%

Overall Preferred Placement of The Weather Network/MétéoMédia

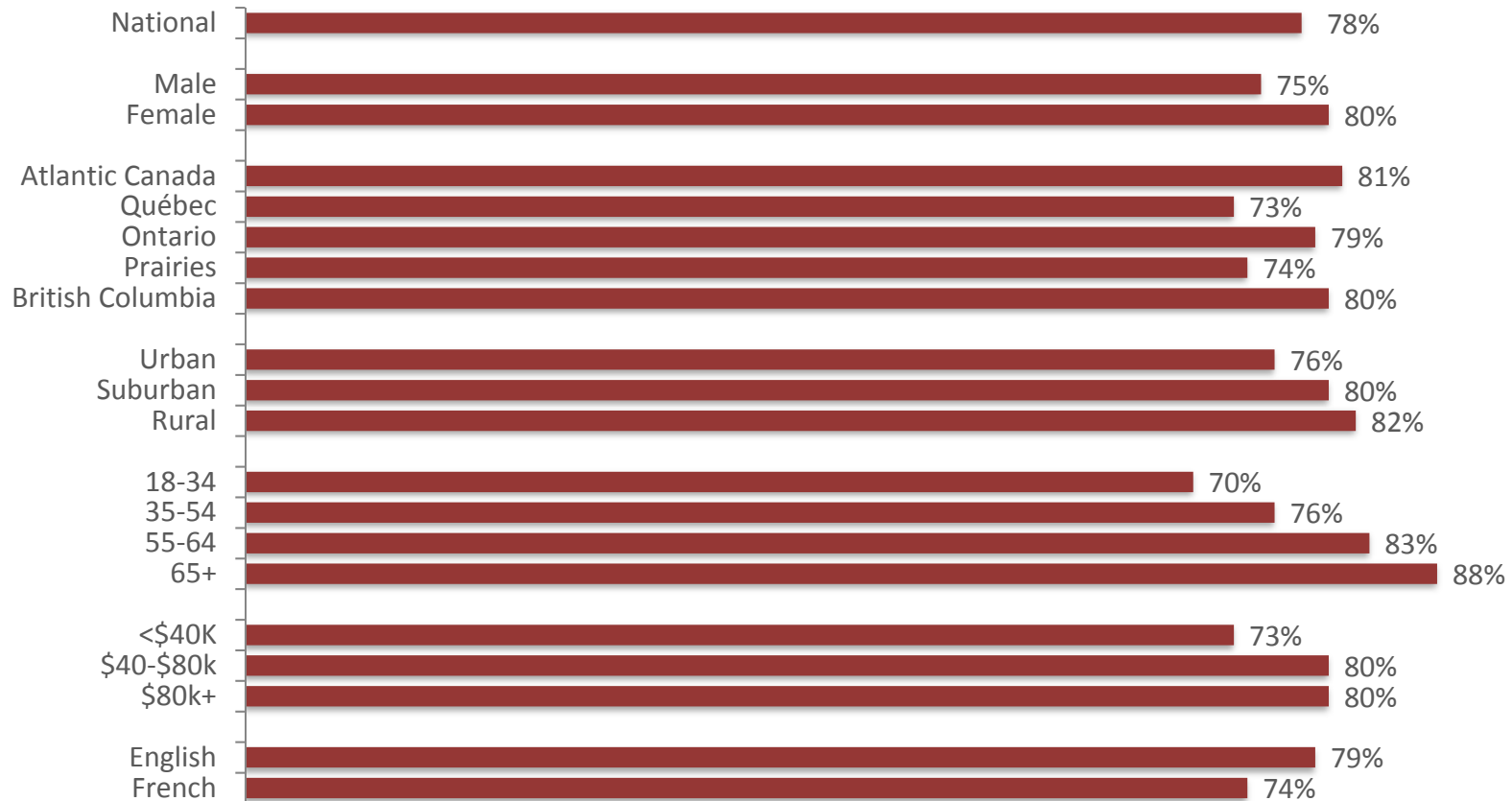
The CRTC is the governing agency that regulates broadcasting in Canada. From time to time, television stations go before the CRTC to get their license renewed and the CRTC can decide whether or not to renew their license and also if the station should be part of a basic package or if it should be part of a higher tiered package that you have to pay extra for. Right now, The Weather Network/MétéoMédia is part of the basic package and will go before the CRTC to get its license renewed sometime in the next year. If you had your way, would you personally like to see The Weather Network's/MétéoMédia's license renewed as part of your basic cable or satellite package or have it placed in a higher tiered package that you would have to pay extra for?



Importance and Preferred Placement of The Weather Network and MétéoMédia on Basic Television

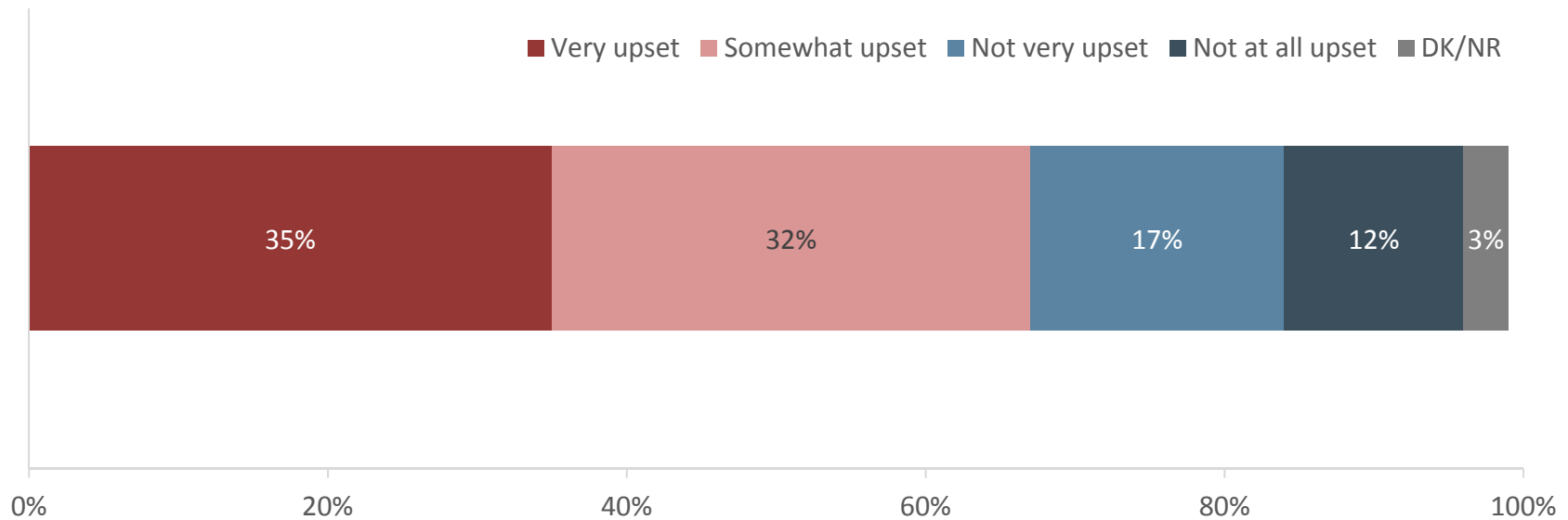


Preferred Placement of The Weather Network/MétéoMédia on Basic Tier by Key Variables



Overall Reaction to Moving The Weather Network/MétéoMédia to a Higher Paid Tier*

If it was decided that The Weather Network/MétéoMédia was no longer part of a basic cable or satellite package and you would have to pay more to continue receiving it, would you personally be very upset, somewhat upset, not very upset or not upset at all?

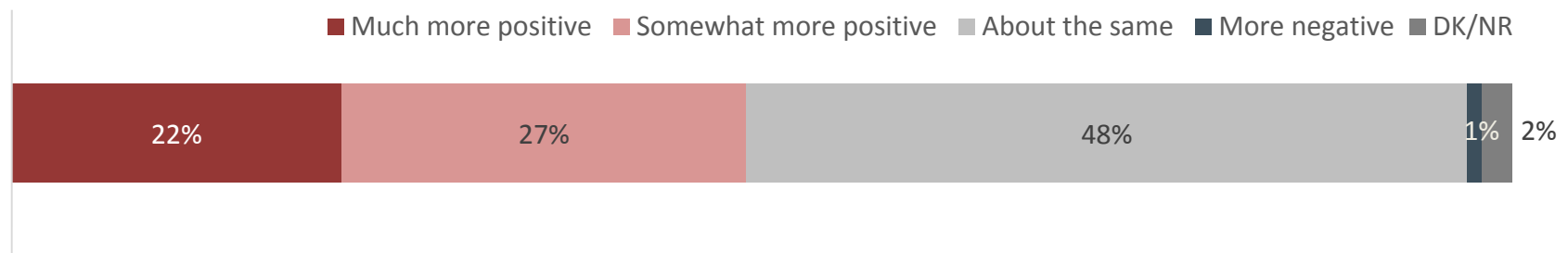


Awareness and Impact of Emergency Alerting Service on Views of The Weather Network/MétéoMédia

Are you aware that The Weather Network/MétéoMédia operates the technical systems needed to deliver Canada's national emergency alerting service that includes the notification of severe weather, natural disasters or serious accidents that could occur in your local area?



Given that The Weather Network/MétéoMédia is the operator of Canada's national emergency alerting service, how has your view of The Weather Network changed because of this?

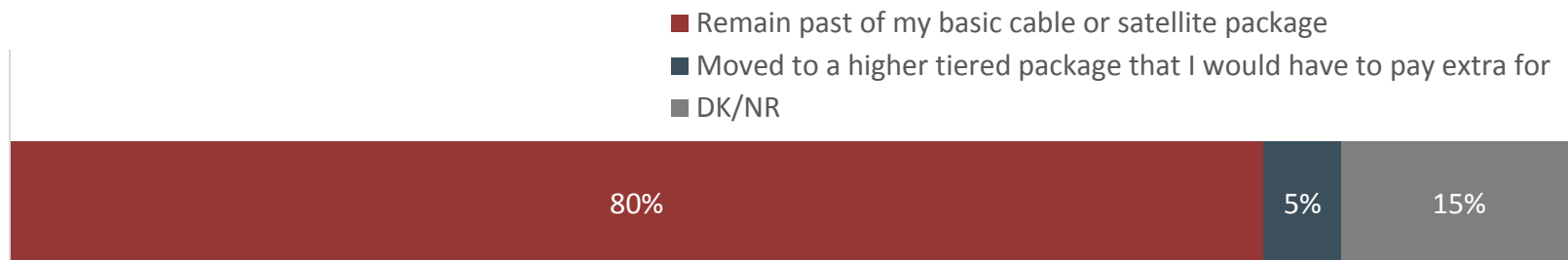


Awareness and Impact of Digital Services on Licensing Views

The Weather Network/MétéoMédia also provides all of its services on its website and through its own app for free. Were you aware that the content for these digital and mobile services is supported by and mainly comes from The Weather Network's/MétéoMédia's television service?

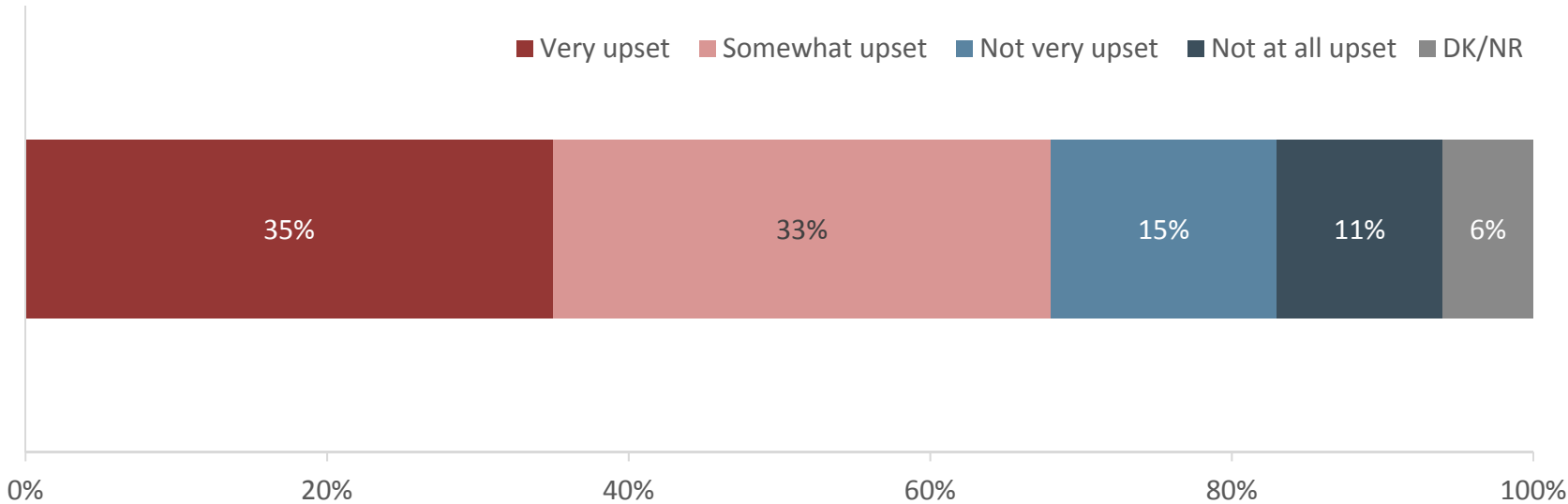


Given that the content of its free website and app services is supported by and mainly comes from The Weather Network's/MétéoMédia's television services, would you personally like to see The Weather Network/MétéoMédia remain as part of your basic cable or satellite package or have it moved to a higher tiered package that you would have to pay extra for?



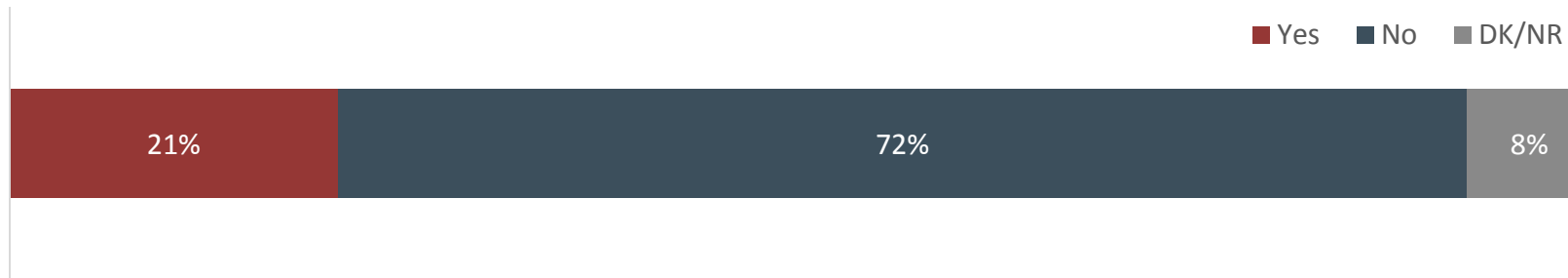
Reaction to Possible Reduced Level of Digital Services

If The Weather Network/MétéoMédia was moved off of basic to a higher tiered television package that you would have to pay extra for, it may no longer be able to offer the same level of web and mobile weather services as it offers now. If this were to occur, would you be very upset, somewhat upset, not very upset or not at all upset?

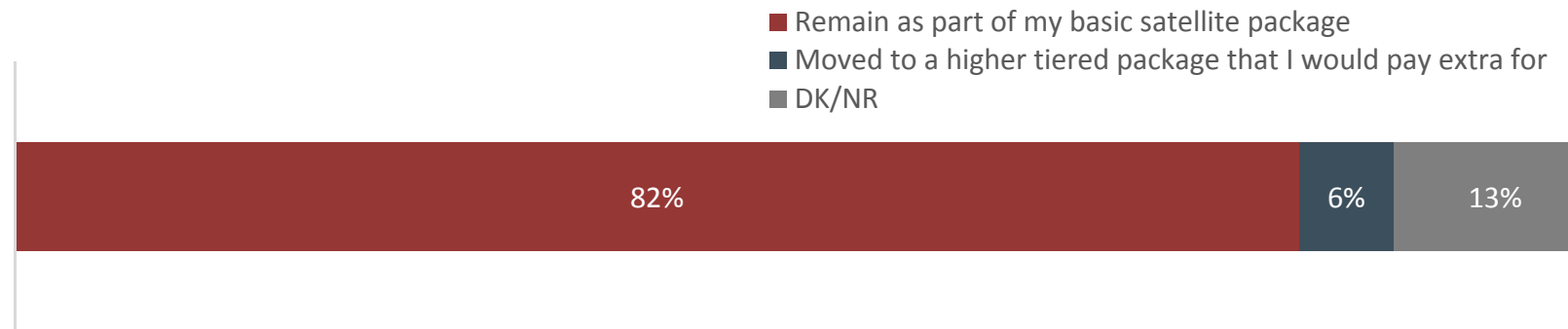


Awareness of Funding of Alerting Services

The Weather Network/MétéoMédia also provides the technical infrastructure for Canada's emergency alerting services at no cost to either cable and satellite subscribers, government or taxpayers. Were you aware that The Weather Network/MétéoMédia funds the technical infrastructure for Canada's emergency alerting services?

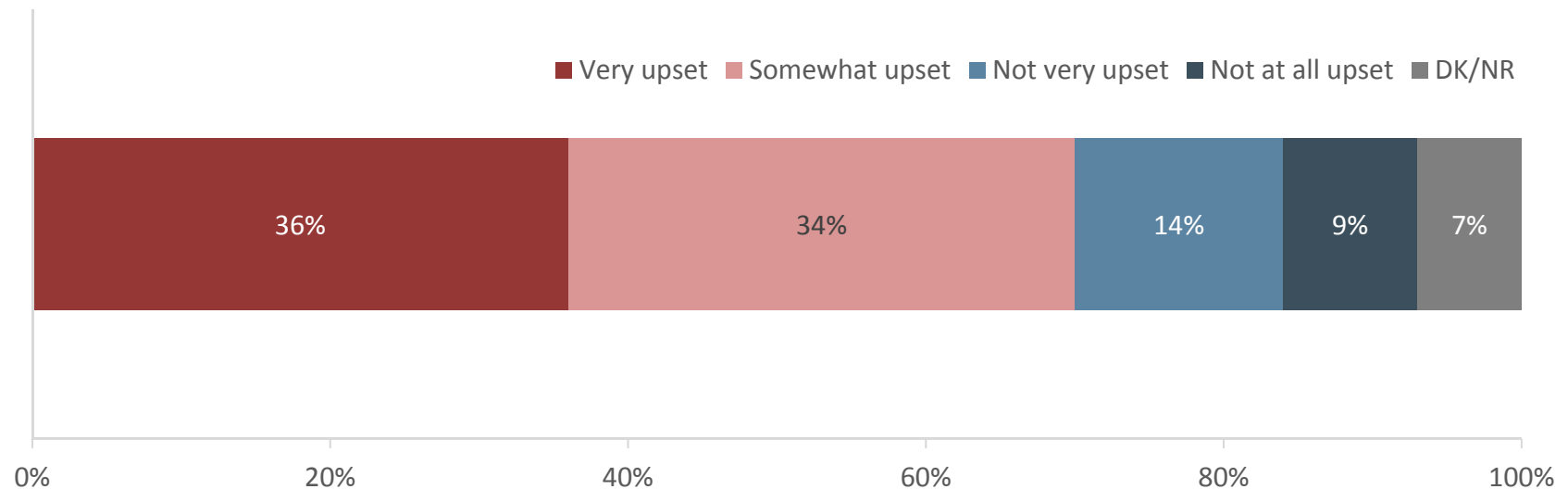


Given that the funding of emergency alerting provided by The Weather Network/MétéoMédia is possible because it is broadly available to cable and satellite subscribers as part of the basic cable or satellite package, would you personally like to see The Weather Network/MétéoMédia remain as part of your basic cable or satellite package or have it moved to a higher tiered package that you would have to pay extra for?



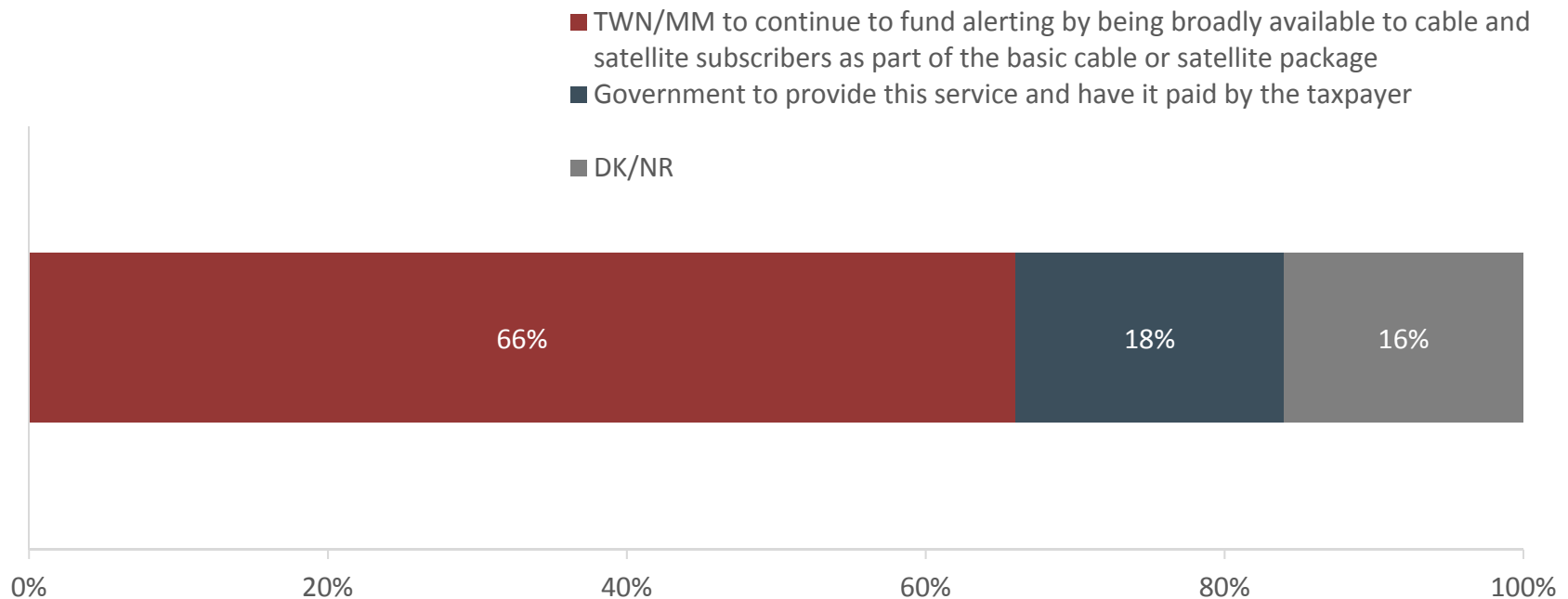
Reaction to Possible Reduced Levels of Alerting Services

If The Weather Network/MétéoMédia was moved off of basic to a higher tiered television package that you would have to pay extra for, the chances are that it would no longer be able to fund the emergency alerting services it provides to broadcasting industry and government. If this were to occur, would you be very upset, somewhat upset, not very upset or not at all upset?



Preference of Alerts Provided by The Weather Network/MétéoMédia versus Government

If The Weather Network/MétéoMédia was unable to provide the technical infrastructure for Canada's emergency alerting services, it would probably fall to government to provide this service and for taxpayers to pay for it. If this was a possibility, which of the following would you prefer?

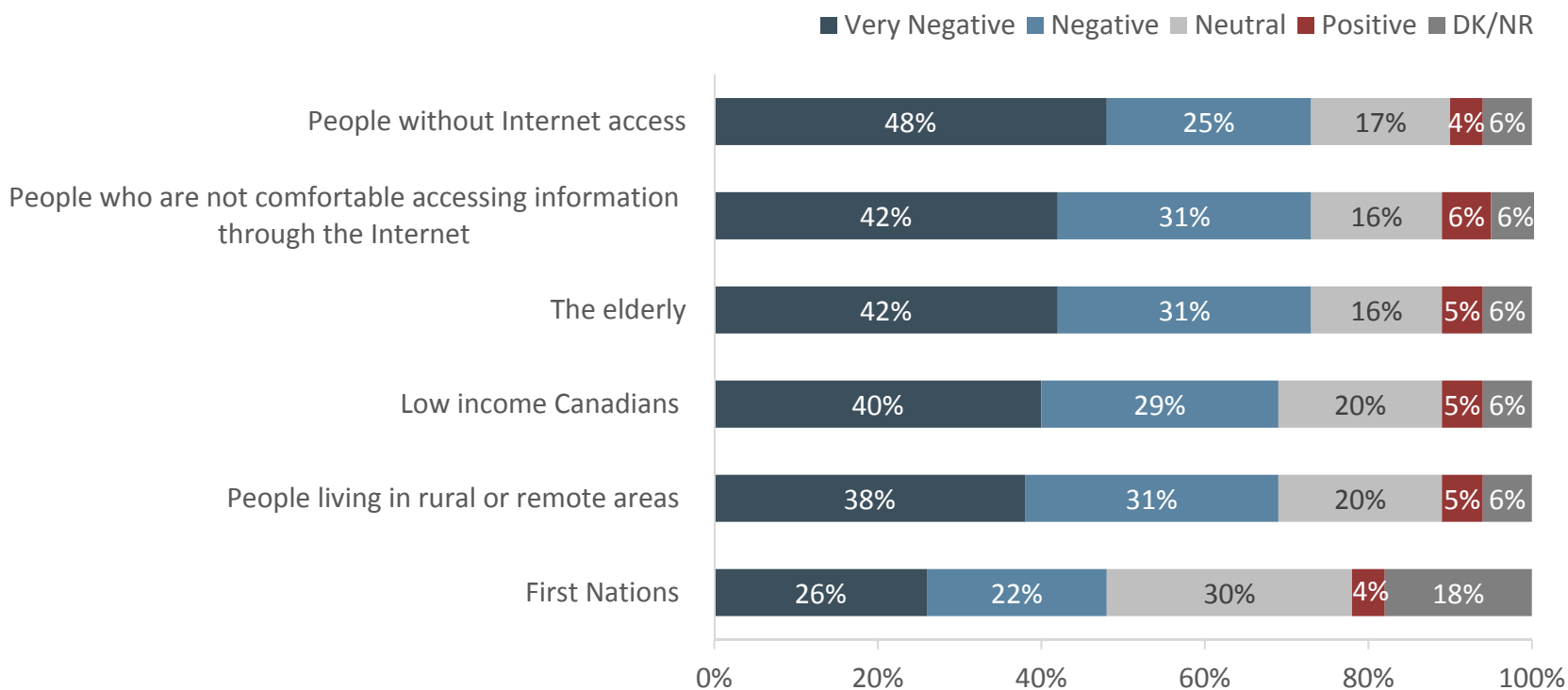


Impact of Awareness of Services on Key Attitudes

	<i>Average</i>	<i>Aware Digital (38%)</i>	<i>Aware Alerts (52%)</i>	<i>Aware Funding Alerts (21%)</i>
Importance that weather is available on TV	32%	34%	37%	45%
Rate TWN/MM as excellent	63%	72%	72%	79%
Daily viewing of TWN/MM on TV	40%	46%	53%	63%
Very important TWN/MM on basic	46%	56%	55%	59%
Very upset if TWN/MM not on basic	32%	34%	40%	42%

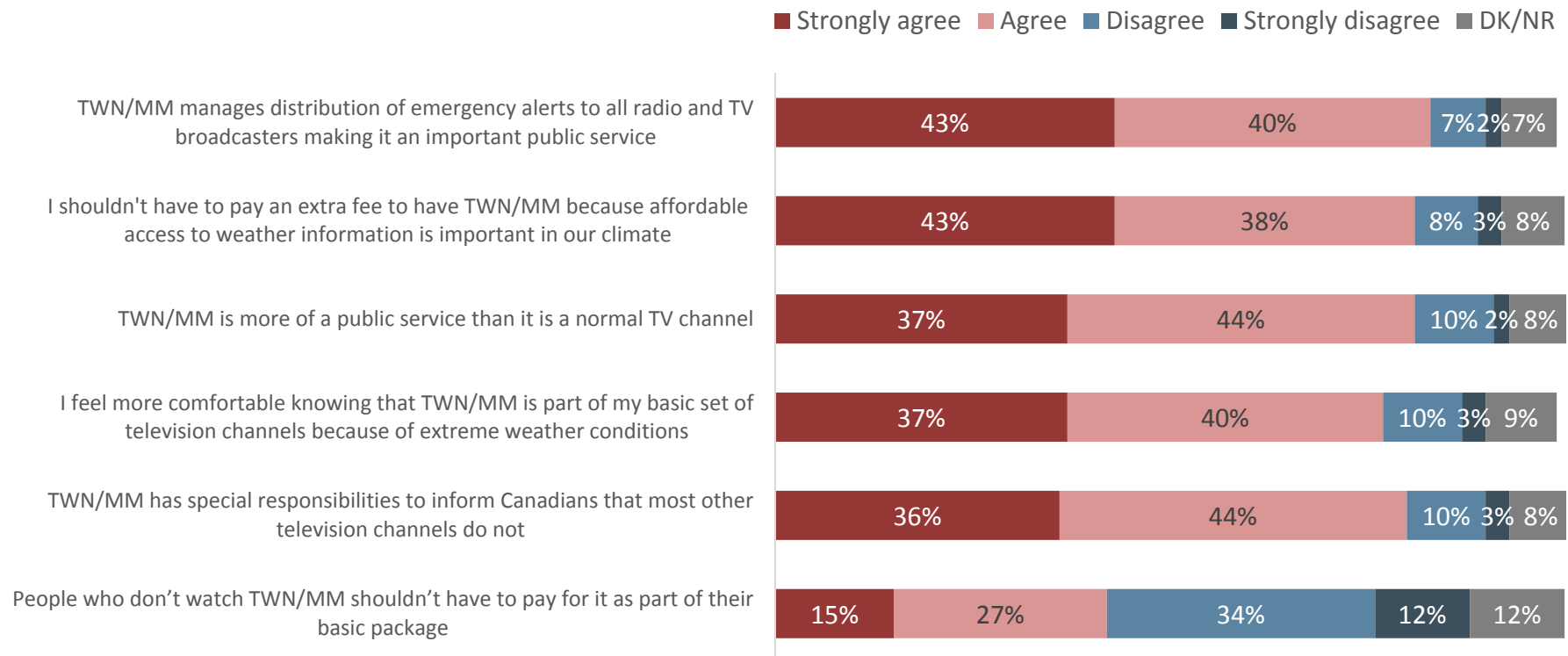
Impact of The Weather Network/MétéoMédia Move to a Higher Tier on Different Constituencies

If The Weather Network/MétéoMédia was no longer part of basic cable and satellite television and could only be available if you subscribed to a higher tiered package that you would have to pay extra for, do you think the impact on each of the following groups of people would be very negative, negative, neutral, positive or very positive?



Attitudinal Statements

Different people have said different things about The Weather Network/MétéoMédia. Please indicate the degree to which you agree or disagree with each of the following statements.



Main Conclusions

- There is a strong foundation of public opinion support for maintaining The Weather Network (TWN)/MétéoMédia (MM) on basic cable and satellite television (78%)
 - This foundation rests on a number of facts:
 - Checking weather forecasts is a ubiquitous habit (96% check daily)
 - Virtually all Canadians (90%) are familiar with TWN/MM and over 8 out of 10 hold a positive impression of the service
 - TWN/MM has an audience reach as the “most often” view television service that is nine times larger than its next biggest competitor
 - Over 8 out of 10 agree that “TWN/MM is more of a public service than it is a normal television channel”
- If TWN/MM was moved off of a basic to a higher, per-pay tier, over 60% of Canadians and 67% of cable/satellite subscribers would be “upset”

Main Conclusions

- While awareness that the TWN/MM television services funds and supports the technical infrastructure for emergency alerting or that the content supports digital services varies, the more this is known, the higher the support for maintaining TWN/MM on basic
- Large majorities also acknowledge that if TWN/MM was not on basic, major segments of the population would be negatively effected, especially those without or who feel uncomfortable using the internet (83%), the elderly (73%) and lower income earners (69%)

**** End of Appendix A ****



Earnscliffe

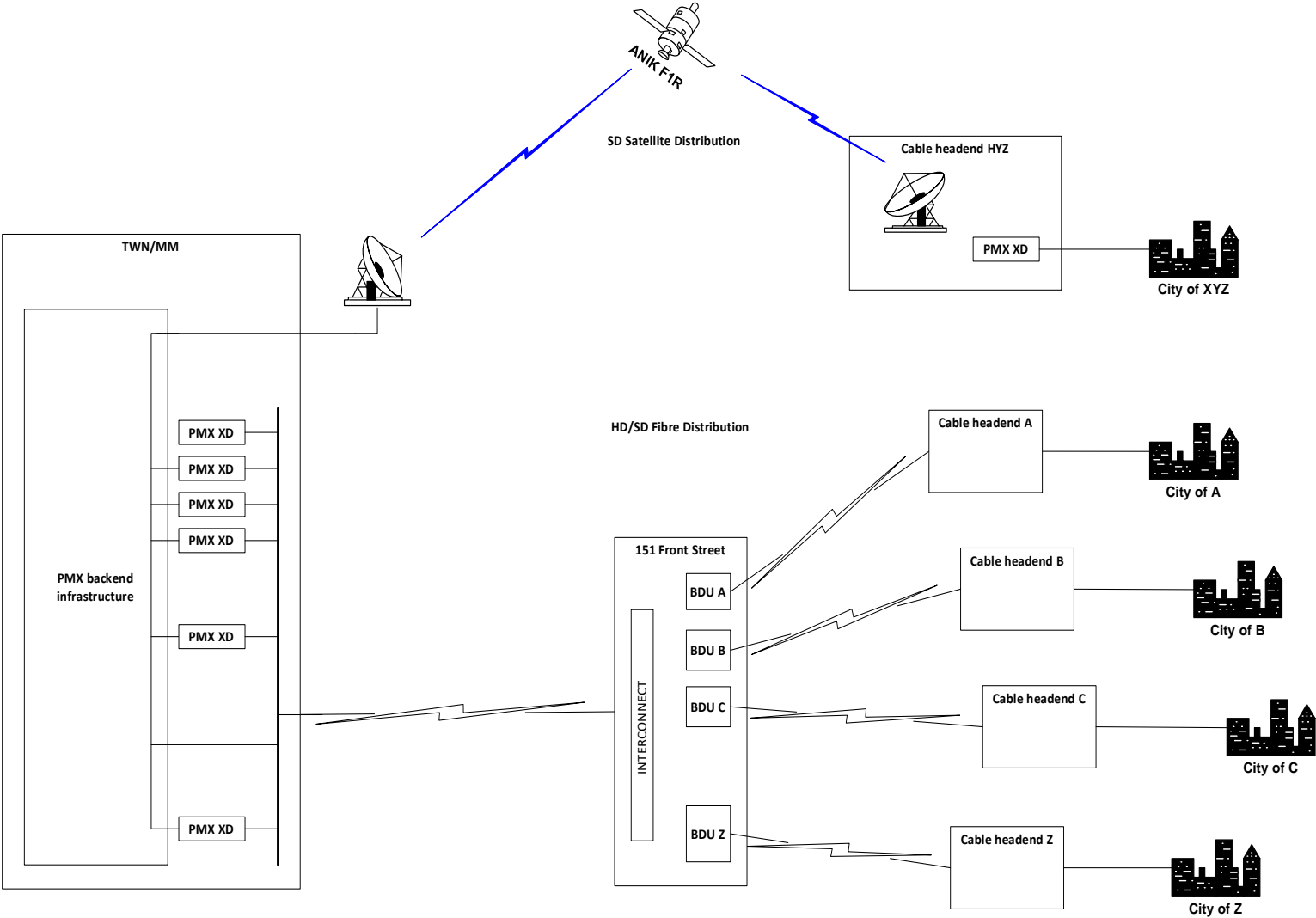
Appendix B: Localized Distribution of The Weather Network and MétéoMédia

Pelmorex has been delivering custom local forecasts to communities of all sizes across Canada for more than a quarter century. To accommodate the variety of BDU technologies deployed in Canada, as well as the transition from analog to digital, and SD to HD, we have had to develop and deploy three generations of our own PMX localization technology: PMX 1500; PMX 3200; and PMX NG. We are currently developing our new PMX solution (PMX XD) that will allow more Canadians to receive local forecasts in HD, while maintaining SD distribution.

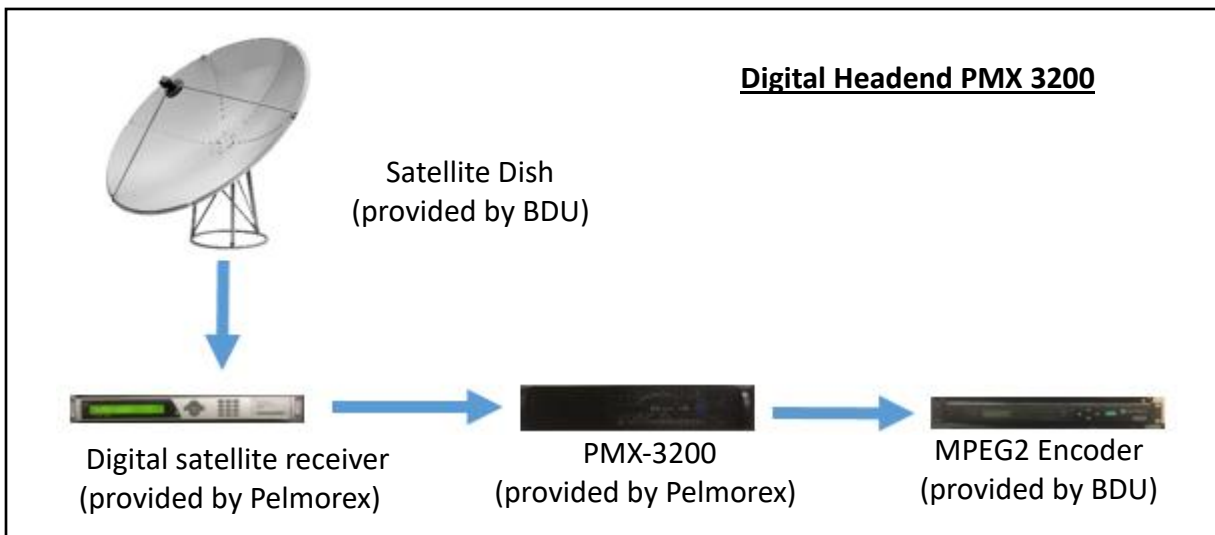
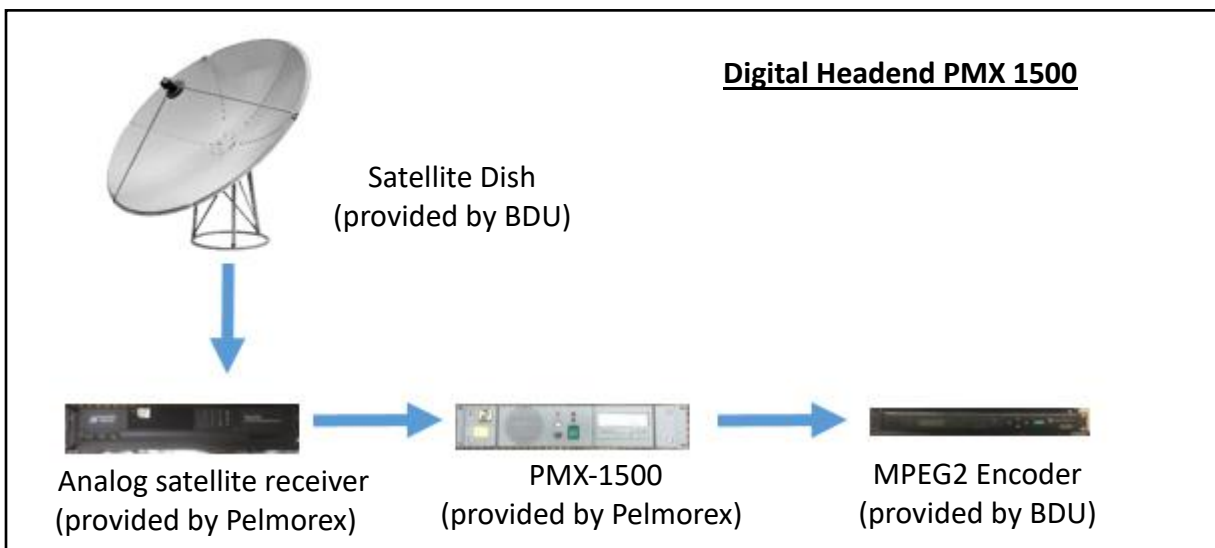
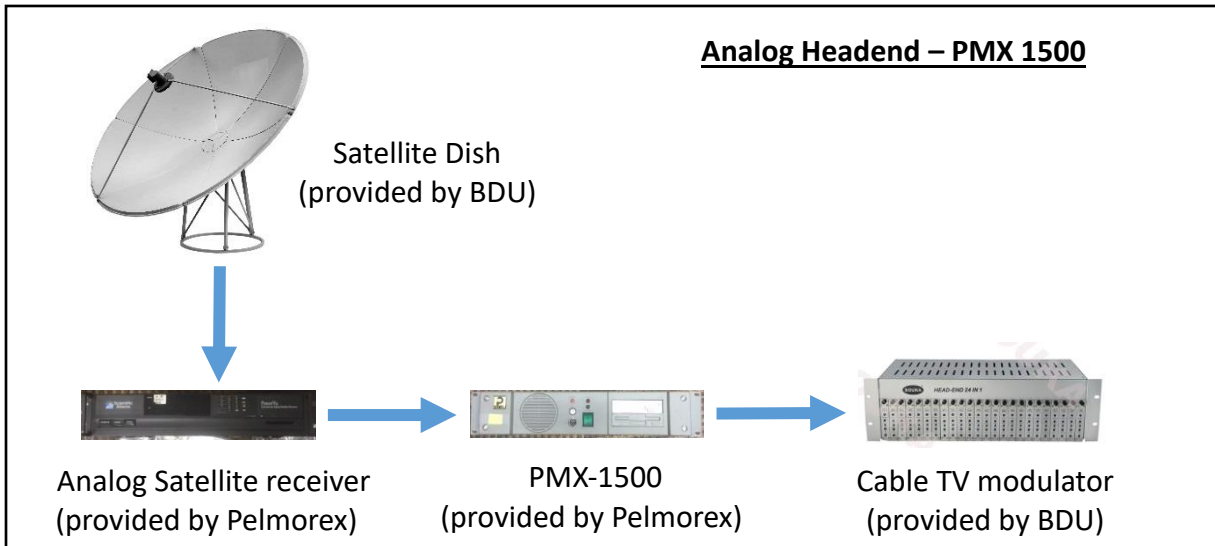
The table below summarizes and compares the capabilities of each of our PMX boxes, including the in-development PMX XD. The diagrams that follow illustrate the six different distribution configurations we currently employ, as well as the six new configurations we anticipate we will use with the PMX XD.

Pelmorex localization technology features				
	PMX 1500	PMX 3200	PMX NG	PMX XD
Picture Format	SD	SD	SD/HD	SD/HD
Interface	Analog video	SDI video	SDI video	IP
Audio	No audio	Embedded audio, pass through	Embedded audio, pass through	Embedded audio, pass through
Localized Audio Description	No	No	Yes	Yes
Closed Captioning 608 (Analog SD)	Pass through	Pass through	Pass through	Pass through and from video clip player
Closed Captioning 708 (Digital HD)	No	No	No	Pass through and from video clip player
Internal Audio Clip Player	No	No	Yes	Yes
Internal Video Clip Player	No	No	Yes	Yes
Animation	No	No	Yes	Yes
Graphics Format	Proprietary Pelmorex format	Proprietary Pelmorex format	Adobe Flash	HTML5

Overview TWN/MM Satellite Distribution

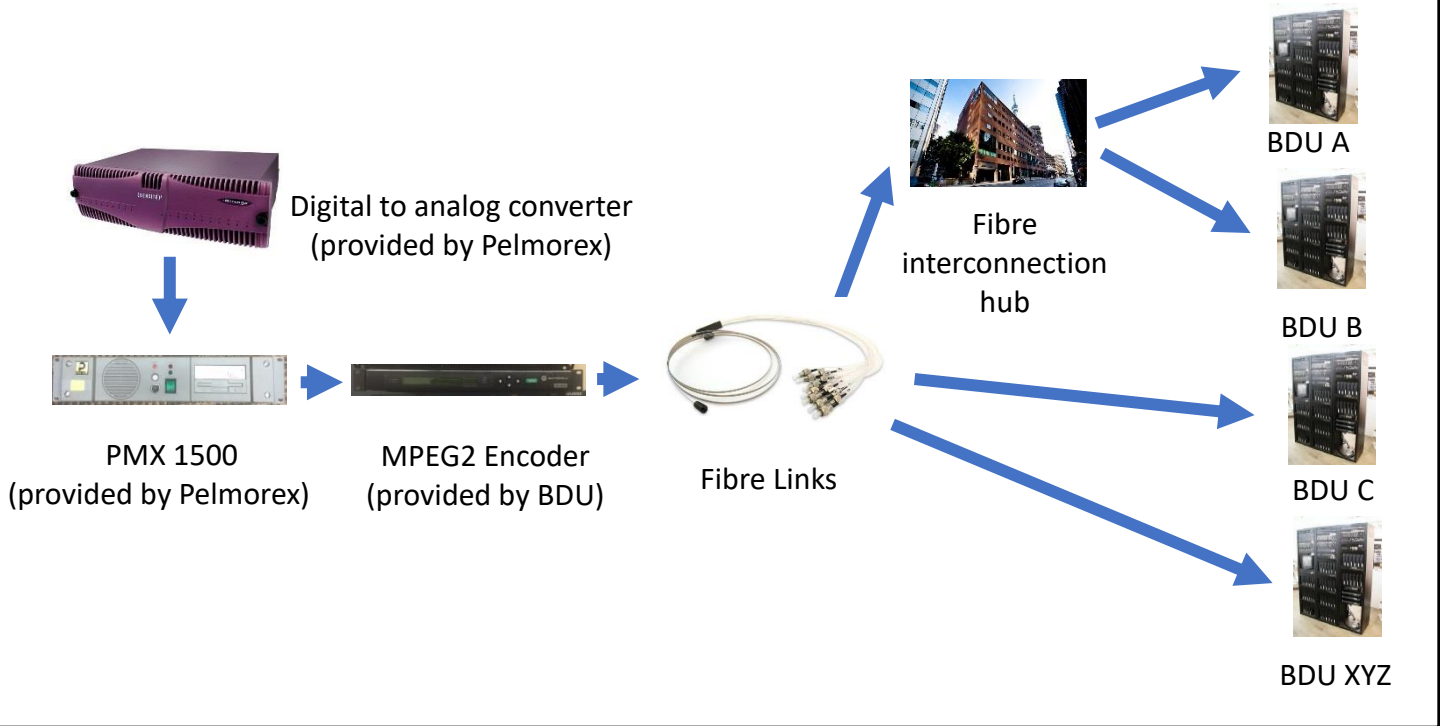


Satellite SD Localization and Distribution

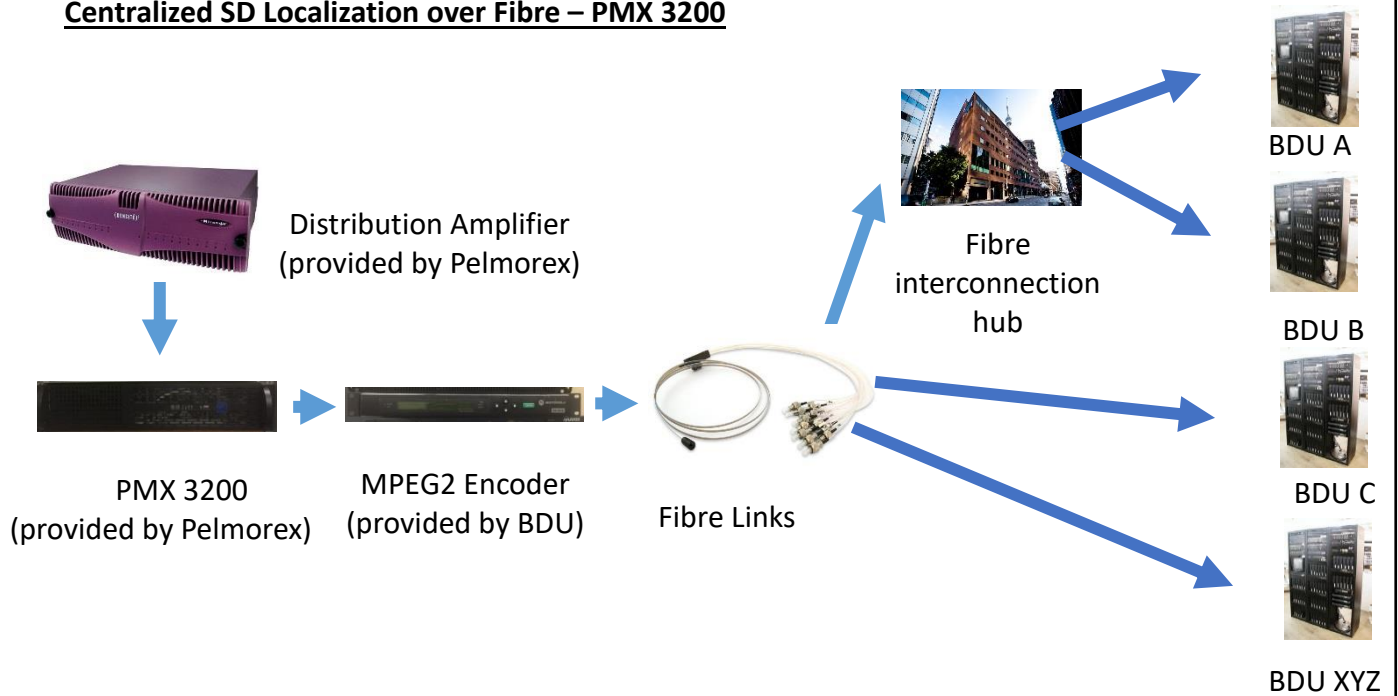


Fibre SD Localization and Distribution

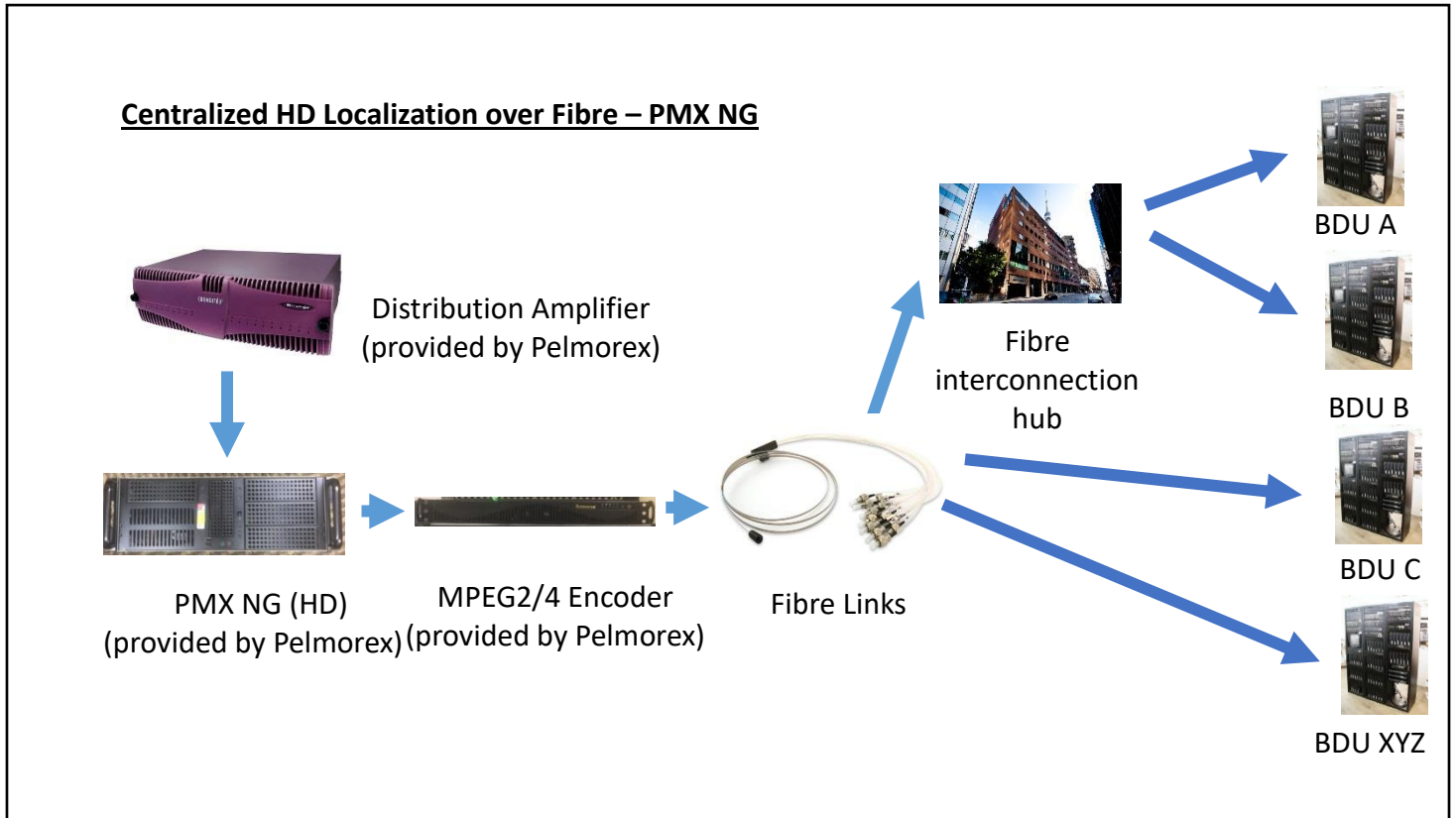
Centralized SD Localization over Fibre – PMX 1500



Centralized SD Localization over Fibre – PMX 3200

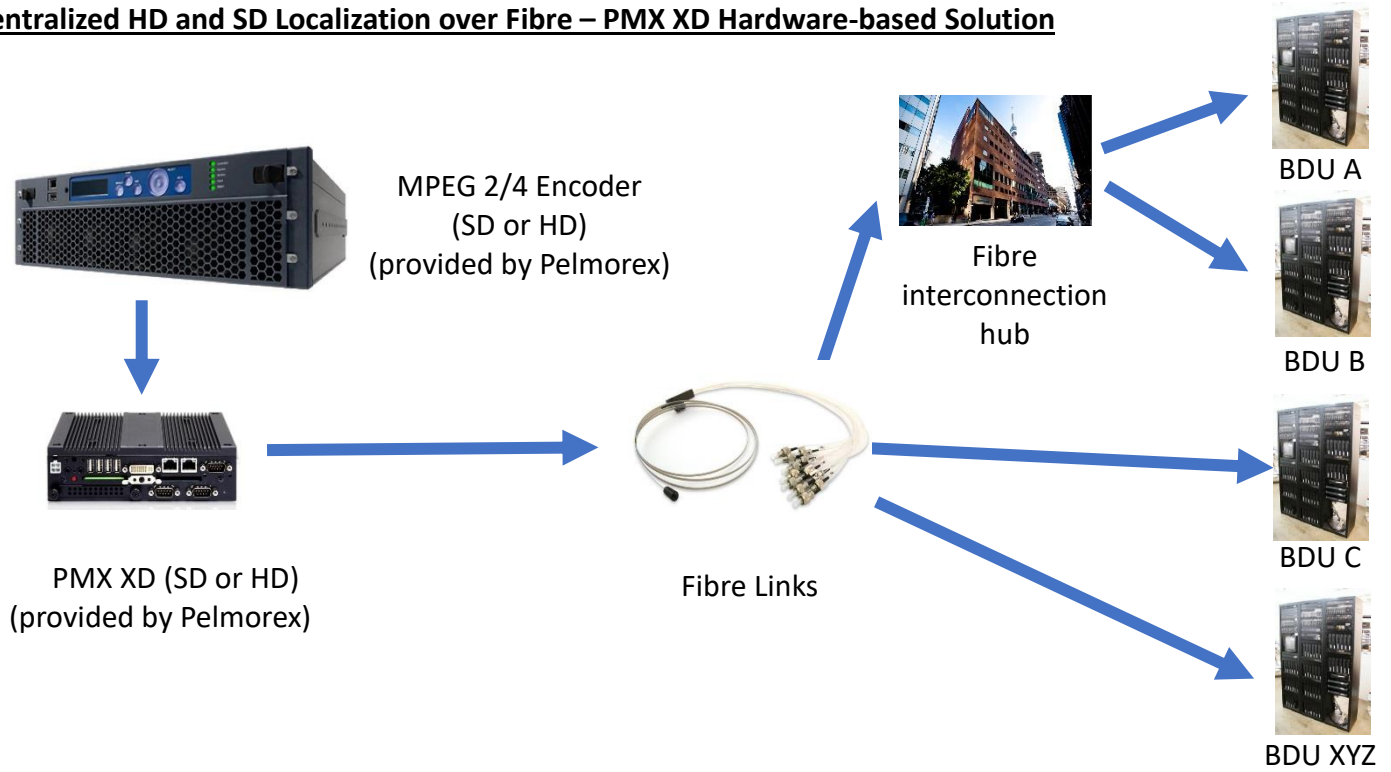


Fibre HD Localization and Distribution

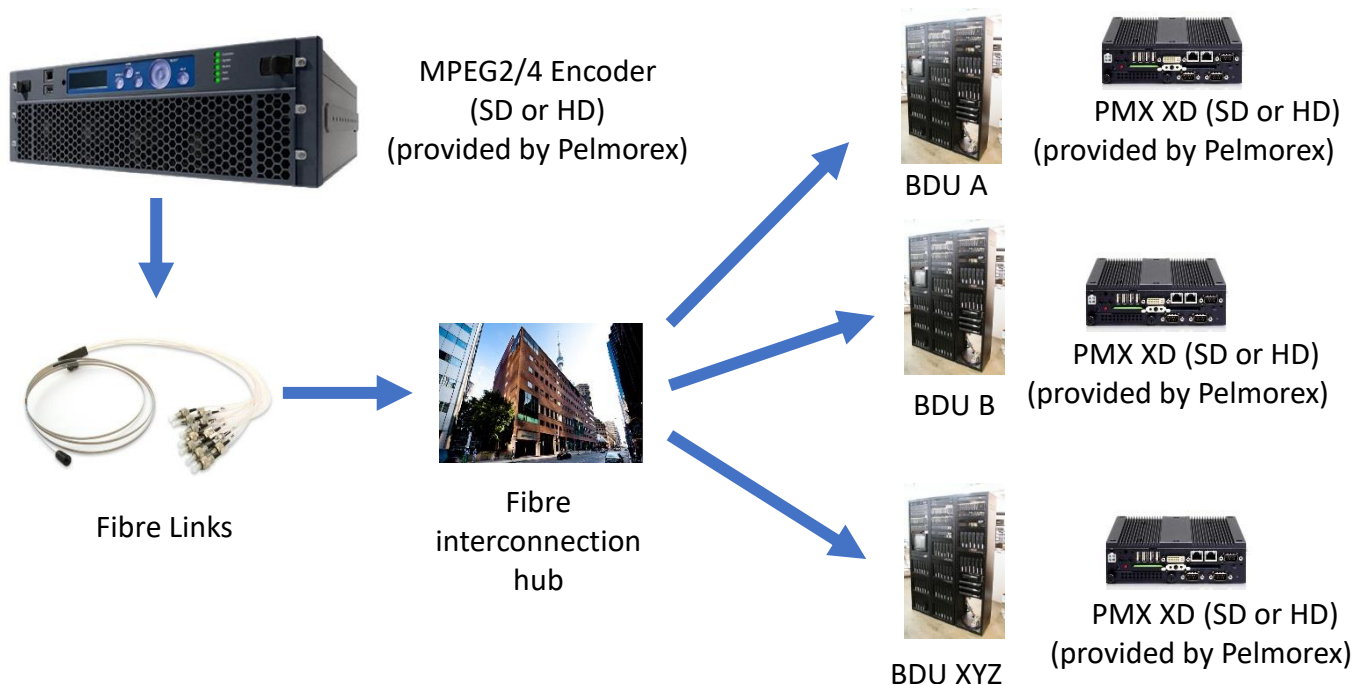


Proposed: PMX XD Configurations

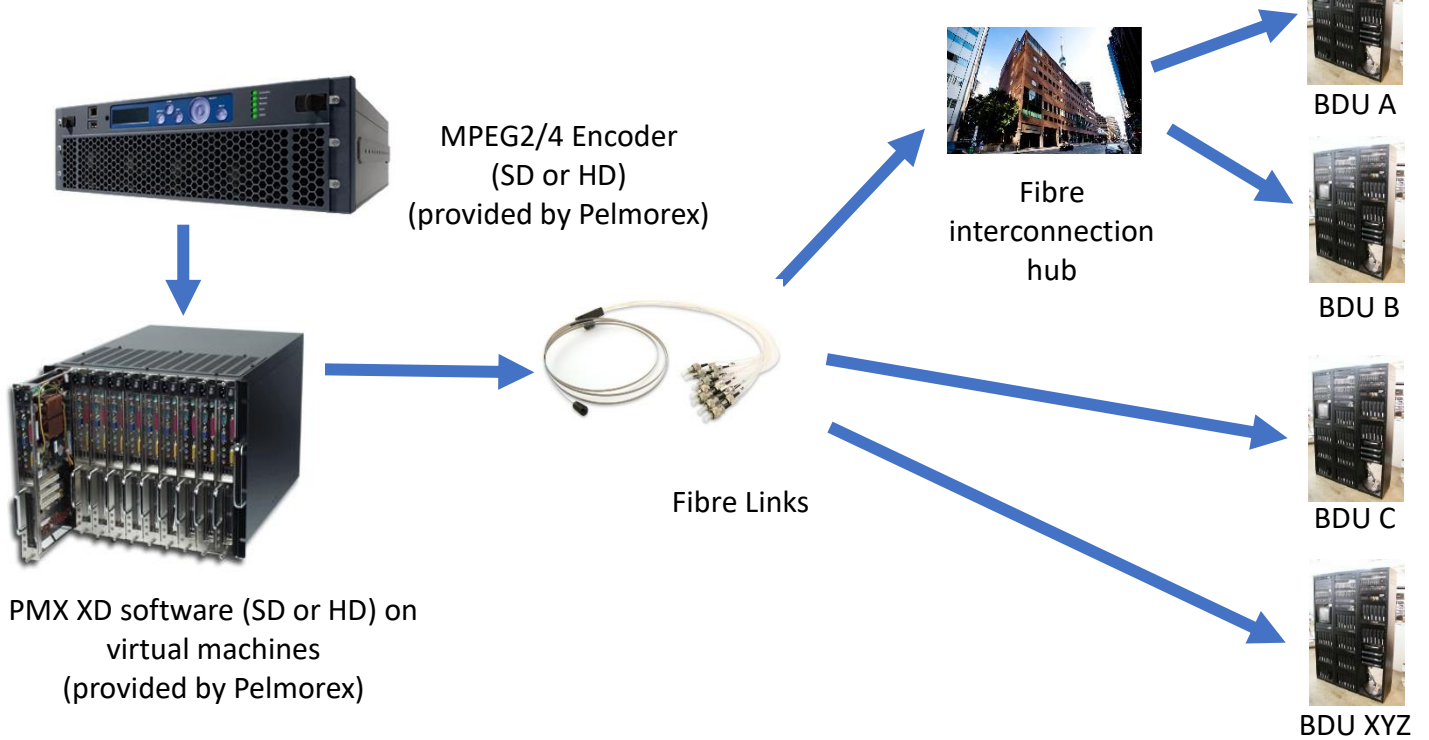
Centralized HD and SD Localization over Fibre – PMX XD Hardware-based Solution



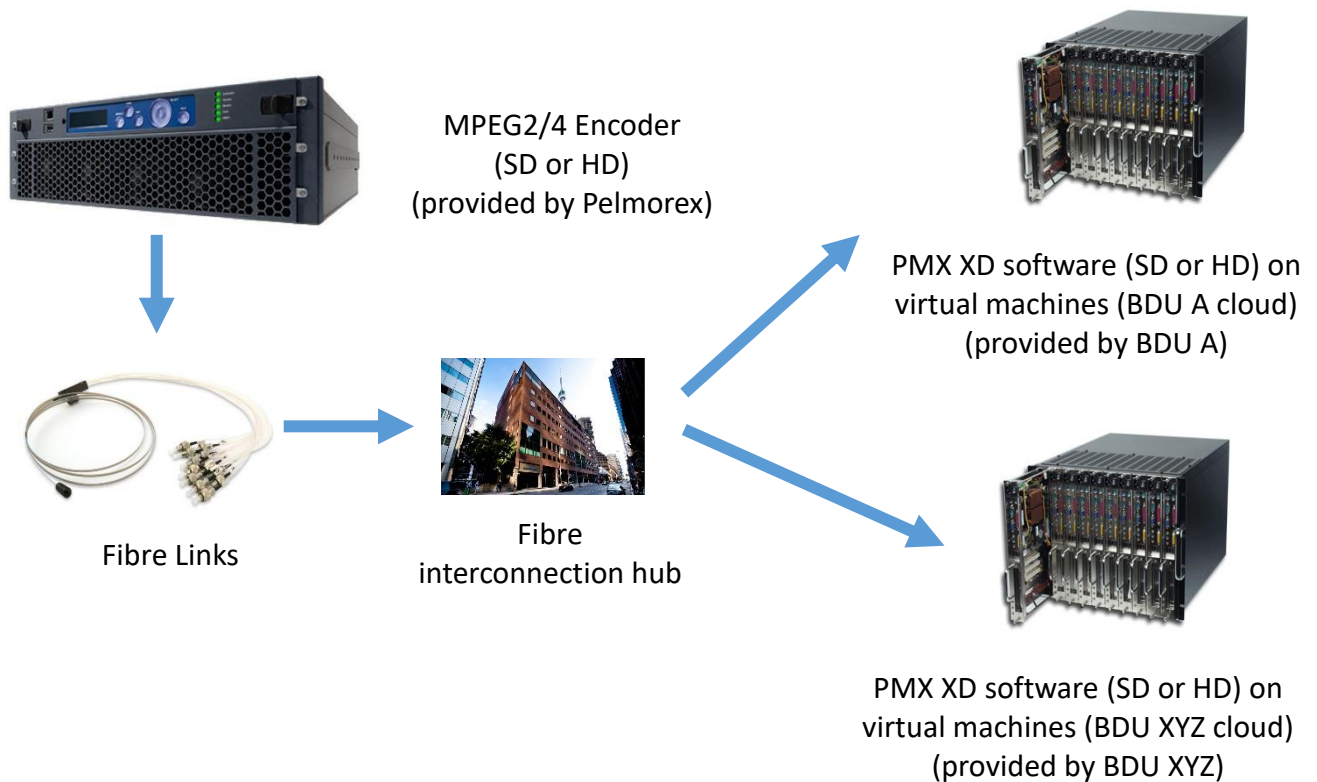
Remote HD and SD Localization over Fibre – PMX XD hardware-based Solution



Centralized HD and SD Localization over Fibre – PMX XD Solution Based on Virtual Environment



Remote Centralized HD and SD Localization over Fibre – PMX XD Solution Based on Virtual Environment



Remote SD Localization over Satellite – PMX XD Hardware-based Solution



Satellite Dish
(provided by BDU)



PMX XD with
IP Satellite receiver
(provided by Pelmorex)

Remote Centralized SD Localization over Satellite – PMX XD Hardware-based Solution



Satellite Dish
(provided by BDU)



PMX XD software (SD) on virtual
machines (BDU cloud) with IP
Satellite receiver
(provided by BDU or Pelmorex)

End of Appendix B

Appendix C: Letters of Support

- 1) **Ralph Goodale**, Minister of Public Safety and Emergency Preparedness – Government of Canada – July 10, 2017
- 2) **Peter Hill**, Director General, Spectrum Management Operations Branch – Department of Innovation, Science and Economic Development – April 18, 2017
- 3) **Michael Morton**, Director of Emergency Management – Ontario Office of the Fire Marshal and Emergency Management – July 10, 2017
- 4) **Éric Houde**, Directeur des Opérations, Direction générale de la sécurité civile et de la sécurité incendie – Ministère de la Sécurité Publique – Gouvernement du Québec – July 10, 2017

Minister of Public Safety and
Emergency Preparedness



Ministre de la Sécurité publique
et de la Protection civile

Ottawa, Canada K1A 0P8

~~JUL~~ 10 2017

Mr. Paul Temple and Mr. Kurt Eby
Pelmorex Communications Inc.
2655 Bristol Circle
Oakville, ON, L6H 7W1

Dear Mr. Temple and Mr. Eby:

Thank you for your correspondence regarding The Weather Network and MétéoMedia's support for public safety and participation in May 2017 Emergency Preparedness Week activities. I am appreciative of your organization's continued contribution to the safety of Canadians, in particular through the operation and management of the technical infrastructure for the Federal/Provincial/Territorial National Public Alerting System initiative.

I would like to congratulate you on the continued operation of the National Alert Aggregation and Dissemination (NAAD) system, which forms part of the NPAS, and is founded through the carriage of The Weather Network/MétéoMedia on basic cable. Since its inception the NAAD has helped to ensure widespread awareness among targeted, localized populations on everything from Amber Alerts to severe and violent thunderstorms.

My officials at Public Safety Canada have informed me of the very positive collaboration they have had with your organization over the years, including through the 2015 roll-out of the "Alert Ready" system brand and corresponding public awareness campaign.

As you have mentioned, the Weather Network and MétéoMedia infrastructure that currently supports emergency alerting in Canada through television and radio will soon also support the delivery of these same public safety alerts to Canadian's mobile devices, such as smartphones. In that regard, I understand that your organization, along with Public Safety Canada and other key public alerting stakeholders, is participating in the two working groups established by the Canadian Radio-television and Telecommunications Commission (CRTC) to aid wireless service providers in implementing the national public alerting system on their networks by 2018.

Canada

The CRTC working group addressing issues around the development, leadership and funding of a future wireless public alerting public awareness campaign could benefit from your expertise and lessons learned from leading the "Alert Ready" campaign for broadcast media. By leveraging the knowledge and experiences of your organization, public officials and industry in Canada will be better positioned to implement this modern and far-reaching mode of emergency alerting in a timely and effective manner. I encourage your continued and active participation.

Once again, allow me to express my appreciation to you for writing, for your recent participation in Emergency Preparedness Week activities and continued key role in the National Public Alerting System initiative. Through all of these activities, your organization helps to advance one of my and my Government's most fundamental objectives, which is the safety and security of Canadians.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Ralph Goodale', written in a cursive style.

The Honourable Ralph Goodale, P.C., M.P.



APR 18 2017

Paul Temple
Sr. Vice President, Regulatory & Strategic Affairs
Pelmorex Communications Inc.
2655 Bristol Circle, Oakville, ON
L6H 7W1
ptemple@pelmorex.com

April 18, 2017

Re: Wireless Public Alerting Service project 2014-2017

Dear Mr. Temple:

On behalf of Innovation, Science and Economic Development Canada, I would like to congratulate you on accomplishing our shared objectives in the Wireless Public Alerting Service (WPAS) project, an initiative to pilot a Canadian wireless public alerting capability.

I would also like to thank you for your strong participation and steadfast belief in the project throughout the past 3 years. Specifically, your generous in-kind contribution in developing the NAAD-WPAS gateway and C-interface helped the project reach a successful end. The project met all expectations and delivered an effective solution that will carry urgent life-saving information to Canadians. We can all be proud of our individual and organizational accomplishments through the project.

As we move towards implementing wireless public alerting in the National Public Alerting System, I hope the synergy created from the project and your leadership in your NPAS community will continue in advancing Canada's alerting capability.

I wish you all the best on your future success.

Sincerely,

Peter Hill
Director General, Spectrum Management Operations Branch
Spectrum, Information Technology and Telecommunications

**Ministry of
Community Safety and
Correctional Services**

Office of the Fire Marshal
and Emergency Management

25 Morton Shulman Avenue, 2nd Floor
Toronto ON M3M 0B1
Tel: 647-329-1180
Fax: 647-329-1218

**Ministère de la
Sécurité communautaire et
des Services correctionnels**

Bureau du commissaire des incendies
et de la gestion des situations d'urgence

25, avenue Morton Shulman, 2^e étage
Toronto ON M3M 0B1
Tél. : 647-329-1180
Télééc. : 647-329-1218



Mr. Paul Temple
Senior Vice President, Regulatory and Strategic Affairs
Pelmorex Media Inc.
2655 Bristol Circle
Oakville, Ontario
L6H 7W1

July 10, 2017

Mr. Temple:

The Ministry of Community Safety and Correctional Services ensures that Ontario's communities are supported and protected by law enforcement and public safety systems that are safe, secure, effective, efficient and accountable.

The recent CRTC announcement requiring all wireless providers to participate in a national public alerting system on their LTE networks will allow Canadians access to enhanced communication capabilities for sending and receiving emergency and potentially lifesaving information. These types of decisions supplement and expand on the excellent work already being carried out by the Public Alerting Working Group.

The National Alert Aggregation and Dissemination System (NAAD) collects and broadcasts emergency alert and Amber Alert messages that it receives from authorized users of the system. The alert messages may then be broadcasted by local and/or regional television and radio networks, making rapid emergency information in an affected area available to the general public.

The success of public alerting has been—and continues to be—dependent on the sustained operation and support of the NAAD System. This includes the distribution of public alerts to broadcasters who pass the alerts onto the public. The NAAD alerting system was pioneered in part by Pelmorex, who continues to have an excellent relationship with the Office of the Fire Marshal and Emergency Management (OFMEM). Pelmorex and the OFMEM have worked closely to ensure the system is regularly tested to ensure its readiness to send warnings during an emergency.

I want to thank you for your continued efforts to improve the NAAD System, and look forward to continuing our participation in the Alerting Governance Council.

Sincerely,

A handwritten signature in blue ink, appearing to read "Dave Nodwell".

Dave Nodwell for Michael Morton
Director of Emergency Management
Ontario Office of the Fire Marshal and Emergency Management

Québec, le 10 juillet 2017

Monsieur Luc Perreault
Vice-président
Distribution globale et affaires gouvernementales
Pelmorex Communications Inc.
1755, boulevard René-Lévesque Est, bureau 251
Montréal (Québec) H2K 4P6

Monsieur le Vice-Président,

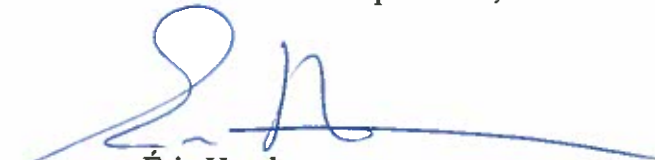
À titre de directeur des opérations à la Direction générale de la sécurité civile et de la sécurité incendie du ministère de la Sécurité publique du Québec (MSP), je profite de la demande de renouvellement de la licence de la Société Pelmorex Communications inc. (Pelmorex) pour vous faire part de l'appréciation que nous avons du travail accompli par Pelmorex dans le cadre de son engagement à agir à titre de regroupueur et de distributeur national de messages d'alerte en cas d'urgence.

En effet, Pelmorex a travaillé en étroite collaboration avec le gouvernement fédéral de même que les provinces et territoires, dont le Québec, à la mise en place des prémisses essentielles à la réalisation d'un Système national d'alerte publique. L'intégrateur technologique permettant le regroupement et la distribution de messages d'alertes développée par Pelmorex est au cœur du système national d'alerte à la population en cours d'édification.

Le MSP est d'avis que l'alerte au public a évolué et est devenue plus concrète grâce à la contribution active de Pelmorex. Le MSP est ravi que Pelmorex réitère son intérêt d'opérer le Système d'agrégation et de dissémination national d'alertes et de poursuivre sa participation à l'amélioration de la sécurité publique pour toutes les Québécoises et tous les Québécois.

Je vous prie d'agréer, Monsieur le Vice-Président, mes salutations distinguées.

Le directeur des opérations,



Éric Houde

Appendix D:
Proposed Distribution Order for the carriage of
The Weather Network and MétéoMédia

The Terms and conditions for distribution of the national, English- and French-language Category A specialty service The Weather Network/MétéoMédia by persons licensed to carry on certain types of broadcasting distribution undertakings, set out in the appendix to Amendments to the mandatory distribution order for The Weather Network/MétéoMédia – *Distribution of appropriate regional feeds Broadcasting Order 2009-340-2*, 15 June 2012 are replaced by the following:

Terms and conditions for distribution of the national, English- and French-language Category A specialty service The Weather Network/MétéoMédia by persons licensed to carry on certain types of broadcasting distribution undertakings

The Commission hereby orders, pursuant to section 9(1)(h) of the *Broadcasting Act*, persons licensed to carry on broadcasting distribution undertakings of the types identified in paragraph (a) below to distribute the Category A service The Weather Network/MétéoMédia, as directed below, to all digital subscribers as part of the digital basic service, effective 1 September 2018 until 31 August 2025, on the following terms and conditions:

- a) This Order applies to direct-to-home (DTH) distribution undertaking licensees as well as to terrestrial distribution undertaking licensees. These licensees are collectively referred to in this Order as distribution licensees.
- b) A terrestrial distribution undertaking licensee operating in an anglophone market must distribute either the regional feed of The Weather Network having the greater relevance to its subscribers when it is made available by Pelmorex Weather Networks (Television) Inc. (Pelmorex) or, subject to an agreement with Pelmorex, the national feed of The Weather Network, to all digital subscribers as part of the digital basic service.
- c) A terrestrial distribution undertaking licensee operating in an anglophone market must also distribute either the regional feed of MétéoMédia having the greater relevance to its subscribers when it is made available by Pelmorex or, subject to an agreement with Pelmorex, the national feed of MétéoMédia, to all digital subscribers as part of the digital basic service.
- d) A terrestrial distribution undertaking licensee operating in a francophone market must distribute either the regional feed of MétéoMédia having the greater relevance to its subscribers when it is made available by Pelmorex or, subject to an agreement with Pelmorex, the national feed of MétéoMédia, to all digital subscribers as part of the digital basic service.
- e) A terrestrial distribution undertaking licensee operating in a francophone market must also distribute either the regional feed of The Weather Network having the greater relevance to its subscribers when it is made available by Pelmorex or, subject to an agreement with Pelmorex, the national feed of The Weather Network, to all digital subscribers as part of the digital basic service.
- f) A DTH distribution undertaking licensee must distribute, on a national basis, the national feed of The Weather Network to subscribers who subscribe to an English-language or bilingual basic service package.
- g) A DTH distribution undertaking licensee must distribute, on a national basis, the national feed of MétéoMédia to subscribers who subscribe to a French-language or bilingual basic service package.
- h) Unless subject to an agreement with Pelmorex, distribution licensees must distribute both the standard definition and high definition format of The Weather Network and MétéoMédia when it is made available by Pelmorex, to all digital subscribers as part of the digital basic service.

For the purposes of this Order, the terms “anglophone market,” “basic service,” “Category A service,” “direct-to-home distribution undertaking,” “francophone market,” “licensed” and “terrestrial distribution undertaking” shall have the same meanings as those set out in the *Broadcasting Distribution Regulations*, as amended from time to time.

*** End of Appendix D ***