

## What is this channel?

**The Canadian Public**® will become Canada's first national public access television channel, specializing in content created by Canadian citizens and organizations from across the country and around the world.

The channel will feature a fascinating blend of programming including comedies, dramas, movies, variety shows, sporting events, music, animation and game shows just to name a few, all created by both professional and amateur filmmakers alike.

## What are the advantages?

- **No Fee-for-Carriage.**
- You can offer your subscribers one more non-Canadian cable channel in their subscription package, and still respect the CRTC's minimum 50% Canadian channel requirement.
- Your cable company will be supporting the equivalent of a Canadian community channel without the need to build broadcast facilities or obtain federal broadcast licenses.
- If your cable company already provides a community channel, you can submit your own channel's programming for national broadcast consideration.
- Again, **No Fee-for-Carriage.**

## What's the catch?

- You'll be offered the channel free of charge under the condition you offer the channel free of charge to your subscribers.
- You must include the channel either within a block of basic cable channels, or within a block of Category 1/Category 2 cable television channels.
- There must be no requirement for your subscribers to purchase any extra channels or theme packages in order to obtain the channel.

## What's in it for me?

Fame? Glory? Prestige? Probably not.

Money? Maybe.

Depending on the distribution model you choose to adopt, your cable company might have the opportunity to broadcast its own television shows during specially chosen time slots reserved exclusively for local programming.

The advertising time during these time slots are also yours, creating a new revenue stream for your company.

The only hitch is that the channel's conditions of license limits the type of advertising we can accept to *national paid advertisement*.

But there is a loophole...

## What was the inspiration for this?

Which television shows do Canadians watch more than anything else during the evening hours of the week?

American television shows. Nearly all of them presented on Canadian television channels.

English language Canadian television has deteriorated to the point where not only has it become very difficult to find any Canadian television shows during the prime time hours, the few Canadian shows that do exist either recycle old Canadian stereotypes, or attempt to imitate their American counterparts.

It's as if Canada didn't exist at all.

In an attempt to rediscover our national identity, **The Canadian Public**® will give all Canadians the opportunity to submit their own stories to a national cable television channel regardless of their professional background if any.

On-line video sites have given many Canadians the opportunity to tell their stories to an international virtual community. It's time to harvest that enormous pool of talent and present these stories to a national television audience.

And hopefully, not only will we rediscover who we are as a nation, we'll also have something more entertaining to watch than American crime dramas and reality television shows.

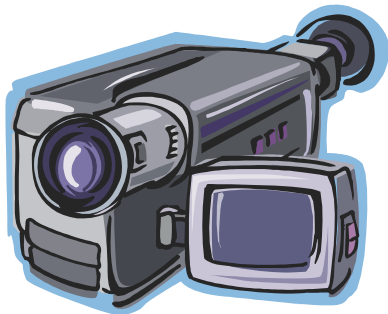
## How may I contact you?

Here is my business card.



You can also reach me on my cell phone during the conference at (514) 572-8083.

**The Canadian Public**<sup>®</sup>. Television for Canadians, created by Canadians.



"What's on TV tonight?"

## The Canadian Public<sup>®</sup>

Phone: (514) 572-8083 (during the conference)

Email: [caronf@thecanadianpublic.com](mailto:caronf@thecanadianpublic.com)

Webs: [thecanadianpublic.com](http://thecanadianpublic.com)  
[youtube.com/TheCanadianPublic](http://youtube.com/TheCanadianPublic)  
[twitter.com/CanadianPublic](http://twitter.com/CanadianPublic)

Skype: [thecanadianpublic](https://www.skype.com/name/thecanadianpublic)



**A national  
public access  
television channel  
absolutely free?**



***What's the catch?***