

November 28, 2017

Mr. Chris Seidl  
A/Secretary General  
Canadian Radio-television and Telecommunications Commission  
Ottawa, ON  
K1A 0N2

**Re: Broadcasting Notice of Consultation CRTC 2017-365; Application #2017-0586-5 by Pelmorex Weather Networks Inc. to renew the license of The Weather Network / MétéoMédia**

Dear Mr. Seidl,

Insurance Bureau of Canada (IBC) is the national trade association representing Canada's private property and casualty insurance companies. Our member companies represent 90% of the Canadian property and casualty insurance market. Our industry employs more than 120,000 Canadians, pays \$9 billion in taxes and levies to governments across Canada and has a total premium base of \$52 billion. In 2016, natural catastrophes such as wildfires, windstorms, hailstorms and floods caused a record \$4.9 billion in insured damage across Canada. Our industry is at the forefront of extreme weather events, and we know first-hand the significant impact weather can have on the lives of Canadians.

IBC believes it is essential that The Weather Network / MétéoMédia retain its broadcasting license and its distribution as part of the basic television service. IBC supports Pelmorex's application to renew The Weather Network / MétéoMédia broadcasting license for seven years and for the continued distribution of these services on the basic television service. IBC also requests to appear at the public hearing in April.

Being warned and prepared is a critical factor in mitigating damage due to extreme weather caused by floods, high winds, ice and hail. Having The Weather Network / MétéoMédia easily accessible and affordable for all consumers, in the language of their choice, regardless of their personal media preferences is, in our view, a critical public good.

In addition to their reporting of local extreme weather conditions, The Weather Network / MétéoMédia, through its television services, makes a valuable contribution to the safety of Canadians by operating the infrastructure of Canada's national emergency alerting system. The National Alert Aggregation and Dissemination (NAAD) System distributes in excess of 50,000 public safety messages annually. These public safety messages, issued by authorized government authorities, cover a broad range of risks to the public. While a small number of these messages are classified as imminent and extreme threat to life, many of the messages available to broadcasters and others warn of approaching conditions that may lead to extreme weather as well as threats to crops, marine warnings and boil water advisories, to name a few.

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As a national trade association, IBC and our member companies work closely with all levels of government across Canada. We appreciate that planning horizons for government and private sector partners must be coordinated and must accommodate different needs while being sufficient enough in length to allow for appropriate planning and return on capital. Given our experience, IBC believes a seven-year licence renewal is both reasonable and fair.

Finally, IBC would add that the impact of climate change only acts to reinforce the need for, and value of The Weather Network / MétéoMédia's contributions and services that we have cited in this letter. Climate change is not showing any signs of slowing down. Extreme weather events, like floods, wildfires, windstorms and hailstorms are expected to increase over the next several years. Having The Weather Network / MétéoMédia as a vital, accessible and readily-available source of information for all Canadians is a critical component for keeping families and communities safe and resilient when natural disasters and extreme weather events strike.

Sincerely yours,

A handwritten signature in black ink, appearing to be 'Craig Stewart', with a stylized flourish at the end.

Craig Stewart

Vice President, Federal Affairs  
Insurance Bureau of Canada

cc.: Paul Temple  
Senior Vice President, Strategic and Regulatory Affairs  
The Weather Network / MétéoMédia  
[regulatory@pelmorex.com](mailto:regulatory@pelmorex.com)