



November 7, 2017

Mr. Ian Scott  
Chairperson and Chief Executive Officer  
Canadian Radio-television and  
Telecommunications Commission  
Les Terrasses de la Chaudière, Central Building  
1 Promenade du Portage  
Gatineau, Quebec  
K1A 0N2  
Fax: 819-994-0218

**Subject: Broadcasting Notice of Consultation CRTC 2017-365 “Applications for the renewal of services with mandatory distribution on the basic service pursuant to section 9(1)(h) of the Broadcasting Act”, applicant 2017-0586-5: Pelmorex Weather Networks (Television) Inc.**

Dear Mr. Scott:

The Meteorological Service of Canada (MSC), a branch of Environment and Climate Change Canada (ECCC), has a mission to protect Canadians and their property from adverse weather conditions. Success in this mission is accomplished by providing the right information about threatening conditions to the appropriate audience at the right time. The radio and television media are key collaborators with MSC in delivering weather warnings - in fact these media remain a primary source of such information for Canadians.

Pelmorex Weather Networks Inc. continues to be a highly prominent member of the media community in the delivery of weather information. We view Pelmorex as supremely reliable when it comes to the timely delivery of ECCC severe weather warning information to at-risk communities on a national scale. The reach of Pelmorex into Canadian homes makes it an important contributor to the success of the meteorological program of ECCC.

MSC has worked closely with Pelmorex over the past 6 years as the National Public Alerting System has been implemented in stages. We began delivering weather alerts to the National Alert Aggregation and Distribution (NAAD) system operated by Pelmorex starting in April 2012. We also worked closely with Pelmorex to address a number of performance issues associated with “broadcast immediate” alerts that became evident in 2015 following the mandatory adoption of the system by Canadian broadcasters. Pelmorex operates the NAAD system in an extremely professional and competent manner and was responsive to making system changes: in particular showing leadership to implement an effective text-to-speech system when the systems implemented by broadcasters produced unintelligible on-air messages. They also developed a

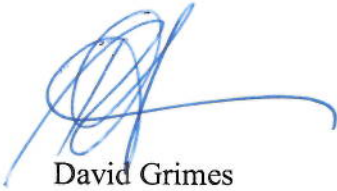
CRTC '17NOV09 15:12

first-rate public awareness campaign for the Alert Ready system in full accordance with their previous commitment to the CRTC.

We view the NAAD system as a valuable addition to the broad suite of dissemination channels used by MSC to deliver severe weather alerts to Canadians. While we are not entirely dependent on the National Public Alerting System for disseminating weather alerts, we recognize its value and we are concerned that Pelmorex would not be willing to support and provide the NAAD system if The Weather Network and MétéoMédia were not granted mandatory distribution pursuant to section 9(1)(h). As such, we would respectfully request that consideration be given to guaranteeing that an appropriate transition period is established should Pelmorex choose not to provide cost-free access to the NAAD system after August 2018.

Thank you for the opportunity to provide comments on the license renewal of Pelmorex Weather Networks Inc. The MSC wishes the CRTC to be aware of the factors outlined above but does not wish to appear at the public hearing.

Sincerely,



David Grimes  
Assistant Deputy Minister  
Meteorological Service of Canada  
Environment and Climate Change Canada  
351 St. Joseph Blvd.  
Gatineau, Quebec  
K1A 0H3

c.c.: Paul Temple, Pelmorex Weather Networks Inc. (Fax 905-829-5800)