



**Arctic
Co-operatives
Limited**

WINNIPEG OFFICE
1645 Inkster Boulevard
Winnipeg, MB
R2X 2W7

Tel: (204) 697-1625
Fax: (204) 697-1880

IQALUIT OFFICE
1121 Mivvik Street
P.O. Box 697
Iqaluit, NU X0A 0H0

Tel: (867) 979-2448
Fax: (867) 979-2535

October 26, 2017

Mr. Scott Hutton
Secretary General (Acting)
Canadian Radio-television and
Telecommunications Commission
Ottawa Ontario K1A 0N2

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

Dear Mr. Hutton,

Arctic Co-operatives Limited ("Arctic Co-ops") is a service federation owned and controlled by 32 community-based cooperative enterprises located in Nunavut, Northwest Territories and Yukon. It coordinates resources, consolidates purchasing power and provides operational and technical support to the community-based cooperatives enabling them to provide a wide range of services to their local member-owners.

In 25 communities, the local cooperative provides cable TV services. Arctic Co-ops provides technical expertise supporting cable TV systems and digital communications services to their communities. Services are provided for system design and development, staff training, technical and maintenance support as well as programming and regulatory assistance.

Arctic Co-ops is pleased to intervene in this proceeding, in particular, to put forward our strong support for Pelmorex's application for The Weather Network and MétéoMédia services to remain available to all Canadians as part of the basic service for the next seven years. Operating in the Canadian Arctic, the community-focused nature of the co-operatives and considering our past interactions with The Weather Network, we believe we are able to provide unique insight into the essential value of The Weather Network and the importance of maintaining its mandatory distribution status. We are pleased to provide that insight in this submission.

Accessing information in Canada's North can be a challenge, to say the least. Among the most important – if not the most important – is weather news and forecasts. Weather affects every aspect of daily life in the North in ways not experienced by residents of other parts of Canada. Local weather is particularly important as communities are isolated and broadly dispersed and subject to their own unique weather patterns. In the indigenous communities that we support, reliable weather information is important to allow for the people to safely engage in their traditional and cultural activities on the land, including hunting and gathering activities. In addition, the impact on weather on airline operations has direct impact on food availability and passenger travel, including essential medical travel.

In the last few years, Pelmorex helped address this information gap in a significant way by partnering with Arctic Co-ops to connect 23 local co-operative cable systems in Canada's Arctic to its local forecast network. As a result, residents of these communities with cable TV service now receive local,

up-to-date weather forecasts that were previously unavailable. This service enhancement provides critical weather information to the Canadians who need it most and makes an important contribution to public safety. Pelmorex has a demonstrated willingness to work with Arctic Co-ops to provide and install the necessary equipment, and to develop the required local forecast profiles, is entirely consistent with The Weather Network's status as an essential service on the basic package.

Arctic Co-ops is also pleased to see that Pelmorex has proposed in its renewal application to "introduce new programming from and about Canada's North. The content will air regularly on both The Weather Network and MétéoMédia and focus on reflecting their way of life back to our Northern viewers, as well as educating the rest of Canada on the weather and its impacts in the North."

The addition of regular weather news and information programming from Canada's Northern and Indigenous communities will have a significant and positive impact. Not only is the proposal to investigate the impacts of climate change consistent with The Weather Network's mandate as a weather news and information service, but daily programming that reflects the way of life in the North back to Northern viewers and the rest of Canada will make an important contribution to the objectives of the *Broadcasting Act*.

Arctic Co-ops cannot stress enough the importance of the Commission maintaining the mandatory distribution order for The Weather Network and MétéoMédia. The services continue to make an essential contribution to public safety and will increase the level of Canadian expression on the basic service. They must continue to remain available to all cable subscribers. We appreciate the opportunity to comment on this important proceeding.

Respectfully and cooperatively,

Duane Wilson,
Vice-President Stakeholder Relations

Cc. regulatory@pelmorex.com