

BELL MEDIA

March 2, 2015 3:47 pm

Bell goes to court to quash CRTC policy bringing U.S. Superbowl ads to Canada

By Staff Global News and The Canadian Press

  34  7     more



 Follow

OTTAWA – One of Canada’s media giants has launched an appeal of the broadcast substituting Canadian advertising over American ads during the Superbowl.

Bell Media (TSX:BCE) has filed a motion with the Federal Court of Appeal seeking a decision by the Canadian Radio-television and Telecommunications Commission that the simultaneous substitution of ads during the NFL final.

Story continues below ▼

ADVERTISEMENT

1 Simple Blood Sugar Killer (Do This)



Diabetes Billion Dollar Industry Could go bankrupt if this 1 industry secret gets leaked... [\[video\]](#)

RELATED

- [CRTC grants access to U.S. Super Bowl commercials, but silent on future of local TV](#)

Bell claims the CRTC acted in error by singling out Super Bowl ads for the ban while declaring simultaneous substitution, known as simsub, important to the broadcasting system.

Simulcasting of Canadian ads over U.S. ones during the Super Bowl has been a pet peeve for many viewers.

But the broadcasters have argued they need the revenues generated by the ads to pay for the Canadian rights to air the game.

The CRTC also banned simsub for specialty channels, which affects live sports programming on other networks, and warned it would impose penalties for mismatched ads that run over top of important points in the broadcasts.

**FOLLOW
“GLOBAL
NEWS”**

Get every new post
delivered to your Inbox.

Join 7,047 other followers

Build a website with WordPress.com



FOLLOW GLOBAL NEWS
For breaking news,
video & more

CRTC Chairman Jean-Pierre Blais said when the CRTC released its decision in January that “viewers dislike it” especially during the Super Bowl.

“They tell the CRTC — and we receive many complaints — that they want to see the newest American commercials as and when they are broadcast. And they rightly resent the fact that simsub is often mistimed, causing viewers to miss, for example, key plays during a big game,” [Blais told Global News shortly after making the announcement in January.](#)

A new Nanos Research poll suggests 69 per cent of the 1,000 people surveyed believe “supporting Canadian broadcasters” is more important than watching American advertisements during the game. [The poll was released Monday morning](#) and commissioned by Bell Media, which owns CTV and airs the NFL games, including the Super Bowl, in Canada.

Most Canadians, according to the poll, didn’t think the number of complaints the CRTC received – which Bell pegs at 100 – were enough to legitimize a shift in policy. Twenty-eight per cent of people, according to the poll, say 500,000 complaints or more would be necessary for a change of policy. Only 10 per cent said 100 complaints was enough.

The Nanos poll was conducted between Feb. 24 and March and spoke to 1,000 Canadians and is considered accurate within +/- 3.1 percentage points.

The NFL has not commented publicly on the CRTC decision. A Bell spokesperson said in an email it would be “premature to comment” on whether the CRTC would keep the broadcaster from bidding on future NFL contracts.

© Global News and The Canadian Press, 2015

[Report an error](#)

RECENT STORIES

- [CRTC to announce regulatory changes on cable packing](#)
- [Starbucks joins race debate, faces backlash over #RaceTogether campaign](#)
- [CRTC fines Florida-based company \\$200,000 for calls offering free cruise](#)
- [Viewers call offside on Nationwide ‘dead boy’ Super Bowl commercial](#)
- [Canada to require a la carte television service by December 2016](#)

TAGS: [Bell Media](#) | [CRTC](#) | [Federal Court of Appeal](#) | [Let's Talk TV](#) | [Local Television](#) | [Sim Sub](#) | [Simultaneous Substitution](#) | [Super Bowl](#) | [Super Bowl Ads](#)



▶ VIDEO



SMART MONEY

5 ways to save money on fruits and vegetables



AMAZING VIDEO

Dogs rescued from Korean 'dog meat' farm had never been out of a cage



SPRING CLEANING

Spring cleaning: how to declutter and get organized

FLYERS

[More Weekly Flyers →](#)

COMMENTS

ADVERTISEMENT

1 Simple Blood Sugar Killer (Do This)



Diabetes Billion Dollar Industry Could go bankrupt if this 1 industry secret gets leaked... [video]

POPULAR NOW

U.S. Border Patrol agent fatally shoots man near town on U.S.-Canada border

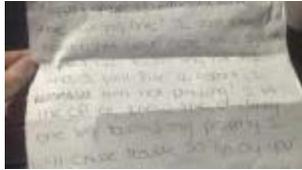


23488



5 things you need to know about your 2014 tax return

15500



Amputee called a crybaby 'one leg' in handicapped parking spot dispute

15072



Canadian man found beaten to death on beach at Mexican resort

11856



5 ways to save money on fruits and vegetables

9754

POPULAR VIDEOS



Kelowna food company faces allegations of tampering best-before labels

WATCH NOW



Healthy foods that aren't that good for you

WATCH NOW



More than a dozen canines rescued from South Korean 'dog meat' farm

WATCH NOW

57 dogs rescued from South Korea dog meat farm



[▶ WATCH NOW](#)



Taking a tour of the new Big Brother Canada house

[▶ WATCH NOW](#)

JUMP TO A REGION

BC	Calgary
Edmonton	Halifax
Lethbridge	Montreal
New Brunswick	Okanagan
Regina	Saskatoon
Toronto	Winnipeg

CONNECT

[Facebook](#)

[Twitter](#)

[Google+](#)

[Instagram](#)

[LinkedIn](#)

[Tumblr](#)

[Pinterest](#)

[RSS](#)

[Contact Us](#)

[About Us](#)

[Privacy Policy](#)

[Principles & Practices](#)

[Terms & Conditions](#)

[Copyright](#)

[Shaw Media](#)

[Advertise](#)

[Open Data](#)

© Shaw Media Inc., 2015. All rights reserved.

 Powered by **WordPress.com VIP**