

Sports Commercial Rate Card

For All Broadcast Distribution Undertakings

This letter is to inform you about upcoming changes to your current subscription for sports services, beginning in Spring 2017.

- For many years, bars and restaurants have enjoyed paying the same prices for sports services as residential customers. However, the sports programming providers have determined that the value derived from sports services is significantly higher for these businesses due to the volume of customers and resulting sales that the sports programming enables.
- The sports programming providers have now indicated that their sports networks' investments in content are significant and attracts large audiences for public viewing establishments. They have said there is high demand from sports fans year-round for live sports programming, including NHL, CFL, NFL, MLB, NBA, soccer, and more.
- The new commercial rate card now required by the providers of sports programming is said to align with the value sports services bring to bars, restaurants, and other like establishments with a liquor license.
- The new rate card being imposed by the sports programming providers is based on occupancy, with a range of price points catering to bars, restaurants, and other like establishments with a liquor license of all sizes.
- This is not new to Canada, as premium sports services are already available at a commercial rate.

These changes are being implemented across all TV service providers by the Sports Network content providers (Rogers Media / Bell Media). Vianet has no control over these changes but are committed to providing the utmost reliable service and customer support.

We greatly value your business and should you have any questions, please contact us directly at 1-866-209-7326 or check our website at www.vianet.ca