

REGULATORY & MEDIA NEWS – DOZENS OF STATIONS COULD BE SHUTTERED WITHOUT EMERGENCY HELP, SAYS CAB

Source: Broadcast Dialogue

Date: 08/27/2020

The Canadian Association of Broadcasters (CAB) has commissioned a newly-released report that predicts as many as 50 private radio stations could go dark over the next four to six months and another 100 to 150 in the next 18 months. The report, by Communications Management Inc., projects that over the next three years local television and radio broadcasters will face a collective revenue shortfall of \$1.06 billion. In addition to as many as 2,000 job losses in radio, the number of private conventional television stations in Canada could shrink from 95 to just 50 to 60. The report says AM, independent, and stations in smaller markets are the most vulnerable. Citing the impact of foreign-owned, digital giants on advertising, the report says COVID-19 has compounded a slow erosion of broadcast revenues. The CAB filed an application in early July asking the CRTC for emergency regulatory relief for the broadcast year ending Aug. 31, 2020. Read more here.

Media Technology Monitor (MTM) has released its News in the Time of COVID report, looking at news consumption and the sources used by Canadians to stay informed. Key findings include: that news consumption increased with nearly 50% more Canadians reporting watching local TV news during the pandemic than they did in Fall 2019. There was also a 27% increase in the viewing of Canadian TV news specialty channels. MTM found that TV remains the primary source to stay informed with nearly half of online Canadians citing TV news as their primary source for news, more than two times that of news websites and apps. 81% of those surveyed primarily use a traditional broadcaster (TV, online or radio) such as CBC, CTV, or Global News for pandemic updates. Social media is the second most cited source for COVID-19 updates with nearly a quarter of online Canadians getting news from sites like Facebook, Twitter, or Reddit.

Rise, which advocates for gender diversity within the broadcast technology sector, has called for entries for its annual Rise Awards. Submissions and nominations are encouraged from across the global broadcast industry to showcase talent whether in a manufacturer, service provider, engineer or broadcaster role. Nominations close Sept. 21 with winners to be announced in November. Rise is seeking nominations across the following categories:

- Engineer – This award recognizes a high achiever, problem solver and team player who represents the very best of the broadcasting profession. (Sponsored by OWNZONES)
- Product Innovation – This award will recognize the importance of revolution and invention for the Broadcasting sector today, and for the future fulfilling either a product development and/or product management role. (Sponsored by Clear-Com)
- Woman of the Year – This award is open to any inspiring and extraordinary woman across the sector, at any level, for making a significant difference in her field or to the industry. (Sponsored by Zixi)
- Rising Star – This award will recognize those that can demonstrate exceptional and ongoing achievements that have made a significant contribution to their business (must have worked in the industry for less than four years). (Sponsored by Editshare)
- Business – This award is open to any woman in the following roles – CEO, Managing Director, COO, Owner and anyone whose role means that they are running a business in the broadcast industry (either manufacturer, broadcaster or service provider).
- Sales – This award is open to any woman in a sales role in the broadcast industry working for either a manufacturer, service provider, broadcaster, media publisher, or tradeshow
- Marketing – This award is open to any woman working in a marketing role in the industry either in-house, or for an agency/freelance, who has excelled in their role
- Technical Operations – This award is for a technical operations team member who has gone above and beyond the requirements of their day-to-day role to make a difference. (Sponsored by Ross Video)