

**ANSWERS BY 8041393 CANADA INC. TO INTERVENERS - APPLICATION**

**2011-1663-2**

**TORONTO HEARING**

- CJSa is concerned about the impact of a new South-Asian service in the GTA.

We understand the concerns that CJSa has in regards to the 88.1 frequency as it will affect directly its market. However, our service is limited to local Markham and as explained in our written answer, the CJSa's marketing signal and our proposed marketing signals do not overlap. There is a gap of 8 km between our proposed 15 mv/m contour and CJSa's 3 mv/m contour. Furthermore, between our proposed 5 mv/m contour and CJSa's 3 mv/m contour, there is a 4 km gap.

As for the fact that the intervener is drawing a significant portion of its Tamil and South-Asian revenues from Markham advertisers, our comments are as follows: although CJSa does not cover Markham with a marketing signal (3 mv/m), it can still be heard somewhat in cars, but is well heard in Toronto, and in between Toronto and Markham, so that Markham advertisers wishing to attract Toronto customers and customers who hear CJSa between Toronto and Markham, are advertising and will continue to advertise on CJSa-FM, the coverage of our station will be limited to Markham.

Inversely, should a Toronto business desire to attract Markham clients that may wish to advertise with us, but will certainly not cease to advertise on Toronto stations, including CJSa.

- As for CJMR Trafalgar Broadcasting, they are also concerned about a new South-Asian ethnic radio station being introduced in the GTA. This is understandable, as for our proposal we detailed in our written answers to

their intervention that our marketing signals will definitely not overlap. As explained, our 5 mv/m signals are separated by 20 kilometers.

- CHKT Toronto does not oppose any applications but are suggesting to the Commission to protect their Chinese programming (this does not apply to us).

- CINA's intervention: our answers are similar as the ones to CJMR our marketing signals are far apart, and we are in separate markets.

- 4) As to have a complete overview of all of our answers, we invite the Commission to consult our March 31<sup>st</sup>, 2012 answers submitted to CJMR, and April 10<sup>th</sup>, 2012 to CJSa as well as CINA, Fairchild CHKT, Evanov CIAO, CHIN Radio 1540 and Media Group. These answers were also sent to the Commission.

- Again, we are proud to inform the Commission that we have the full support of Markham's residents.