
Q. Describe the specific costs (e.g. content rights and/or data usage) that are being recovered by (i) the \$5 fee being charged for the first 10 hours of usage of the Bell Mobile TV app and (ii) the \$3 per hour fee being charged for usage beyond the first 10 hours.

A. BDU rates, including those of exempt Digital Media Broadcast Undertakings (DMBUs) like Bell Mobile TV, are not regulated by the CRTC and certainly not based on Phase II costs as this question seems to imply. As such, no particular costs are assigned to particular fees. Nevertheless, the following list provides high level cost components of Bell Mobile TV:

(i) Distribution

- Wireless connectivity
- Backhaul from cell towers
- Transport costs:
 1. From broadcaster source feed; to
 2. Bell head-end; to
 3. Mobile TV servers; to
 4. Content Distribution Network (CDN); to
 5. Cell towers; and finally, to
 6. The end-user device.

(ii) Platform

- Bell head-end
- Digital Rights Management (DRM)
- Mobile TV servers
- Transcoding

(iii) Content acquisition costs

- Cost of clearing rights for mobile broadcast distribution of content

(iv) Product development and operating costs

- New development, enhancement and product maintenance costs
- Programming and operations costs

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