
Q. Explain how Bell Mobility differentiates on the customer's invoice the data consumption associated with the viewing of Bell Mobile TV app content from the data consumption associated with access to other Internet services.

A. Mobile TV usage is presented in a data section called "service zone". Much like a wireline customer can continue to reach Bell by dialing 6-1-1 even if their service is suspended or is otherwise experiencing troubles, the "service zone" billing category was created to show customers the amount of data consumed but for which they are not billed in order to access select servicing tools like Bell's self-serve tool. The self-serve tool allows Bell customers to contact Bell should they be experiencing service troubles or desire to add data to their service even if they've reached their cap or if they do not currently subscribe to a data service.

When Bell Mobility first introduced Mobile TV we chose to leverage the existing "service zone" billing exemption for our Mobile TV service in order to ensure that Mobile TV users see the value of the data used and do not incur charges for the first 10 hours of viewing of their Mobile broadcast service. As such, the "service zone" category currently includes usage from the 10-hour Mobile TV allocation and clearly shows that that transmission is not resulting in data charges to the customer. Viewing that exceeds 10 hours of Mobile TV in a month is displayed on the bill as a Mobile TV "event" in \$3 increments per extra hour of viewing.

In addition to the invoice, Bell Mobility also offers the following methods for customers to manage their Mobile TV video use:

1. A text alert to end-users when they reach 95% of their 10-hour allocation (see example below):
"Free Bell Msg: You have **XX** minutes left in your Mobile TV package until **DD/MM/YY**. Additional usage is \$**XX** per hour. bell.ca/mobiletv"
2. The ability to inquire about Mobile TV usage through Customer Care (who has a tool illustrating how many hours of viewing the customer has used)

In addition to this, #

#

Filed in confidence with the CRTC.

*** End of Document ***