

Rogers Three-Year Accessibility Plan

Rogers Three-Year Accessibility Plan

June 1, 2023

Table of Contents

About Rogers.....1

General.....2

Our Accessibility Commitment and our Principles.....4

Accomplishments to Date4

Consultations5

Our Accessibility Priorities.....6

Priority area 1: Employment6

Priority area 2: Built Environment7

Priority area 3: Information and Communication Technologies8

Priority area 4: Communication, other than ICT9

Priority area 5: Procurement of Goods, Services and Facilities10

Priority area 6: Design and Delivery of Programs and Services11

Priority area 7: Transportation12

Regulatory Requirements Made under the Broadcasting Act and the Telecommunications Act12

Our Ongoing Commitment12

Appendix12

About Rogers

Revised as of: July 19, 2024

Our founder, Ted Rogers, believed in the power of communication to enrich, entertain, and embolden Canadians. At the age of 27, he purchased his first radio station, CHFI. From these modest beginnings, Rogers Communications has grown to become a leading Canadian technology and media company, that works hard to be the first choice for Canadians.

Our skilled and diverse team members work at locations across Canada. At Rogers, we are dedicated to delivering the best networks, reliable and easy to use services, and the most compelling entertainment to millions of Canadians.

We embrace diversity and inclusion for all, including persons with disabilities (PWD). Improving accessibility, and serving all Canadians, means providing products, services, and work experiences that are free of barriers. Doing so makes things better for all.

This Accessibility Plan applies to those subsidiaries and divisions of Rogers Communications Inc. (collectively referred to as Rogers) that have legal obligations under the Accessible Canada Act (the ACA) and its regulations, as amended from time to time. For clarity, these are: Rogers Communications Canada Inc., Rogers Media Inc., Shaw Satellite Services Inc., Comwave Networks Inc., and Rogers Bank.

“Rogers has a goal to be the first choice for Canadians. The only way we can make this a reality is by making decisions, and taking actions, grounded in accessibility. Whether it’s our products and services, or workplaces, an accessible experience is the only experience we are prepared to offer – and we’re committed to ensuring every interaction with our organization delivers on that.” – Bret Leech, Chief Human Resources Officer, Rogers

General

How to Provide Feedback or Request an Alternate Format

We value your feedback in helping us create a more accessible Rogers. The Manager of Accessibility is responsible for receiving accessibility-related feedback.

Please visit [Rogers accessibility](#) to learn how to provide feedback on accessibility and on our plan, or to request an alternate format of the plan or our feedback process. Alternate formats include print, large print, braille, audio, or electronic.

Contact methods are:

Mailing address: Manager for Accessibility, Rogers Communications, Accessibility Feedback, 333 Bloor Street East, Toronto, ON M4W 1G9

Phone: Accessibility feedback line 1-866-247-0000

Email: accessibilityfeedback@rci.rogers.com (Include “Accessibility Feedback” in the subject line)

Online form: [Accessibility Feedback Form](#)

Executive Summary

In 2019, the Government of Canada passed the ACA. The goal of the ACA is to create a barrier-free Canada by 2040.

Federally regulated companies like Rogers must create public plans that identify existing barriers, and detail actions to remove and prevent future barriers to accessibility. This includes in areas such as products, services, premises, communications, and employment.

Our 2023-2025 Accessibility Plan reflects Rogers and its operations as of March 31, 2023. We relied on help from accessibility experts to gather input and create our plan. This plan was created by consulting with, and listening to our customers, employees, and groups that represent persons with disabilities (PWD). Through our consultations, we learned that some customers encounter barriers in Rogers physical locations, online, and when interacting with us. We also learned there are opportunities to improve how we provide employees with disabilities the accommodations they need and how quickly we provide accommodations.

Our plan outlines barriers we identified through consultations, our actions to address them, and how we will prevent new potential barriers over the next three years. It also includes some of the accessibility initiatives we have already been working on.

We will review our plan annually and publish a yearly progress report. Every three years, we will share an updated plan that builds on our progress. The Human Resources Committee of the Board will continue to be made aware of our progress. We recognize that creating more accessible employee and customer experiences is an ongoing journey that will continue beyond 2025.

This Accessibility Plan describes Rogers expectations as of the date this plan was published and may be subject to change, in accordance with applicable law, in order to reflect the evolving accessibility needs of Rogers employees and customers.

How we Created the Accessibility Plan

Rogers is committed to the principle of “nothing about us, without us.” We consulted with PWD to develop this plan, through focus groups, surveys, a third-party assessment of accessibility at Rogers, feedback from accessibility experts, and secret shopping experiences. We also launched an [accessibility feedback process](#) on June 1, 2022 and have used this feedback to help create this plan.

We have developed priorities for the next three years to remove and prevent barriers based on what we heard. Our priorities are a mix of both short and long-term goals.

This document marks an important milestone for Rogers on our continuous journey to be more accessible. We will consistently listen, learn, and take action to create the best experiences possible for everyone.

Our Accessibility Commitment and our Principles

At Rogers, we are committed to improving accessibility across our organization to provide a better experience for our team members and customers. We are taking a meaningful approach to removing and preventing barriers to accessibility across our products, services, retail locations, and virtual and physical workspaces. At the same time, we are evolving attitudes and behaviours to build a more inclusive experience for all.

According to Statistics Canada's Canadian Survey on Disability (2017), nearly a quarter of the Canadian population (22%) that is aged 15 and over has a disability, and this number is growing due to the aging population. At Rogers, we embrace the social model of disability, which means ensuring that human differences are reflected in the design of products, services, or environments.

We respect the principles outlined in section 6 of the ACA. In addition, these are the principles that will guide the work we do every day:

- We will engage PWD and disability groups to help shape and inform our services, products, offerings, and connectivity efforts
- We will identify, remove, and prevent barriers to accessibility on an ongoing basis
- We will respect and value the dignity, independence, and lived experiences of PWD
- We will promote integration, equal opportunity, and positive experiences for everyone

Increasing accessibility is essential for the inclusion of PWD and also benefits many people as it has broader beneficial impacts. Increasing accessibility also reduces the need for individualised accommodations, as human difference is considered in the design.

Accomplishments to Date

We constantly strive to improve the experience of our customers and employees, including those with disabilities. Some of our accomplishments to date include:

- Launched **Ignite TV™**, which has industry-leading accessibility features such as voiceovers of on-screen menus and guides, and a voice enabled remote-control
- Designed new state-of-the-art Sportsnet broadcast studios with accessibility in mind
- Launched accessibility guides and templates for meetings, emails, presentations, and other internal communications for employee use
- Included new accessibility requirements during procurement processes
- Audited 74 Rogers workplaces (where 73% of our overall staff work) by an accessibility consultant

Consultations

Internal Consultations

We began our consultations in 2021 with an assessment of our accessibility gaps and opportunities. To ensure Rogers employees felt comfortable providing honest feedback, we asked third-party experts to assist with consultations. We invited employees with disabilities who had identified that they wished to be contacted to participate in inclusion activities to voluntarily participate in focus groups or surveys. About 20 percent (118 employees) chose to answer a survey and 8 percent (50 employees) were selected to participate in focus groups.

As well, we have an active diversity group for employees with disabilities called the Rogers AccessAbility Network (RAAN). RAAN members have generously shared their lived experiences to help us gain an understanding of the barriers they faced and where they have noticed improvements.

Through our consultations, we learned that in recent years there have been improvements in employee experience, specifically:

- Long-term Rogers employees said culture and accessibility policies have improved over time
- Some managers create excellent workplaces for PWD

At the same time, our consultations found two main areas of improvement:

- Eliminate barriers in workplace communications
- Ensure accommodations are provided quickly and efficiently

External Consultations

As part of our 2021 third-party assessment, Rogers also commissioned a survey that was completed by almost 250 customers who use Rogers or Fido accessibility services.

We also collected feedback using secret shoppers in both 2021 and 2022, when we hired PWD consumers to complete a shopping experience and provide feedback. This helps us understand what is working well for customers and where we can do better. All secret shoppers were PWDs.

Rogers used third-party experts to support this work to help participants feel comfortable to provide honest feedback. Rogers held four secret shops that were followed by a focus group. We made sure to include people with diverse types of disabilities including people with differences in vision, hearing, mobility, and neurodiversity.

Our external consultations uncovered areas in which Rogers is performing well:

- Described video quality has dramatically improved on Rogers broadcasting services

- Over 60% of customers with disabilities would recommend Rogers to friends and family

At the same time, our consultations uncovered things we need to do better:

- Ensuring all frontline staff have the necessary resources and training to support customers with disabilities
- Ensuring all Rogers retail locations are accessible to all customers

In addition to surveys and secret shopper experiences, in 2022 we worked with the Canadian Wireless Telecommunications Association (CWTA) to consult with a range of disability expert and advocacy groups from across Canada. Over 15 groups participated either by survey, written submission or in virtual meetings.

Our Accessibility Priorities

Our plan is organized around six priority areas.

Priority Area 1: Employment

“Employment” refers to the recruitment, retention, and career advancement of individuals at Rogers. It also includes supporting individuals who request workplace accommodations.

Identified Barriers

- Accommodation process could be improved to meet employee needs faster
- Processes for seeking accommodations do not allow employees to self-serve
- Information about assistive technology supports and services should be easier to find
- Employees who use assistive technology or accessibility features in software or hardware need more support, training, and resources

Action Plan

2023

- Launch accessibility awareness and sensitivity training for all employees
- Develop a plan to reduce wait time for employees to get ergonomic equipment
- Launch accommodation passports so employee accommodation needs transfer if employees change roles within the company
- Assess the recruitment process to identify and remove accessibility barriers

2024

- Develop a plan to improve the accommodation process for employees, including those returning to work following a disability-related absence
- Create an assistive technology service catalogue so that employees have a single source for information
- Create a support model for employees with accessibility needs to get help with requests for assistive technology

2025

- Include accessibility skills in job ads when hiring
- Make improvements to employee self-serve accommodation website

Priority Area 2: Built Environment

“Built environment” refers to Rogers office buildings and retail locations.

Identified Barriers

- People sometimes face challenges navigating Rogers buildings due to accessibility barriers at entrances, washrooms, or aisles
- People may be unaware of the accessibility features or barriers within Rogers buildings
- Not all retail locations are accessible for all Rogers customers

Action Plan

2023

- Conduct further workplace accessibility audits, beginning with locations with the most employees
- Communicate where existing quiet spaces are located in workplaces to support employees who would benefit from them

2024

- Provide information on known physical workplace barriers and accommodation solutions to employees
- Create a guide for accessible design standards for the workplace
- Review existing office lease agreements to see where accessibility can be incorporated at renewal period

2025

- Create accessible design standards for retail locations
- Conduct accessibility audits for retail locations

Priority Area 3: Information and Communication Technologies

“Information and Communication Technologies” (ICT) refers to technology tools used to store or share information.

Identified Barriers

- People face accessibility barriers when using some features of our websites and apps
- Employees face accessibility barriers when using some of our internal tools such as intranets

Action Plan

2023

- Redesign existing resources and tools on the inclusion and diversity employee resource page with accessibility in mind
- Ensure all training and employee learning videos and podcasts have closed captioning
- Promote the accessibility features that are available in our internal employee software
- Conduct an audit of broadcasting websites to identify gaps in WCAG 2.1 standard with priority on Sportsnet and CityNews sites
- Include captions, audio description and transcripts for communications content

2024

- Ensure key internal corporate communications are designed with accessibility in mind, and tested for accessibility before sharing with employees
- Based on findings of our 2023 audit of broadcasting websites, close the gaps to WCAG 2.1 on a priority basis, starting with Sportsnet and CityNews
- Conduct an audit of remaining broadcasting websites to identify gaps in WCAG 2.1 standard
- Ensure assets and platforms provided to Rogers Business customers are WCAG 2.1 Level AA compliant
- Ensure external digital content is accessible and tested using assistive technology before release
- Make it easier for qualifying customers to request accessibility discounts by introducing an online form
- Work to make self-serve kiosks more accessible

2025

- Ensure internal employee website is WCAG 2.1 Level AA compliant
- Based on the findings of the 2024 broadcasting website audits, close gaps on remaining broadcast websites, emphasizing radio station websites

Priority Area 4: Communication, other than ICT

This section refers to non-digital communication. This includes brand guidelines, advertising, marketing and formal employee gatherings.

Identified Barriers

- Most employees have not been trained on how to create accessible documents
- Accessibility standards for internal and external brand are not consistently applied across all brands
- Not all customer or employee-facing materials are written in easy-to-understand language
- Some social media posts are missing accessibility features such as alternative text Action Plan

2023

- Enhance accessibility resources and processes for frontline teams to better support customers with disabilities
- Apply accessibility standards within corporate communications through training and guides
- Use accessibility guides for meetings, emails, and presentations
- Host formal employee gatherings with accessibility in mind and ask if employees need accommodations
- Conduct an accessibility audit of creative campaigns by agency of record
- Include people with disabilities in our advertising to be inclusive and representative of all Canadians
- Create official Rogers social media posts with accessibility in mind

2024

- Ensure all communications and events by employee-led Diversity Groups are accessible
- Provide accessible brand-created internal templates available on internal employee website
- Launch yearly accessibility training for employees in our brand team
- Introduce quarterly review of creative campaigns in market to ensure accessibility standards are met
- Add more accessibility resources to the resource library in our Inclusion and Diversity internal resource page

2025

- Develop plain language standards for employee and customer materials

Priority Area 5: Procurement of Goods, Services and Facilities

“Procurement” is the process of buying goods and services, and leasing facilities from suppliers.

Identified Barriers

- Vendors and employees face challenges participating in the procurement process due to accessibility barriers Procurement documents (contracts and codes of conduct) currently do not include accessibility commitments
- Procurement documents (contracts and codes of conduct) currently do not include accessibility commitments
- Systems and processes can be improved with accessibility in mind

Action Plan

2023

- Create a list of Certified Accessible Suppliers who provide accessibility solutions
- Ensure all new accessibility procurement processes are communicated to targeted employee groups
- Update the Supplier Code of Conduct section in all contracts to include accessibility, diversity, and inclusion requirements
- Update Procurement Terms and Conditions to include WCAG compliance in the Warranties and Covenants section

2024

- Create plan to implement updates to Contractor Records Management (CRM) platform
- Ensure procurement surveys are accessible

2025

- Ensure CRM tool is accessible
- Review existing internal and external facing supply chain tools for accessibility compliance
- Ensure any new procurement resources are accessible

Priority Area 6: Design and Delivery of Programs and Services

“The design and delivery of programs and services” refers to programs and services offered to employees, customers, and viewers/listeners including the design of services, such as customer service and technical support. It also includes the communication of accessibility features in products such as wireless, TV remotes, or accessibility discounts.

Identified Barriers

- Not all consumers know there are accessibility features, services, or discounts offered by Rogers
- Viewers or listeners are not always aware of accessibility features (e.g. audio description or captioning)
- Frontline teams have gaps in knowledge of accessibility features in our products and services and in how to support troubleshooting for PWD
- Employees have gaps in knowledge of how to serve individuals with disabilities or accessibility needs
- Not all internal training programs are accessible
- Technical support staff are not always equipped with tools to serve employees with disabilities

Action Plan

2023

- Develop content for an accessibility reference hub for frontline teams to better serve customers with disabilities
- Evaluate wireless service accessibility discounts and eligibility criteria to ensure they continue to meet the needs of PWD
- Launch a new, large button voice remote for TV that improves use for customers with visual, dexterity and neurodiverse needs
- Review accessibility information related to Technical Support for customers and update content as necessary

2024

- Ensure Technicians for in-home set up processes can provide an overview of the accessibility features in products
- Create annual certification program for all frontline teams on Rogers product accessibility features and resources
- Integrate accessibility checks into the process during creation of learning content for employees
- Launch the accessibility reference hub for easier reference for frontline teams
- Launch annual reviews of accessibility discount plans, eligibility, and purchase processes

- Provide training to the technical support team on how to better serve the technical needs of employees with accessibility needs
- Provide job aids to technical support teams about the accessibility features of employee tools

2025

- Ensure all company-wide training experiences are accessible
- Ensure all new customer-facing program development includes an accessibility review that must be passed before development begins

Priority Area 7: Transportation

We have not identified barriers related to transportation.

Regulatory Requirements Made Under the Broadcasting Act and the Telecommunications Act

The Canadian Radio-Television and Telecommunications Commission (CRTC) regulates and supervises broadcasting and telecommunications in Canada. The CRTC has created a wide range of requirements under the Broadcasting Act and the Telecommunications Act that relate to the identification and removal of barriers and the prevention of new barriers. Rogers complies with the applicable conditions of licence, regulations, orders, and conditions of service. In the Appendix, we identify these by providing reference to the relevant CRTC regulations, policies, orders, and decisions.

Our Ongoing Commitment

This plan is one milestone on a long journey. Increasing accessibility will drive innovation, expand our market reach, and improve the quality of our offerings. It will also help us create a workforce that reflects the diversity of the Canadian population and help employees reach their full potential.

Appendix

Please refer to the glossary at the end of this appendix for plain language definitions of key terms used.

Requirements Related to the Distribution of Programming Services on Broadcasting Distribution Undertakings

- [Broadcasting Order CRTC 2018-320, Distribution of AMI-audio](#)
- [Broadcasting Order CRTC 2018-321, Distribution of AMI-tv](#)
- [Broadcasting Order CRTC 2018-322, Distribution of AMI-télé](#)

Requirements Related to the Pass-Through of Closed Captioning and Described Video for Broadcasting Distribution Undertakings

- [Broadcasting Distribution Regulations](#) (section 7) and [Broadcasting Order CRTC 2017-320](#) (condition 11)

Requirements Related to Closed Captioning, Described Video and Audio Description on Television Programming Services, Community Channels, and On-demand Programming

- [Broadcasting Public Notice CRTC 2007-54, A new policy with respect to closed captioning](#)
- [Broadcasting and Telecom Regulatory Policy CRTC 2009-430, Accessibility of telecommunications and broadcasting services](#)
- [Broadcasting Regulatory Policy CRTC 2011-741-1, Quality standards for French-language closed captioning](#)
- [Broadcasting Decision CRTC 2018-165, Rogers BDU Licence Renewal](#) (COL 8, COL 9 and COL 10)
- [Broadcasting Decision CRTC 2018-266 - Shaw Terrestrial BDU Licence Renewal](#) (COL 8, COL 9 and COL 10)
- [Broadcasting Decision CRTC 2019-388 - Shaw DTH BDU Licence Renewal](#) (COL 9)
- [Broadcasting Regulatory Policy CRTC 2017-138, Standard requirements for on-demand services](#) (COL 21, COL 22, COL 23)
- [Broadcasting Regulatory Policy CRTC 2019-392, Amendment proposed by Bell Media Inc., Corus Entertainment Inc. and Rogers Media Inc. to their condition of licence that requires prime time programming to be broadcast with described video](#)
- [Broadcasting Regulatory Policy CRTC 2019-308, English-language closed captioning mandatory quality standards relating to the accuracy rate for live television programming](#)
- [Broadcasting Decision CRTC 2017-151, Rogers Media Inc. – Licence renewals for English-language television stations, services and network](#) – Appendices 3-8 (COL 1), Appendix 10 (COL 11, COL 12, COL 13)
- [Broadcasting Regulatory Policy CRTC 2016-436, Standard requirements for television stations, discretionary services, and on-demand services](#) – Appendix 1 - Standard conditions of licence, expectations and encouragements for television stations (COL 9, COL 10, COL 11, COL 12, COL 13). Appendix 2 - Standard conditions of licence, expectations and encouragements for discretionary services (COL 11, COL 12, COL 13, COL 14, COL 15, COL 16)
- [Broadcasting Decision CRTC 2019-172, Licensing of a national, multilingual multi-ethnic discretionary service](#) – Appendix 1 - Terms, conditions of licence and expectations for the national, multilingual multi-ethnic discretionary service OMNI Regional (COL 1)
- [Broadcasting Regulatory Policy CRTC 2009-562-2, Conditions of licence for competitive Canadian specialty services operating in the genres of mainstream sports and national news](#) – Appendix 1 - Conditions of licence, expectations, and encouragement for competitive mainstream sports specialty programming undertakings (COL 6, COL 8)

Requirements Related to Equipment that Supports Accessibility in the Distribution of Programming

- [Broadcasting Distribution Regulations](#) (Section 7.3) and in the [Rogers BDU Licence Renewal](#) (COL 7, COL 11)

- [Broadcasting Decision CRTC 2018-266 - Shaw Terrestrial BDU Licence Renewal](#) (COL 7, COL 10)
- [Broadcasting Decision CRTC 2019-388 - Shaw DTH BDU Licence Renewal](#) (COL 15, COL 16)

Requirements Related to the Provision of Message Relay Services (MRS), Quality Standards of MRS and Annual Reporting on MRS

- [Telecom Regulatory Policy CRTC 2018-466, Review of the regulatory framework for text-based message relay services](#)

Requirements Related to Funding Video Relay Service (VRS)

- [Telecom Regulatory Policy CRTC 2014-187, Video Relay service](#)

Requirements Related to Text with 9-1-1 Service

- [Telecom Decision CRTC 2013-22, CISC Emergency Service Working Group – Consensus report regarding Text Messaging with 9-1-1 trial and service implementation](#)

Requirements Related to Mobile Wireless Service Plans and Products that Meet the Needs of PWD

- [Broadcasting and Telecom Regulatory Policy CRTC 2009-430](#) (paragraph 44)
- [Telecom Regulatory Policy CRTC 2016-496, Modern telecommunications services - The path forward for Canada's digital economy](#) (paragraphs 212-214)
- [Telecom Regulatory Policy CRTC 2023-41, Mobile wireless service plans that meet the needs of Canadians with various disabilities](#)

Requirements Related to Customer Information including Billing, Contracts, Alternative Formats and Customer Service

- [Telecom Order CRTC 1998-626, Telecom Decision CRTC 2002-13, Telecom Order 2001-690, Telecom and Broadcasting Decision CRTC 2022-28](#), (alternative format billing and paper billing on request and at no charge)
- [Telecommunications Regulatory Policy CRTC 2010-132](#) (paragraph 21) and [Telecom Regulatory Policy CRTC 2022-234](#) (paragraph 142), dialing plan changes
- [Rogers BDU Licence Renewal](#) (COL 12, COL 17)
- [Broadcasting Decision CRTC 2018-266 - Shaw Terrestrial BDU Licence Renewal](#) (COL 11, 12, 13, 14, 15, 16)
- [Broadcasting Decision CRTC 2019-388 - Shaw DTH BDU Licence Renewal](#) (COL 16, COL 17, COL 18, COL 19, COL 20, COL 21)
- [Broadcasting and Telecom Regulatory Policy CRTC 2009-430, Accessibility of telecommunications and broadcasting services \(paragraphs 68, 69\)](#)
- [Review of the Wireless Code](#), provisions related to Alternat formats of written contracts (Subsections B.1 and C.1)
- [Review of the Wireless Code](#), provisions related to Trial Periods for persons with disabilities (Subsection G.4)

- [Review of the Wireless Code](#), provisions related to clarity and plain language (Subsection A.1)
- [Review of the Wireless Code](#), develop and promote videos in American sign language (ASL) and langue des signes québécoise (LSQ) to promote the Wireless Code and explain common terminology (paragraphs 382-383)
- [The Television Service Provider Code](#), provisions related to Trial Periods for persons with disabilities (Subsection VIII)
- [The Television Service Provider Code](#), TVSP Code, provisions related to Alternate Formats of written contracts (Subsections VII & IX)
- [The Television Service Provider Code](#), provisions related to plain language (Subsection I, IV, IX)
- [The Internet Code](#), provisions related to Alternate formats (Subsections B.4 and C.1)
- [The Internet Code](#), provisions related to Trial Periods for persons with disabilities (Subsection G.2)
- [The Internet Code](#), provisions related to Clarity and Plain language (Subsection A.1 and C.1)
- [The Internet Code](#), provisions related to data monitoring tools (Subsection 2)
- [The Internet Code](#), develop and promote videos American sign language (ASL) and langue des signes québécoise (LSQ) to promote the Internet Code and explain common terminology (paragraphs 468)

Requirements Related to Website Accessibility and Provision of Information about Accessibility Services on Websites

- [Broadcasting and Telecom Regulatory Policy CRTC 2009-430, Accessibility of telecommunications and broadcasting services](#) (paragraphs 56, 57 and 65)
- [Broadcasting Decision CRTC 2018-165, Rogers BDU Licence Renewal](#) (COL 13, COL 14, COL 15, COL 16)
- [Broadcasting Decision CRTC 2018-266 - Shaw Terrestrial BDU Licence Renewal](#) (COL 13, COL 14, COL 15, COL 16)
- [Broadcasting Decision CRTC 2019-388 - Shaw DTH BDU Licence Renewal](#) (COL 17, COL 18, COL 19, COL 20)
- [Telecom Regulatory Policy CRTC 2016-496, Modern telecommunications services - The path forward for Canada's digital economy](#) (paragraph 217)

Glossary of Terms for Appendix

- COL means condition of licence and is a term used for broadcasters and broadcasting distribution undertakings.
- Broadcasting distribution undertaking (BDU) is the term the CRTC uses to describe a television service provider such as a cable company that delivers television channels and programs to subscribers.
- Programming services is a term that refers to types of TV channels.
- Television stations are programming services that are received over-the-air and are also distributed by a BDU to its subscribers.
- Discretionary services, also known as specialty services, are programming services that are distributed by a BDU to its subscribers for an incremental fee in addition to the cost of the basic TV service.

- On-demand service means a pay-per-view service, a video-on-demand service or any other program that a television subscriber requests and accesses individually.
- Described Video (DV), also known as video description, is a narrated description of a television program's main visual elements. During pauses in dialogue, it describes the program's non-verbal elements like facial expressions, costumes, settings, and on-screen text.
- Audio description relies on a program host or announcer to provide a voice-over by reading aloud or describing key elements of the program, such as text and graphics that appear on screen.
- Closed Captioning (CC) displays the audio portion of a television program as on-screen text, including dialogue, music and sound effects.
- Text with 9-1-1 (T-9-1-1) allows registered users who have hearing and/or speech disabilities to communicate with emergency service operators using text messages after dialing 9-1-1.
- Message relay services (MRS) enable people who have hearing and/or speech disabilities to make and receive telephone calls by text with the help of a relay operator. There are two types of MRS: (1) TTY relay service is offered to all home phone subscribers in Canada. A person uses a TTY device to reach a relay operator; and (2) IP relay service is offered to all home or mobile phone subscribers and uses an internet-enabled device to reach a relay operator.
- Video relay service (VRS) is a phone service that lets people with hearing and/or speech disabilities and who use sign language to communicate with voice telephone users. The sign language user connects to a VRS operator using videoconferencing and the operator places a voice telephone call to the other party (and vice versa).
- The Wireless Code is a mandatory code of conduct created by the CRTC for providers of retail mobile wireless voice and data services.
- The Television Service Provider (TVSP) Code is a mandatory code of conduct created by the CRTC for television service providers.
- The Internet Code is a mandatory code of conduct created by the CRTC for providers of retail fixed Internet services.