



Media contact only:
Youann Blouin
Corporate Communications Advisor
Telephone: 514 380-7069

PRESS RELEASE

For immediate release

VIDEOTRON CALLS FOR A 600 MHZ AUCTION POLICY FRAMEWORK FOCUSED ON CONSUMER BENEFIT AND SUSTAINABLE COMPETITION

"Let's work to ensure that Canadians continue to enjoy the bounties of competition"

Manon Brouillette, President, Videotron

Toronto, June 8, 2016 - At a speech given today at the Telecom Summit in Toronto, Videotron CEO Manon Brouillette addressed the key issues facing Canada's wireless industry as it comes to grips with the burgeoning demand for mobile communications in Canada.

Mrs. Brouillette discussed the options available to the Canadian Government as it works to set the framework needed for the industry to evolve. She applauded the Government for its work to date to foster a more competitive marketplace. Mrs. Brouillette illustrated that accomplishment by outlining the key consumer benefits that have resulted from the Government's actions: lower prices for consumers and more advanced more powerful networks.

She identified three main tasks for Innovation, Science and Economic Development Canada as it prepares for the forthcoming 600 MHz spectrum auction. These tasks are to:

- Support the principle of at least 4 competitors in a marketplace
In Quebec we have proven that a strong 4th competitor can make a true positive difference for consumers. Prices are lower, there is more innovation, and there is higher customer satisfaction.
- Ensure that the public airwaves are allocated on an equitable basis between service providers
This means that the Government needs to ensure balance in spectrum access – especially in the upcoming auction of 600 MHz spectrum. This will be the last allocation of low frequency spectrum for the foreseeable future. Low frequencies offer key advantages to the carriers that use them. The Government must seize this opportunity to ensure a more equitable allocation of these frequencies between the incumbents and the challengers; and
- Remain vigilant in the marketplace

There needs to be vigilance to ensure that the marketplace operates in a truly competitive manner – that incumbent carriers are not able to use their historical advantages and their accumulated market power to prevent new entrants from responding to the needs of consumers.

"If you focus on the customers, the choices are clear" said Manon Brouillette. She pointed out that a *customer-first* policy in business isn't so different than a *customer-first* policy in government. Bring equity in spectrum allocation; continue to support strong competition and maintain oversight to ensure that the competitive dynamic is sustained. "These are the keys to consumer benefit in the Canadian wireless marketplace," she said.

Videotron (www.videotron.com), a wholly owned subsidiary of Quebecor Media Inc., is an integrated communications company engaged in cable television, interactive multimedia development, Internet access, cable telephone and mobile telephone services. Videotron is a leader in new technologies with its illico interactive television service and its broadband network, which supports high-speed cable Internet access, analog and digital cable television, and other services. As of December 31, 2015, Videotron was serving 1,736,900 cable television customers, including 1,570,600 Digital TV subscribers. Videotron is also the Québec leader in high-speed Internet access, with 1,568,200 subscribers to its cable service as of December 31, 2015. As of the same date, Videotron had 768,600 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,316,300 Québec households and organizations. For the eleventh consecutive year, Videotron was ranked as Québec's most respected telecommunications company, based on a Léger survey.

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