



**Oliver Jaakkola**  
Senior Vice President & General Counsel  
Direct 416 408 6041  
oliver.jaakkola@siriusxm.ca

November 25, 2016

via [canadiancontentconsultations.ca](http://canadiancontentconsultations.ca)

The Honourable Mélanie Joly  
Minister of Canadian Heritage  
House of Commons  
Ottawa, ON K1A 0A6

Dear Minister Joly,

**Re: Sirius XM Canada Inc. (“SiriusXM Canada”) submission in the Canadian Content in a Digital World Consultation (“Consultation”)**

SiriusXM Canada provides satellite radio and internet streaming services and has grown in the Canadian market alongside the emergence of online services. We now have more than 2.8 million subscribers across Canada. Our satellite radio service is available and has been particularly well received in many underserved rural markets, and our subscriber growth has also provided a North America-wide platform for Canadian content and creators.

Our success in Canada depends on us delivering compelling programming to Canadians. We have a strong interest in the continued health of the Canadian content ecosystem supported by policies that place both licenced and unlicensed platforms on an equal footing. We look forward to continuing the discussion on the challenges brought on by multi-platform content distribution.

Yours truly,

A handwritten signature in black ink, appearing to read "Oliver J.", written in a cursive style.

Oliver Jaakkola,  
Senior Vice President & General Counsel