



24 March 2020

Dear Netflix and Amazon, and other OTT video providers:

Thank you for offering digital entertainment choices for consumers within Canada.

In addition to the entertainment services we provide our customers, they also enjoy a broad selection of services from over the top video content providers such as yourselves.

We recognize Amazon and Netflix as some of the largest providers of OTT video services in the Canadian marketplace. As such, our three Associations are writing to you today with a special request during these unprecedented world events.

Our three Associations are requesting that you change the delivery of your services in a manner that would make an immediate and meaningful impact to shared telecommunications infrastructure in Canada.

Collectively we have seen that OTT video services are contributing to a 20-30% increase of aggregate internet transit over the last 7-10 days as health organizations and governments are encouraging citizens to stay home to flatten the curve and prevent the spread of COVID-19.

We are collectively tasked with providing our telecommunication services and maintaining our networks for growth year over year. And we do plan for crisis situations like this in the normal course of maintaining the integrity of our networks. As critical infrastructure providers, we want to deliver every bit and ensure each packet destined to our mutual customers arrives.

OTT services are part of our shared customers in home digital experience, providing many Canadians comfort and distraction in trying times. Your services are part of that story.

In light of the current traffic surge, we ask you to adjust offered video bitrates to 1080p or below until at least April 30th 2020. This will ensure that critical network infrastructure will continue to remain protected and will have an exponential positive impact to the global health of the internet. Content enjoyed in 4K bitrate can be equally enjoyed in 780p – 1080p variants.

Telecommunication Services Providers in Europe have shared a similar message and request.

Taking these steps will immediately reduce impacts felt on network operators in Canada. It will also ensure that our shared customers will be able to collectively enjoy digital services in a responsible manner.

Please hear our request and honour our mutual customers with your actions.

Jonathan Holmes
Executive Director
Independent Telecommunications
Providers Association

Jay Thomson
CEO
Canadian Communication
Systems Alliance

Jeff Brownlee
Executive Director
Canadian Network
Operators Consortium

P.S. We have included a reference chart for the non-technical of different speeds required (with variance) to support different bit rates.

Resolution	Streaming Bitrate / Mbps	Hourly Conversion
480p (720x480)	1.750 Mbps	~792 MB per hour
720p (1280x720)	3.000 Mbps	~1.3 GB per hour
1080p (1920x1080)	4.300-5.800 Mbps	~1.9 GB to ~2.55 GB per hour
1440p (2560x1440)	6.350 Mbps	~2.8 GB per hour
4K (3840x2160)	8.000-25.000 Mbps	~3.5 GB to ~7 GB per hour

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