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United States Senate

COMMITTEE ON
HOMELAND SECURITY AND GOVERNMENTAL AFFAIRS

WASHINGTON, DC 20510-6250

December 20, 2016

His Excellency David MacNaughton
Ambassador Extraordinary & Plenipotentiary
Embassy of Canada
501 Pennsylvania Avenue, N.W.
Washington, D.C. 20001-2111

Dear Ambassador MacNaughton:

We write today regarding the Canadian television broadcast of the Super Bowl LI on February 5, 2017.


As we understand it, millions of Canadians have the opportunity to view the National Football League's (NFL's) championship game every year on television. Millions more have the opportunity to enjoy the specially made U.S. advertisements that go along with the game on the internet. However, it has come to our attention that Canada has decided this year that Canadian broadcasters cannot sell Canadian advertisements to the television program on pay-TV, but instead must show the advertisements that were sold in the U.S.

The NFL and its Canadian broadcast partner have a business relationship that is based upon the ability to sell Canadian ads in the Canadian market. Undermining this business relationship is not only unproductive, it also sends a troubling signal about the value Canada places on its largest trading partner, best customer, and close friend. For these reasons, we hope that upon review of the harmful precedence this order will set, Canada will reverse this policy.

Thank you very much for your consideration.

Sincerely,


Ron Johnson
U.S. Senator


Marco Rubio
U.S. Senator