



Telecom Notice of Consultation CRTC 2024-318

Making it easier for consumers to shop for Internet services

CRTC Reference No.: 1011-NOC2024-0318

Intervention of OpenMedia

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Public Interest Clinic

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Introduction

1. OpenMedia is not submitting substantive comments at this stage. We intend to review the submissions of the other parties and, if necessary, respond to arguments presented that may impact the outcome of the proceeding.
2. OpenMedia does, however, wish to strongly endorse the call for robust, direct consumer protection measures outlined in Part II of the Public Interest and Advocacy Centre's (PIAC) submissions in response to Notice of Consultation CRTC 2024-293.¹ We agree that consumers have long been subject to misleading and aggressive sales practices, inadequate notifications regarding contract changes, and other opaque tactics that undermine consumers' ability to make informed decisions. PIAC's critique of piecemeal regulatory reforms—where consumer protections are over-complicated by excessive industry discretion—resonates with our long-standing commitment to transparency and accountability.
3. OpenMedia applauds PIAC's emphasis on clear, standardized notification requirements that empower consumers to understand and manage their telecom services effectively. The evidence is clear: a consolidated and enforceable framework is essential to protect vulnerable consumers and foster a competitive marketplace. By advocating for comprehensive, uniform rules that cut through industry jargon and ambiguity, we believe the Commission can finally redress the balance in favour of Canadian consumers, ensuring

¹ Public Interest Advocacy Centre, "Re: PIAC intervention re Telecom Notice of Consultation CRTC – 2024-293 Call for comments – Making it easier to choose a wireless phone or Internet service – Enhancing customer notification" (14 February 2025) online: <https://applications.crtc.gc.ca/DocWebBroker/OpenDocument.aspx?DMID=4805545> at paras 2-7.

that every customer has the knowledge and agency to choose the best service for their needs.

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