

Partnerships & Revenue



CAIC Sept 16, 2008




ROGERS COMMUNICATIONS
WIRELESS ROGERS CABLE ROGERS MEDIA TORONTO BLUE JAYS ROGERS HI-SPEED INTERNET ROGERS SPORTSMET
ROGERS WIRELESS ROGERS CABLE ROGERS MEDIA TORONTO BLUE JAYS ROGERS HI-SPEED INTERNET ROGERS SP

Rogers Cable Communications Inc.

Canada's largest cable television company representing 2.3 million homes with television, internet and/or telephone services.

Digital Television	On Demand Services
HDTV	PVR Technology
Hi Speed Internet	Local Telephone Service

Integrated into 650K+ units within the Multi Unit Residential Marketplace
47% of this subscriber base takes more than 1 product



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Partners & Revenue

- Residential Alliances
- Wireless Opportunities

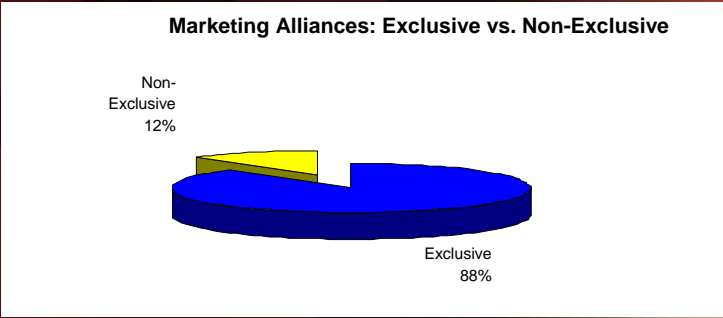


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Residential Alliances


- 10 years of partnerships
- 450K units nationally participating in alliances

Marketing Alliances: Exclusive vs. Non-Exclusive



Category	Percentage
Exclusive	88%
Non-Exclusive	12%

- Revenues have increased as new products have emerged



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**Successful Alliances
= Active Participation**

- Portfolios benefiting are integrally involved with Rogers
- Rogers has been “integrated” as an extension of “apartment” marketing efforts
- Equal Landlord/Rogers participation in coordination of marketing to mutual customers (residents)

ROGERS



How?

- **Active Staff**
Active participation/awareness from field staff ,
Superintendent incentives
- **Coordination of Regular Resident Events**
BBQs, Customer Appreciation, Multicultural Events
- **Provision of Occupancy Lists**
Timely audits , reduction in theft
Free installation and transfer of services
Exclusive offers for residents
Services connected upon move-in
Proven up sell and secure the revenue for all

ROGERS



Wireless

- Rooftop Rights
- Is my building suitable ?
- Who do you contact ?
 - Ferdinand.Staab@rci.rogers.com
 - *portfolio name,
 - * address
 - *office/apartment,
 - *coordinates (LAT –LONG)
 - *height of building

ROGERS COMMUNICATIONS
WIRELESS, ROGERS CABLE, ROGERS MEDIA, TORONTO BLUE JAYS, ROGERS HI-SPEED INTERNET, ROGERS SPORTSNET, ROGERS WIRELESS, ROGERS CABLE, ROGERS MEDIA, TORONTO BLUE JAYS, ROGERS HI-SPEED INTERNET, ROGERS SPORTSNET



Closing Remarks

- Customer Service is differentiating properties within this industry
- Integration of Rogers within your operations enhances your customer service
- Active participation with Rogers increases your revenue

Greg Stokes
Sales Manager, Residential
Rogers Cable Communications

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