



Broadcasting Decision CRTC 2006-28

Ottawa, 2 February 2006

TVA Group Inc. on behalf of its subsidiary LCN Argent inc.
Across Canada

Application 2005-1055-4
Broadcasting Public Notice CRTC 2005-111
25 November 2005

Argent – Licence amendment

1. The Commission **approves** the application by TVA Group Inc. (TVA), on behalf of its subsidiary LCN Argent inc., to amend the broadcasting licence of its national French-language Category 1 specialty programming undertaking known as Argent (formerly LCN Argent), by adding category 14 (Infomercials, promotional and corporate videos) to its nature of service condition of licence, thereby permitting it to broadcast programming from that category.
2. The licensee argued that including Infomercials in its programming would constitute another source of revenue for Argent. Consequently, it would be able to invest more in programming and continually improve its programs in order to better respond to the needs of its viewers.
3. The Commission did not receive any interventions in connection with this application.

Secretary General

This decision is to be appended to the licence. It is available in alternative format upon request, and may also be examined in PDF format or in HTML at the following Internet site: <http://www.crtc.gc.ca>