



Broadcasting Public Notice CRTC 2006-44

Ottawa, 7 April 2006

Addition of ITVN to the lists of eligible satellite services for distribution on a digital basis

*The Commission **approves** a request to add ITVN to the lists of eligible satellite services for distribution on a digital basis. The revised lists including this service are set out as an appendix to Revised lists of eligible satellite services, Broadcasting Public Notice CRTC 2006-46, issued today.*

Introduction

1. The Commission received a request dated 28 November 2005 from the Canadian Cable Telecommunications Association (CCTA) for the addition of ITVN, a non-Canadian service, to the lists of eligible satellite services for distribution on a digital basis (the digital lists). The CCTA described the service as follows:

ITVN is a 24-hour general interest service from Poland offering programming entirely in Polish. ITVN's wide range of programming includes news, sports, talk shows, drama series, films, music and quiz shows.

2. The Commission subsequently issued *Call for comments on the proposed addition of ITVN to the lists of eligible satellite services for distribution on a digital basis*, Broadcasting Public Notice CRTC 2006-1, 12 January 2006.
3. On 13 February 2006, Rogers Cable Communications Inc. (Rogers) advised that, with the wind-up of the CCTA announced on 10 February 2006, it would take over as the Canadian sponsor of ITVN.
4. The Commission did not receive any comments concerning the proposed addition of ITVN to the digital lists.

Commission's analysis and determination

5. In *Improving the diversity of third-language television services – A revised approach to assessing requests to add non-Canadian third-language television services to the lists of eligible satellite services for distribution on a digital basis*, Broadcasting Public Notice CRTC 2004-96, 16 December 2004 (Public Notice 2004-96), the Commission set out its revised approach to the assessment of requests to add non-Canadian third-language

television services to the digital lists, as well as specific information that Canadian sponsors must file in support of their requests. The Commission also stated that, going forward, requests to add non-Canadian, general interest, third-language services to the digital lists would generally be approved, subject, as appropriate, to new distribution and linkage requirements.

6. The Commission has examined the material filed in support of the request to add ITVN to the digital lists, and is satisfied that the service is a general interest, third-language service in the Polish language, as described by its sponsor. Thus, it is appropriately subject to the approach for such services set out in Public Notice 2004-96.
7. In light of the above, the Commission **approves** the addition of ITVN to the digital lists. ITVN has therefore been added to the revised lists attached to *Revised lists of eligible satellite services*, Broadcasting Public Notice CRTC 2006-46 issued today. The Commission notes that the distribution of this service is subject to the distribution and linkage rules that apply to general interest third-language services added to the digital lists after 16 December 2004, as set out in *Distribution and linkage requirements for Class 1 and Class 2 licensees*, Broadcasting Public Notice CRTC 2005-119, 14 December 2005, and *Linkage requirements for direct-to-home (DTH) satellite distribution undertakings*, Broadcasting Public Notice CRTC 2005-120, 14 December 2005.

Secretary General

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