



Broadcasting Public Notice CRTC 2006-56

Ottawa, 28 April 2006

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

*The Commission **approves** a request to add ETV Bangla to the lists of eligible satellite services for distribution on a digital basis and amends the lists of eligible satellite services accordingly. The revised lists are available on the Commission's web site at www.crtc.gc.ca under "Industries at a Glance."*

Introduction

1. The Commission received a request dated 14 December 2005 from the Canadian Cable Telecommunications Association (CCTA) for the addition of ETV Bangla, 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:

ETV Bangla is a 24-hour general interest service offering programming in the Bengali language. ETV Bangla offers a wide range of programming including news, feature films, telefilms, serials, soaps, game shows, music and children's programming.

2. The Commission subsequently issued *Call for comments on the proposed addition of ETV Bangla to the lists of eligible satellite services for distribution on a digital basis*, Broadcasting Public Notice CRTC 2006-10, 23 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 ETV Bangla.
4. The Commission did not receive any comments concerning the proposed addition of ETV Bangla to the digital lists.

Commission's analysis and determinations

5. The Commission's approach to the addition of non-Canadian third-language general interest services is set out 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). In Public Notice 2004-96, the Commission stated that, going forward, requests to add non-Canadian third-language general interest services to the digital lists would generally be approved, subject, as appropriate, to new distribution and linkage rules

described in that Public Notice. In Public Notice 2004-96, the Commission also set out the information that Canadian sponsors are obliged to file in order for the Commission to consider the addition of non-Canadian third-language services to the digital lists.

6. The Commission has examined the material filed in support of the request to add ETV Bangla to the digital lists, and is satisfied that the service is a general interest, third-language service in the Bengali language, as described by its sponsor. Thus, the service 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 ETV Bangla to the digital lists and amends the lists of eligible satellite services accordingly. The lists of eligible satellite services are available on the Commission's web site at www.crtc.gc.ca under "Industries at a Glance" and may be obtained in hard copy on request. The Commission notes that the distribution of this service is subject to the distribution and linkage rules that apply to third-language general interest 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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