



## Broadcasting Decision CRTC 2007-282

Ottawa, 7 August 2007

### **Cosmopolitan Television Canada Company** Across Canada

*Application 2007-0406-6, received 23 March 2007*  
*Public Hearing in the National Capital Region*  
*18 June 2007*

### **Cosmopolitan Television – Category 2 specialty service**

*The Commission **approves** an application for a broadcasting licence to operate a new Category 2 specialty programming undertaking.*

1. Cosmopolitan Television Canada Company filed an application for a broadcasting licence to operate Cosmopolitan Television, a national, English-language Category 2 specialty service that would offer programming related to relationships, lifestyle, beauty, trends and style targeted to young working women in the 18 to 34 demographic.
2. The applicant proposed restrictions on certain categories of programming to be broadcast by Cosmopolitan Television to ensure that the service would not directly compete with existing Category 1 services or analog pay and specialty services. Specifically, the applicant indicated that:
  - no more than 15% of programming during the broadcast year would be drawn from any one of the following program categories:
    - 2 (b) Long-form documentary;
    - 7 (e) Animated television programs and films;
    - 8 (a) Music and dance other than music video programs or clips;
    - 8 (b) Music video clips; or
    - 10 Game shows.
  - no more than 25% of the programming during the broadcast year would be drawn from category 7(d) Theatrical feature films aired on TV.
  - no more than 15% of the programming drawn from category 11 General entertainment and human interest during the broadcast year would be devoted to programs that are primarily about the world of entertainment and its people, including celebrity profiles.

- no more than 15% of the programming during the broadcast year would be drawn from any one of the following programming genres: fashion; health and wellness; travel; food; or home and garden.
  - all programs would be directed to women between the ages of 18 and 34 years.
3. The Commission did not receive any interventions in connection with this application.
4. The Commission is satisfied that the application is in conformity with all applicable terms and conditions announced in Public Notice 2000-171-1. Accordingly, the Commission **approves** the application by Cosmopolitan Television Canada Company for a broadcasting licence to operate the national, English-language Category 2 specialty programming undertaking Cosmopolitan Television. The terms and **conditions of licence** are set out in the appendix to this decision.

Secretary General

**Related documents**

- *Introductory statement – Licensing of new digital pay and specialty services – Corrected Appendix 2, Public Notice CRTC 2000-171-1, 6 March 2001*
- *Licensing framework policy for new digital pay and specialty services, Public Notice CRTC 2000-6, 13 January 2000*

*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>*

## **Appendix to Broadcasting Decision CRTC 2007-282**

### **Terms and conditions of licence for the Category 2 specialty programming undertaking Cosmopolitan Television**

#### **Terms**

A licence will be issued once the applicant has satisfied the Commission, with supporting documentation, that the following requirements have been met:

- the applicant has entered into a distribution agreement with at least one licensed distributor; and
- the applicant has informed the Commission in writing that it is prepared to commence operations. The undertaking must be operational at the earliest possible date and in any event no later than 36 months from the date of this decision, unless a request for an extension of time is approved by the Commission before 7 August 2010. In order to ensure that such a request is processed in a timely manner, it should be submitted at least 60 days before that date.

The licence will expire 31 August 2013.

#### **Conditions of licence**

1. The licence shall be subject to the conditions set out in *Introductory statement – Licensing of new digital pay and specialty services – Corrected Appendix 2*, Public Notice CRTC 2000-171-1, 6 March 2001.
2. The licensee shall provide a national, English-language Category 2 specialty programming service devoted to programming related to relationships, lifestyle, beauty, trends and style. The service shall focus on the interests and needs of young working women aged between 18 and 34 years.
3. The programming shall be drawn exclusively from the following categories set out in item 6 of Schedule I to the *Specialty Services Regulations, 1990*, as amended from time to time:
  - 2 (b) Long-form documentary
  - 5 (b) Informal education/Recreation and leisure
  - 7 Drama and comedy
    - 7 (a) Ongoing drama series
    - 7 (b) Ongoing comedy series (sitcoms)
    - 7 (c) Specials, mini-series or made-for-TV feature films
    - 7 (d) Theatrical feature films aired on TV
    - 7 (e) Animated television programs and films

- 7 (f) Programs of comedy sketches, improvisations, unscripted works, stand-up comedy
  - 7 (g) Other drama
  - 8 (a) Music and dance other than music video programs or clips
  - 8 (b) Music video clips
  - 10 Game shows
  - 11 General entertainment and human interest
  - 12 Interstitials
  - 13 Public service announcements
  - 14 Infomercials, promotional and corporate videos
4. No more than 15% of the programming broadcast in each broadcast year shall be drawn from any one of the following program categories: 2(b), 7(e), 8(a), 8(b) and 10.
  5. No more than 25% of the programming broadcast in each broadcast year shall be drawn from category 7(d).
  6. No more than 15% of the programming drawn from category 11 during each broadcast year shall be devoted to programs that are primarily about the world of entertainment and its people, including celebrity profiles.
  7. No more than 15% of the programming broadcast during the broadcast year shall be drawn from any one of the following programming genres: fashion; health and wellness; travel; food; or home and garden.
  8. All programming shall be directed to women aged between 18 and 34 years.
  9. In order to ensure that the licensee complies at all times with the *Direction to the CRTC (Ineligibility of non-Canadians)*, Public Notice. 1997-486, 8 April 1997, as amended by Public Notice 1998-1268, 15 July 1998, the licensee shall file with the Commission for its prior review, a copy of any programming supply agreement and/or licence trademark agreement it intends to enter into with a non-Canadian party.

For the purposes of the conditions of this licence, including condition of licence no. 1, *broadcast day* means the period of up to 18 consecutive hours, beginning each day not earlier than six o'clock in the morning and ending not later than one o'clock in the morning of the following day, as selected by the licensee, or any other period approved by the Commission.