



Broadcasting Decision CRTC 2009-361

Route reference: 2009-36

Ottawa, 18 June 2009

Asian Television Network International Limited

Across Canada

Application 2008-1213-2, received 5 September 2008

Public Hearing in the National Capital Region

30 March 2009

Hindi Movie Channel – Category 2 specialty service

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

The application

1. Asian Television Network International Limited (ATN) filed an application for a broadcasting licence to operate Hindi Movie Channel, a national, third-language niche ethnic Category 2 specialty programming undertaking that would offer programming consisting predominantly of Hindi movies. All of the programming broadcast during the broadcast week would be in Hindi and South Asian languages. The applicant also requested authorization to broadcast up to six minutes per hour of local advertising.
2. ATN is a Canadian corporation controlled by Mr. Shan Chandrasekar, a Canadian citizen ordinarily resident in Canada, who owns 68.27% of the issued common shares. The remaining issued common shares are held by Canadian public shareholders (29.40%) and non-Canadian public shareholders (2.33%).
3. The Commission received interventions in opposition to the application. The interventions can be found on the Commission's website at www.crtc.gc.ca under "Public Proceedings." The Commission has considered the interventions and is of the view that they do not raise any substantive issues relating to this application.

Commission's analysis and determinations

4. The Commission is satisfied that the application complies with the framework set out in Public Notice 2000-6 and with all applicable terms and conditions announced in Public Notice 2000-171-1. Furthermore, given that the applicant will offer a niche service and no less than 90% of its programming will be in a third language, the Commission is satisfied that the application complies with the framework established in Broadcasting Public Notice 2005-104. Accordingly, the Commission **approves** the application by Asian Television Network International Limited for a broadcasting licence to operate the national third-language niche ethnic Category 2 specialty programming undertaking

Hindi Movie Channel. The terms and **conditions of licence** are set out in the appendix to this decision.

5. With respect to the request to broadcast up to six minutes per hour of local advertising, the Commission notes that it generally permits new ethnic specialty services to broadcast up to six minutes per hour of local advertising, unless an intervenor makes a compelling case to the contrary (see Broadcasting Public Notice 2005-104). In the present case, there were no interventions opposing the proposal to broadcast local advertising. The Commission therefore **approves** the applicant's request to broadcast up to six minutes per hour of local advertising. A **condition of licence** to that effect is set out in the appendix to this decision.

Reminder

6. The Commission reminds the applicant that distribution of this service is subject to the applicable distribution rules set out in Broadcasting Public Notice 2008-100.

Secretary General

Related documents

- *Regulatory frameworks for broadcasting distribution undertakings and discretionary programming services* – Regulatory policy, Broadcasting Public Notice CRTC 2008-100, 30 October 2008
- *Revised approach for the consideration of broadcasting licence applications proposing new third-language ethnic Category 2 pay and specialty services*, Broadcasting Public Notice CRTC 2005-104, 23 November 2005
- *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 2009-361

Terms, conditions of licence and encouragement for the Category 2 specialty programming undertaking Hindi Movie Channel

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 filed an executed copy of its amended by-laws in order that the Commission may ensure that the licensee will be in compliance at all times with the *Direction to the CRTC (Ineligibility of non-Canadians)*, P.C. 1997-486, 8 April 1997, as amended by P.C. 1998-1268, 15 July 1998; 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 18 June 2012. 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 2015.

Conditions of licence

1. The licence will 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, except for condition 4 d), which will not apply, and condition 4 a) which is replaced by:

Except as otherwise provided in subparagraphs b) and c), the licensee shall not broadcast more than twelve (12) minutes of advertising material during each clock hour, no more than six (6) minutes of which may consist of local advertising.
2. The licensee shall provide a national third-language niche ethnic Category 2 specialty programming service devoted to programming consisting predominantly of Hindi movies.
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:

- 4 Religion
 - 7 Drama and comedy
 - (a) Ongoing dramatic series
 - (b) Ongoing comedy series (sitcoms)
 - (c) Specials, mini-series or made-for-TV feature films
 - (d) Theatrical feature films aired on TV
 - (e) Animated television programs and films
 - (f) Programs of comedy sketches, improvisations, unscripted works, stand-up comedy
 - (g) Other drama
 - 8 (a) Music and dance other than music video programs or clips
 - (b) Music video clips
 - 9 Variety
 - 11 General entertainment and human interest
 - 12 Interstitials
 - 13 Public service announcements
 - 14 Infomercials, promotional and corporate videos
4. The licensee shall broadcast no less than 90% of all programming during the broadcast week in the Hindi language and in other South Asian languages.
 5. In order to ensure that the licensee complies at all times with the *Direction to the CRTC (Ineligibility of non-Canadians)*, P.C. 1997-486, 8 April 1997, as amended by P.C. 1998-1268, 15 July 1998, the licensee shall file, for the Commission's prior review, a copy of any programming supply agreement and/or licence trademark agreement it intends to enter into with a non-Canadian party.
 6. Where the licensee broadcasts religious programming as defined in *Religious Broadcasting Policy*, Public Notice CRTC 1993-78, 3 June 1993, the licensee shall adhere to the guidelines set out in sections III.B.2.a) and IV of that public notice with respect to the provision of balance and ethics in religious programming, as amended from time to time.

For the purposes of the conditions of this licence, including condition of licence 1, *broadcast day* refers to the 24-hour period beginning each day at 6 a.m. or any other period approved by the Commission.

Encouragement

The Commission encourages broadcasters – particularly those that broadcast in third languages that use the Western alphabet – to work towards solutions for making third-language programming more accessible, and to caption third-language programming whenever possible, as set out in *A new policy with respect to closed captioning*, Broadcasting Public Notice CRTC 2007-54, 17 May 2007.