



Broadcasting Regulatory Policy CRTC 2010-810

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Route Reference:

Broadcasting Public Notice 2010-651

Ottawa, 2 November 2010

Addition of GMA Life TV to the lists of eligible satellite services for distribution on a digital basis

*The Commission **approves** a request to add GMA Life TV to the lists of eligible satellite services for distribution on a digital basis and amends the lists accordingly. The revised lists are available on the Commission's website at www.crtc.gc.ca under "Broadcasting Sector."*

Introduction

1. The Commission received a request dated 28 June 2010 from MTS Allstream Inc. (MTS Allstream) for the addition of GMA Life TV (GMA Life), a non-Canadian satellite service originating in the Philippines, to the lists of eligible satellite services for distribution on a digital basis (the digital lists). The Commission received no comments in response to the proposal.
2. MTS Allstream described GMA Life as a Filipino-language general interest service produced in the Philippines that provides a wide variety of programming genres including lifestyle, human interest, drama, fiction, comedy and music, and variety shows.

Commission's analysis and determinations

3. The Commission's general approach to the addition of third-language non-Canadian services is set out in Broadcasting Public Notice 2004-96, in which the Commission concluded that requests to add general interest non-Canadian third-language services to the digital lists should generally be approved. In the case of non-Canadian third-language services that provide narrowly targeted or "niche" programming, the Commission stated that it would continue to apply a case-by-case assessment to determine whether a proposed service would be partially or totally competitive with Canadian pay or specialty services.
4. In Broadcasting Notice of Consultation 2010-651, the Commission called for comments on the proposed addition of GMA Life to the digital lists pursuant to the approach described above. The Commission stated that it would rely primarily on the comments filed to identify the Canadian pay and specialty services with which GMA Life might be totally or partially competitive and which therefore should be included in the assessment of the competitiveness of the service. The Commission asked that

parties wishing to argue that GMA Life would be competitive should therefore name the specific Canadian pay or specialty service or services with which they considered the service would compete and provide details to support their views, such as comparisons as to nature and genre of service, programming schedule, programming sources and supply, and target audience.

5. In the absence of opposing comments, the Commission concludes that GMA Life would not compete with any Canadian pay or specialty service. Accordingly, the Commission **approves** the addition of GMA Life TV 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 website at www.crtc.gc.ca under "Broadcasting Sector" and may be obtained in hard copy on request.

Secretary General

Related documents

- *Call for comments on the proposed addition of GMA Life TV to the lists of eligible satellite services for distribution on a digital basis*, Broadcasting Notice of Consultation CRTC 2010-651, 1 September 2010
- *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