



Broadcasting Regulatory Policy CRTC 2011-45

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Ottawa, 26 January 2011

Addition of Jewish Life Television to the lists of eligible satellite services for distribution on a digital basis

*The Commission **approves** a request to add Jewish Life Television 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 19 August 2010 from Ethnic Channels Group Limited (ECGL) for the addition of Jewish Life Television (JLTV), a non-Canadian English-language service, to the lists of eligible satellite services for distribution on a digital basis (the digital lists).
2. ECGL described JLTV as a service that offers a range of Jewish-themed educational, cultural, historical, documentary, sports and news programming for the enlightenment, entertainment and enjoyment of Jewish and more diverse audiences. ECGL added that the programming is of particular interest to the Jewish community because of its focus on Jewish life and Israel, but is also meant to be accessible to a wider audience.
3. The Commission's general approach to the addition of non-Canadian English- and French-language services to the digital lists is set out in Public Notice 2000-173. Under this approach, the Commission assesses such requests in the context of its general policy, which among other things, precludes the addition of a non-Canadian service that can be considered either totally or partially competitive with Canadian specialty or pay television services.
4. In Broadcasting Notice of Consultation 2010-798, the Commission called for comments on the proposed addition of JLTV 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 JLTV 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 JLTV 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. The Commission received 29 comments in response to Broadcasting Notice of Consultation 2010-798. All of the comments supported the addition of JLTv to the digital lists. The comments can be found on the Commission's website at www.crtc.gc.ca under "Public Proceedings."

Commission's analysis and determinations

6. In the absence of opposing comments, the Commission concludes that there is no Canadian pay or specialty service with which JLTv would compete. Accordingly, the Commission **approves** the addition of JLTv 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 Jewish Life Television to the lists of eligible satellite services for distribution on a digital basis*, Broadcasting Notice of Consultation CRTC 2010-798, 28 October 2010
- *Call for proposals to amend the lists of eligible satellite services through the inclusion of additional non-Canadian services eligible for distribution on a digital basis only*, Public Notice CRTC 2000-173, 14 December 2000