



Broadcasting Decision CRTC 2012-18

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Route reference: Part 1 application posted on 23 August 2011

Ottawa, 16 January 2012

7340362 Canada Inc.
Montréal, Quebec

Application 2011-1204-4

V Max – Licence amendment

1. The Commission **approves** the application by 7340362 Canada Inc. to amend the broadcasting licence for the national specialty Category B service V Max by changing condition of licence 3 to adhere to the new program categories for television which came into effect on 1 September 2011 and by replacing condition of licence 5. The Commission did not receive any interventions in connection with this application.
2. Conditions of licence 3 and 5 are replaced by the following **conditions of licence**:
 3. The programming shall be drawn exclusively from the following program categories set out in item 6 of Schedule I to the *Specialty Services Regulations, 1990*, as amended from time to time:
 - 2 (a) Analysis and interpretation
(b) Long-form documentary
 - 3 Reporting and actualities
 - 5 (b) Informal education/Recreation and leisure
 - 6 (a) Professional sports
 - 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, improvisation, unscripted works, stand-up comedy
 - (g) Other drama
 - 8 (a) Music and dance other than music video programs or clips
(b) Music video clips
(c) Music video programs
 - 9 Variety
 - 10 Game shows
 - 11 (a) General entertainment and human interest

- (b) Reality television
 - 12 Interstitials
 - 13 Public service announcements
 - 14 Infomercials, promotional and corporate videos
5. The licensee shall devote no more than 10 % of the programming broadcast during each broadcast month to programming drawn from program categories 7(d) Theatrical feature films aired on TV and 7(e) Animated television programs and films.

Secretary General

**This decision is to be appended to the licence.*