



## Broadcasting Decision CRTC 2014-121

PDF version

Route reference: Part 1 application posted on 5 December 2013

Ottawa, 17 March 2014

**Soundview Entertainment Inc.**  
Across Canada

*Application 2013-1695-1*

### **Addition of OUI TV to the *List of non-Canadian programming services authorized for distribution***

*The Commission **approves** an application to add OUI TV to the List of non-Canadian programming services authorized for distribution (the list) and amends the list accordingly. The revised list is available on the Commission's website at [www.crtc.gc.ca](http://www.crtc.gc.ca) under "Broadcasting Sector."*

#### **Introduction**

1. The Commission received an application from Soundview Entertainment Inc. (Soundview), acting as the Canadian sponsor, to add OUI TV to the *List of non-Canadian programming services authorized for distribution* (the list). The Commission did not receive any interventions regarding this application.
2. Soundview described OUI TV as a 24-hour 100% French-language niche service that provides drama and comedy programming. Its target audience is Francophones and Francophile African-Canadians. Its service originates in the United States, and its programming is originally sourced from Sub-Saharan Africa (Côte d'Ivoire, Cameroon, Burkina Faso, etc.)
3. The Commission's general approach to the addition of non-Canadian English- and French-language services to the list is set out in Public Notice 2000-173 and reiterated in Broadcasting Public Notice 2008-100. 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.

#### **Commission's analysis and decision**

4. In assessing the competitiveness of a service, the Commission relies primarily on the interventions filed to identify the Canadian pay and specialty services with which a proposed non-Canadian service might be totally or partially competitive.

5. In the absence of opposing interventions, the Commission **approves** the application by Soundview Entertainment Inc. to add OUI TV to the *List of non-Canadian programming services authorized for distribution* and amends the list accordingly. The list is available on the Commission's website at [www.crtc.gc.ca](http://www.crtc.gc.ca) under "Broadcasting Sector" and may be obtained in hard copy on request.

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
- *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