



## Broadcasting Decision CRTC 2014-577

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Route reference: Part 1 application posted on 9 July 2014

Ottawa, 7 November 2014

**Bell Canada**  
Across Canada

*Application 2014-0627-3*

### **Addition of 1+1 International to the *List of non-Canadian programming services authorized for distribution***

*The Commission **approves** an application to add 1+1 International 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) by clicking on "TV & Radio" and selecting "Programming."*

#### **Introduction**

1. The Commission received an application from Bell Canada, acting as the Canadian sponsor, to add 1+1 International to the *List of non-Canadian programming services authorized for distribution* (the list). The Commission received interventions in support of this application.
2. Bell Canada described 1+1 International as a general interest, third-language service (70% Ukrainian and 30% Russian) that is a dedicated international version of "Studio 1+1," a television channel in the Ukraine. It indicated that the service carries family-oriented programming, including news, entertainment, information, and sports, with Ukrainian-speaking Canadians as the target audience. Bell Canada added that the signal provided to Canadian distributors will be the original and sole feed of 1+1 International, and will not be modified for distribution in Canada.
3. In Broadcasting Public Notices 2004-96 and 2008-100, the Commission stated that requests to add non-Canadian general interest third-language services to the list would generally be approved, subject to any requirement it deemed appropriate. In Broadcasting Public Notice 2008-100, the Commission stated that non-Canadian third-language services that provide narrowly targeted or "niche" programming would be subject to the same approach as non-Canadian general interest third-language services.

## Commission's analysis and decision

4. In the absence of opposing interventions, the Commission **approves** the application by Bell Canada to add 1+1 International to the *List of non-Canadian programming services authorized for distribution* 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) by clicking on "TV & Radio" and selecting "Programming," 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
- *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