



Broadcasting Decision CRTC 2014-65

PDF version

Route reference: Part 1 application posted on 18 November 2013

Ottawa, 17 February 2014

Soundview Entertainment Inc.
Across Canada

Application 2013-1630-8

Addition of Aaj News to the *List of non-Canadian programming services authorized for distribution*

*The Commission **approves** an application to add Aaj News 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 under "Broadcasting Sector."*

Introduction

1. The Commission received an application from Soundview Entertainment Inc. (Soundview) to add Aaj News to the *List of non-Canadian programming services authorized for distribution* (the list). The Commission did not receive any interventions in connection with this application.
2. Soundview described Aaj News as a third-language 24-hour news channel (100% Urdu) originating in Pakistan that also offers lifestyle, human interest, recreation and leisure programming as well as some music and variety programming. Soundview indicated that the service would be distinct from Aaj Tak, a Hindi-language news service, and Aaj TV, an Urdu-language service with a broader focus. Its target audience would consist of Canadians who understand Urdu and are interested in news and current affairs.
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.
4. Moreover, in regard to non-Canadian news services, the Commission considers a more open-entry approach to be consistent with the importance it places on a diversity of editorial points of view. Consequently, in Broadcasting Public Notice

2008-100, the Commission stated that absent clear evidence, as determined by the Commission, that a non-Canadian news service will violate Canadian regulations, such as those regarding abusive comment, the Commission will be predisposed to authorize non-Canadian news services for distribution in Canada.

Commission's analysis and decision

5. In the absence of opposing interventions and any evidence that the service would violate Canadian regulations, the Commission **approves** the application by Soundview Entertainment Inc. to add Aaj News 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 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
- *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