



Broadcasting Regulatory Policy CRTC 2015-188

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Renaming of Gone Viral Blog as Gone Viral X-treme on the *List of non-Canadian programming services authorized for distribution*

1. In *Addition of Gone Viral Blog, Gone Viral Music and Gone Viral Vogue to the List of non-Canadian programming services authorized for distribution*, Broadcasting Decision CRTC 2014-54, 12 February 2014, the Commission added Gone Viral Blog to the *List of non-Canadian programming services authorized for distribution* (the List). Gone Viral Blog is a non-Canadian, primarily English-language (95% English, 3% French and 2% various languages, such as Dutch, Portuguese and Mandarin) niche curated service featuring new and popular Internet-based, user-generated videos relating to commentary, analysis and personal video diaries on a variety of subjects from around the world, including news, current affairs and entertainment, all appropriate for a general audience.
2. In a letter to the Commission dated 15 January 2015, Gone Viral TV indicated that the service Gone Viral Blog had changed its name to Gone Viral X-treme. Accordingly, the Commission amends the List to reflect this name change. The revised list can be found on the Commission's website at www.crtc.gc.ca, by clicking on "TV & Radio" and selecting "Programming". It may also be obtained in hard copy on request.

Secretary General