



Broadcasting Decision CRTC 2006-291

Ottawa, 12 July 2006

**CanWest MediaWorks Inc. and TVA Group Inc.,
partners in Men TV General Partnership**
Across Canada

Application 2006-0127-0

Broadcasting Public Notice CRTC 2006-61

11 May 2006

Licence amendment

*The Commission **approves** an application for a licence amendment that will allow the licensee to avail itself of the incentive program for English-language Canadian television drama set out in Incentives for English-language Canadian television drama, Broadcasting Public Notice CRTC 2004-93, 29 November 2004.*

The application

1. The Commission received an application by CanWest MediaWorks Inc. and TVA Group Inc., partners in Men TV General Partnership, to amend the broadcasting licence for the national, English-language Category 1 specialty programming undertaking known as Men TV.
2. The licensee requested the addition of a condition to its licence that would allow the licensee to avail itself of the incentive program for English-language Canadian television drama set out in *Incentives for English-language Canadian television drama*, Broadcasting Public Notice CRTC 2004-93, 29 November 2004 (Public Notice 2004-93).

Background

3. In Public Notice 2004-93, the Commission announced an incentive program designed to increase the production and the broadcast of, the viewing to, and the expenditures on, high quality, original, Canadian drama programming. The Commission stated that a licensee that meets the criteria of the drama incentive program would be permitted to broadcast additional minutes of advertising, beyond the limits set out in applicable regulations or conditions of licence. The Commission specified that such a licensee must apply for a condition of licence in order to avail itself of the incentive program.

Interventions

4. The Commission did not receive any interventions in connection with this application.

Commission's determination

5. The Commission **approves** the application by CanWest MediaWorks Inc. and TVA Group Inc., partners in Men TV General Partnership, to amend the broadcasting licence for the national, English-language Category 1 specialty programming undertaking known as Men TV in order to add the following condition of licence:

In addition to the 12 minutes of advertising material during any clock hour in a broadcast day permitted by condition of licence, the licensee may broadcast such additional minutes of advertising material calculated in accordance with *Incentives for English-language Canadian television drama*, Broadcasting Public Notice CRTC 2004-93, 29 November 2004, as may be amended from time to time.

6. The Commission also **approves** the licensee's request for an amendment authorizing it to count at-risk equity investments as eligible Canadian programming expenditures pursuant to Public Notice 2004-93, by replacing the preamble to the condition of licence setting out the licensee's requirements for Canadian programming expenditures with the following:

In accordance with the Commission's position on Canadian programming expenditures as set out in *New Flexibility With Regard to Canadian Program Expenditures by Canadian Television Stations*, Public Notice CRTC 1992-28, 8 April 1992, in *The Reporting of Canadian Programming Expenditures*, Public Notice CRTC 1993-93, 22 June 1993, in *Additional Clarification Regarding the Reporting of Canadian Programming Expenditures*, Public Notice CRTC 1993-174, 10 December 1993 and in *Incentives for English-language Canadian television drama*, Broadcasting Public Notice CRTC 2004-93, 29 November 2004, as may be amended from time to time:

Secretary General

This decision is to be appended to the licence. It is available in alternative format upon request, and may also be examined in PDF format or in HTML at the following Internet site: <http://www.crtc.gc.ca>