



## Broadcasting Decision CRTC 2006-545

Ottawa, 21 September 2006

**Mitchell J. Azaria, on behalf of a corporation to be incorporated  
Across Canada**

*Application 2005-1530-7  
Public Hearing at Edmonton, Alberta  
19 June 2006*

### **The Players Channel – Category 2 specialty service**

*In this decision, the Commission **approves** an application for a broadcasting licence to operate a new Category 2 specialty programming undertaking.*

#### **The application**

1. The Commission received an application by Mitchell J. Azaria, on behalf of a corporation to be incorporated, for a broadcasting licence to operate a national, English-language Category 2<sup>1</sup> specialty programming undertaking to be known as The Players Channel.
2. The applicant proposed to offer a service that would be devoted to all aspects of the gaming world in Canada and abroad. The programming would consist of documentaries, short films and original Canadian and international programs about gaming and gambling, including sporting events from a gaming perspective. All of the programming would be drawn from the following categories, as set out in Schedule 1 to the *Specialty Services Regulations, 1990*: 1 News; 2(a) Analysis and interpretation; 2(b) Long-form documentary; 3 Reporting and actualities; 5(b) Informal education/Recreation and leisure; 6(a) Professional sports; 6(b) Amateur sports; 7(a) Ongoing drama series; 7(b) Ongoing comedy series (sitcoms); 7(c) Specials, mini-series or made-for-TV feature films; 7(d) Theatrical feature films aired on TV; 7(e) Animated television programs and films; 7(f) Programs of comedy sketches, improvisations, unscripted works, stand-up comedy; 7(g) Other drama; 8(a) Music and dance other than music video programs or clips; 8(b) Music video clips; 8(c) Music video programs; 9 Variety; 10 Game shows; 11 General entertainment and human interest; 12 Interstitials; 13 Public service announcements; and 14 Infomercials, promotional and corporate videos.

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<sup>1</sup> The Category 2 services are defined in *Introductory statement – Licensing of new digital pay and specialty services*, Public Notice CRTC 2000-171, 14 December 2000.

3. The applicant proposed that no more than 10% of all programming would be drawn from category 8 (Music), that no more than 15% of all programming would be devoted to coverage of “stick or ball” sports, including hockey, baseball, football, golf, soccer and tennis (but not including card games, billiards, thoroughbred and harness races, snooker and other pool games). In addition, the applicant indicated that not more than 30% of all programming would be drawn from category 7 (Drama and comedy).
4. The Commission did not receive any interventions in connection with this application.

### **Commission’s analysis and determinations**

5. The Commission is satisfied that the application is in conformity with all applicable terms and conditions announced in *Introductory statement – Licensing of new digital pay and specialty services – Corrected Appendix 2*, Public Notice CRTC 2000-171-1, 6 March 2001 (Public Notice 2000-171-1). Accordingly, the Commission **approves** the application by Mitchell J. Azaria, on behalf of a corporation to be incorporated, for a broadcasting licence to operate the national, English-language Category 2 specialty programming undertaking, The Players Channel.
6. The licence will expire 31 August 2013, and will be subject to the **conditions** set out in Public Notice 2000-171-1, as well as to the **conditions** set out in the appendix to this decision.

### **Issuance of the licence**

7. A licence will be issued once the applicant has satisfied the Commission, with supporting documentation, that the following requirements have been met:
  - an eligible Canadian corporation has been incorporated in accordance with the application in all material respects;
  - the applicant has entered into a distribution agreement with at least one licensed distributor; and

- the applicant has informed the Commission in writing that it is prepared to commence operations. The undertaking must be operational at the earliest possible date and in any event no later than 36 months from the date of this decision, unless a request for an extension of time is approved by the Commission before 21 September 2009. In order to ensure that such a request is processed in a timely manner, it should be submitted at least 60 days before that date.

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>*

## Appendix to Broadcasting Decision CRTC 2006-545

### Conditions of licence

1. The licence will be subject to the conditions set out in *Introductory statement – Licensing of new digital pay and specialty services – Corrected Appendix 2*, Public Notice CRTC 2000-171-1, 6 March 2001.
2. The licensee shall provide a national, English-language Category 2 specialty programming service devoted to all aspects of the gaming world in Canada and abroad. The programming shall consist of documentaries, short films and original Canadian and international programs about gaming and gambling, including sporting events from a gaming perspective.
3. The programming shall be drawn exclusively from the following categories, as set out in Schedule I to the *Specialty Services Regulations, 1990*, as amended from time to time:
  - 1 News
  - 2 (a) Analysis and interpretation  
(b) Long-form documentary
  - 3 Reporting and actualities
  - 5 (b) Informal education/Recreation and leisure
  - 6 (a) Professional sports  
(b) Amateur sports
  - 7 Drama and comedy
    - (a) Ongoing drama series
    - (b) Ongoing comedy series (sitcoms)
    - (c) Specials, mini-series or made-for-TV feature films
    - (d) Theatrical feature films aired on TV
    - (e) Animated television programs and films
    - (f) Programs of comedy sketches, improvisations, unscripted works, stand-up comedy
    - (g) Other drama
  - 8 (a) Music and dance other than music video programs or clips  
(b) Music video clips  
(c) Music video programs
  - 9 Variety
  - 10 Game shows
  - 11 General entertainment and human interest
  - 12 Interstitials
  - 13 Public service announcements
  - 14 Infomercials, promotional and corporate videos

4. Not more than 10% of all programming broadcast during the broadcast week shall be drawn from Category 8 (Music).
5. Not more than 15% of all programming broadcast during the broadcast day shall be devoted to coverage of stick and/or ball sports drawn from Category 6(a) and 6(b), including hockey, baseball, football, golf, soccer and tennis (but not including card games, billiards, thoroughbred and harness races, snooker and other pool games).
6. Not more than 30% of all programming broadcast during the broadcast week shall be drawn from Category 7 (Drama and comedy).

For the purposes of the conditions of this licence, including condition of licence no. 1, *broadcast day* means the period of up to 18 consecutive hours, beginning each day not earlier than six o'clock in the morning and ending not later than one o'clock in the morning of the following day, as selected by the licensee, or any other period approved by the Commission.