



## Broadcasting Decision CRTC 2006-63

Ottawa, 14 March 2006

**MVBC Holdings Ltd.**  
Across Canada

*Application 2005-0575-3*  
*Public Hearing in the National Capital Region*  
*14 November 2005*

### **World Music Television – Category 2 specialty service**

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

#### **The application**

1. The Commission received an application by MVBC Holdings Ltd. for a broadcasting licence to operate a national, English-language Category 2<sup>1</sup> specialty programming undertaking to be known as World Music Television.
2. The applicant proposed to offer a service that would be devoted solely to music videos with a focus on world beat and international music, as well as entertaining, informational and instructional programming exploring world music traditions in Canada and around the world. The service would also explore the countries from which these musical traditions come.
3. All of the programming would be drawn from the following categories, as set out in Schedule 1 to the *Specialty Services Regulations, 1990* (the Regulations): 5(b) Informal education/Recreation and leisure; 8(a) Music and dance other than music video programs or clips; 8(b) Music video clips; and 8(c) Music video programs.
4. The Commission received one intervention in support of this application.

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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.

## Commission's analysis and determination

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 MVBC Holdings Ltd. for a broadcasting licence to operate the national, English-language Category 2 specialty programming undertaking, World Music Television.
6. The licence will expire 31 August 2012, 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:
  - 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 14 March 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 2006-63

### 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 undertaking devoted solely to music videos with a focus on world beat and international music, as well as entertaining, informational and instructional programming exploring world music traditions in Canada and around the world.
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:
  - 5(b) Informal education/Recreation and leisure
  - 8(a) Music and dance other than music video programs or clips
    - (b) Music video clips
    - (c) Music video programs
4. Not more than 60% of all musical selections shall be in the English language.
5. Not less than 60% of all programming broadcast during the broadcast week shall be drawn from category 8(b).
6. Not less than 70% of all musical selections broadcast during the broadcast week shall be devoted to World Beat and International music, as defined in *Revised content categories and subcategories for radio*, Public Notice CRTC 2000-14, 28 January 2000, (Public Notice 2000-14) as amended from time to time.
7. Not less than 20% of all musical selections broadcast during the broadcast week shall be devoted to Folk and Folk-Oriented, Jazz and Blues and Non-classic Religious music, as defined in Public Notice 2000-14, as amended from time to time.
8. Not more than 10% of all musical selections broadcast during the broadcast week shall be devoted to Pop, Rock and Dance and Country and Country-Oriented music, as defined in Public Notice 2000-14, as amended from time to time.

For the purposes of the conditions of this licence, including condition of licence no.1, *broadcast day* refers to the 24-hour period beginning each day at 6 a.m., or any other period approved by the Commission.