



Broadcasting Public Notice CRTC 2006-95

Ottawa, 28 July 2006

Addition of Dandana TV to the lists of eligible satellite services for distribution on a digital basis

*The Commission **approves** a request to add Dandana TV to the lists of eligible satellite services for distribution on a digital basis and amends the lists of eligible satellite services accordingly. The revised lists are available on the Commission's web site at www.crtc.gc.ca under "Industries at a glance."*

Introduction

1. The Commission received a request dated 19 April 2006 from Rogers Cable Communications Inc. (Rogers) for the addition of Dandana TV, a non-Canadian third-language service, to the lists of eligible satellite services for distribution on a digital basis (the digital lists). Rogers described the service as follows:

Dandana TV is a general interest service offering programming entirely in Arabic. The service is available 24 hours per day, seven days per week and offers a wide range of programming, including programs in the news, documentary, lifestyle/human interest, sports, drama, and music/variety genres.

2. The Commission issued *Call for comments on the proposed addition of Dandana TV to the lists of eligible satellite services for distribution on a digital basis*, Broadcasting Public Notice CRTC 2006-66, 24 May 2006, in connection with Rogers' request. The Commission received no comments in response to that public notice.

Commission's analysis and determinations

3. In *Improving the diversity of third-language television services – A revised approach to assessing requests to add 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 (Public Notice 2004-96), the Commission stated that, going forward, requests to add non-Canadian third-language general interest services to the digital lists would generally be approved, subject, as appropriate, to new distribution and linkage rules described in that notice. The Commission also specified the information that a Canadian sponsor would be obliged to file in order for the Commission to consider a request for the addition of non-Canadian third-language services to the digital lists.

4. The Commission has examined the material filed in support of the request to add Dandana TV to the digital lists, and is satisfied that the service is a general interest service in Arabic, as described by its sponsor. Thus, the service is appropriately subject to the approach for such services set out in Public Notice 2004-96.
5. In light of the above, the Commission **approves** the addition of Dandana TV to the digital lists and amends the lists of eligible satellite services accordingly. The lists of eligible satellite services are available on the Commission's web site at www.crtc.gc.ca under "Industries at a Glance" and may be obtained in hard copy on request. The Commission notes that the distribution of this service is subject to the distribution and linkage rules that apply to third-language general interest services added to the digital lists after 16 December 2004, as set out in *Distribution and Linkage requirements for Class 1 and Class 2 licensees*, Broadcasting Public Notice CRTC 2005-119, 14 December 2005, and *Linkage requirements for Direct-to-home (DTH) satellite distribution undertakings*, Broadcasting Public Notice CRTC 2005-120, 14 December 2005.

Secretary General

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