



Broadcasting Decision CRTC 2007-219

Ottawa, 6 July 2007

Lee David Weston, on behalf of a corporation to be incorporated
Toronto, Ontario

Application 2006-1145-1, received 11 September 2006
Public Hearing in the National Capital Region
30 April 2007

Community-based digital television service in Toronto

*The Commission **denies** the application by Lee David Weston, on behalf of a corporation to be incorporated, to operate a community-based digital television service in Toronto.*

The application

1. The Commission received an application by Lee David Weston, on behalf of a corporation to be incorporated, for a broadcasting licence to operate an English-language community-based digital television service in Toronto.
2. Programming would be produced by independent youth producers in the community, and would focus on local arts, culture and entertainment. The applicant proposed to broadcast a minimum of 60% local programming and 80% Canadian content during each broadcast year.
3. The proposed service would be distributed on the digital band of four terrestrial broadcasting distribution undertakings within the former City of Toronto and the Borough of East York. The applicant stated that it would commence operations in 2010.
4. The for-profit service would be self-financed with a maximum of 12 minutes per hour of advertisements.
5. The Commission received two interventions in opposition to this application from Rogers Cable Communications Inc. and Bell Video Group.

Commission's analysis and determination

6. The Commission has generally been more flexible in its consideration of community-based media applications in order to facilitate the entry of new participants at the local level. However, certain essential information is required in order to allow the Commission to consider all the elements when making a determination.

7. Applicants are required to provide a clear and solid business plan. Although the applicant provided basic programming, financial, and distribution information, it failed to provide enough detail for a comprehensive examination. Quantifiable data, for example, is essential to determine such issues as whether the applicant is capable of generating enough community production to sustain this service, and to determine the amount of market and community demand for a service of this nature.
8. Furthermore, the Commission requires clear financial projections to allow it to determine whether the proposed service would be viable and thus warrant mandatory carriage on broadcasting distribution undertakings that have limited carriage capacity.
9. The Commission notes that there were no interventions in support of this application, neither in the context of providing community programming, nor expressing the need for such a service in the community.
10. In light of the above, the Commission **denies** the application by Lee David Weston, on behalf of a corporation to be incorporated, for a broadcasting licence to operate an English-language community-based digital television service in Toronto.

Secretary General

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