



## Broadcasting Public Notice CRTC 2007-87

Ottawa, 27 July 2007

### **Addition of Star India News Channel to the lists of eligible satellite services for distribution on a digital basis**

*The Commission **approves** a request to add Star India News Channel 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 website at [www.crtc.gc.ca](http://www.crtc.gc.ca) under "Industries at a Glance."*

#### **Introduction**

1. The Commission received a request dated 30 January 2007 from Asian Television Network International Limited (ATN) for the addition of Star India News Channel, a non-Canadian third-language service, to the lists of eligible satellite services for distribution on a digital basis (the digital lists). ATN described the service as follows:

Star India News Channel is a unique and innovative niche programming service, delivering 24-hour year-round television programming consisting of news in the Hindi language. The service reports news related to events in South Asia and throughout the world.

2. In Broadcasting Public Notice 2007-40, the Commission called for comment on the proposed addition of Star India News Channel to the digital lists.
3. In response to its public notice, the Commission received a comment from an individual who questioned why the Commission applies one approach to consider the addition of non-Canadian third-language services to the digital lists and another to consider the addition of English- and French-language non-Canadian services. This individual stated that he is open to diversity, and therefore clearly in favour of international channels. However, he considered that, if third-language channels have more rights than North American channels like ESPN, it is time for the Commission to review its policy and mandate in this regard.

#### **Commission's analysis and determination**

4. In Broadcasting Public Notice 2004-96, the Commission set out a revised approach to the assessment of requests to add non-Canadian third-language television services to the digital lists. The Commission also specified the information that Canadian sponsors must file in support of their requests.

5. In Broadcasting 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 requirements.<sup>1</sup> This revised approach with respect to general interest services was established in order to place greater emphasis on expanding the diversity and choice in television services available to under-served third-language ethnic communities in Canada. In the case of non-Canadian third-language services that provide narrowly targeted or “niche” programming, the Commission stated that it would continue to apply a case-by-case assessment to determine whether the service is partially or totally competitive with Canadian pay or specialty services. This is the same test applicable to English and French language non-Canadian services.
6. As indicated above, Star India News Channel is a niche third-language service for which the Commission undertakes a competitive assessment. In Broadcasting Public Notice 2007-40, the Commission stated that it would rely primarily on the comments filed in identifying the Canadian pay and specialty services with which Star India News Channel might compete, and which therefore should be included in its assessment of the competitiveness of the service. Parties wishing to argue that Star India One News Channel would be competitive were asked to name the specific Canadian pay or specialty services with which they considered Star India One News Channel would compete, and provide details to support their views, such as comparisons as to nature and genre of service, programming schedules, programming sources and supply, and target audience.
7. The Commission received no comments with respect to competitiveness in response to Broadcasting Public Notice 2007-40. The Commission therefore concludes that there are no Canadian pay or specialty services with which Star India One News Channel would be totally or partially competitive.
8. In light of the above, the Commission **approves** the addition of Star India One News Channel 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 website at [www.crtc.gc.ca](http://www.crtc.gc.ca) under “Industries at a Glance” and may be obtained in hard copy on request.

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<sup>1</sup> The new distribution and linkage requirements are set out in *Distribution and linkage requirements for Class 1 and Class 2 licensees*, Broadcasting Public Notice CRTC 2007-51, 16 May 2007, and in *Linkage requirements for direct-to-home (DTH) satellite distribution undertakings*, Broadcasting Public Notice CRTC 2007-52, 16 May 2007.

Secretary General

**Related Documents**

- *Call for comments on the proposed addition of Star India News Channel to the lists of eligible satellite services for distribution on a digital basis, Broadcasting Public Notice CRTC 2007-40, 12 April 2007*
- *Improving the diversity of third-language television services – A revised approach to assessing requests to add non-Canadian 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.*

*This document 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>*