



Broadcasting Decision CRTC 2008-331

Ottawa, 27 November 2008

Corus Entertainment Inc., on behalf of 1708484 Ontario Inc.
Across Canada

Application 2008-1230-7, received 11 September 2008
Broadcasting Public Notice CRTC 2008-91
8 October 2008

VIVA – Licence amendment

1. The Commission **approves** the application by Corus Entertainment Inc., on behalf of 1708484 Ontario Inc. (1708484), to amend the broadcasting licence of the national English-language specialty programming undertaking known as VIVA (formerly Canadian Learning Television), in order to add the following **conditions of licence**:
 - 10(a) The licensee shall allocate, subject to the demand that will warrant this level of expenditure, a minimum of \$1 million to its script and concept development funding initiative over a seven year period to assist in the purchase of underlying rights, the creation of scripts, bibles, outlines and treatments of Canadian programming offerings that fit within categories 5(a) Formal education and pre-school and 5(b) Informal education/Recreation and leisure. In the event the demand does not warrant a minimum \$1 million allocation to this initiative, the licensee shall reallocate the unallocated funds to the licence fee contribution funding stream included in the benefits package approved in *Change in effective control* Broadcasting Decision CRTC 2008-206, 22 August 2008.
 - 10(b) The licensee may not include any expenditure related to programming that has been funded out of the benefits package approved by the Commission with respect to the licensee's acquisition of effective control of VIVA (formerly Canadian Learning Television) for the purpose of fulfilling the Canadian programming expenditure requirements specified in its condition of licence 3, *Canadian Learning Television – Licence Renewal*, Broadcasting Decision CRTC 2004-17, 21 January 2004.
2. The Commission did not receive any interventions in connection with this application.
3. In Broadcasting Decision 2008-206, the Commission approved, subject to certain conditions, the application by Corus, on behalf of 1708484, for authorization to effect a change in the effective control of 1708484.

4. The licensee proposed these amendments in order to meet the conditions of approval set out in Broadcasting Decision 2008-206. The amendments are required to ensure proper allocation of monies to its funding initiative and that tangible benefit expenditures are incremental to the existing Canadian programming expenditures.

Secretary General

Related documents

- *Change in effective control*, Broadcasting Decision CRTC 2008-206, 22 August 2008.
- *Canadian Learning Television – Licence Renewal*, Broadcasting Decision CRTC 2004-17, 21 January 2004.

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>.