



## Broadcasting Regulatory Policy CRTC 2009-60

Route reference:

Broadcasting Public Notice CRTC 2008-117

Ottawa, 10 February 2009

### **Addition of NDTV GOOD TIMES to the lists of eligible satellite services for distribution on a digital basis**

*The Commission **approves** a request to add NDTV GOOD TIMES to the lists of eligible satellite services for distribution on a digital basis. 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 7 November 2008 from Asian Television Network International Limited (ATN) for the addition of NDTV GOOD TIMES (NDTV), a non-Canadian satellite service originating in India, to the lists of eligible satellite services for distribution on a digital basis (the digital lists). ATN described NDTV as an English-language lifestyle and travel channel targeted to South Asian audiences.
2. In Broadcasting Public Notice 2008-117, the Commission called for comments on the proposed addition of NDTV to the digital lists. The Commission did not receive any comments on ATN's request.

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

3. The Commission's approach to the addition of English- and French-language non-Canadian services is set out in Public Notice 2000-173. Under this approach, proposals for the inclusion of a non-Canadian service on the lists are assessed in the context of the Commission's policy that generally precludes the addition of new non-Canadian satellite services if the Commission determines them to be either totally or partially competitive with Canadian specialty or pay television services, including all specialty and pay television programming undertakings whose licence applications have been approved by the Commission.
4. The Commission uses a case-by-case approach to determine whether or not a non-Canadian service proposed for addition to the lists would be competitive with an authorized Canadian service. Factors considered by the Commission in its assessment of the competitiveness of a non-Canadian service include the nature of the service, language of operation, the genres of programming provided, and the target audience. The Commission also considers relevant the extent to which a proposed non-Canadian service may be a program supplier for an authorized Canadian service.

5. In Broadcasting Public Notice 2008-117, the Commission stated that it would rely primarily on the comments filed to identify the Canadian pay and specialty services with which NDTV might be totally or partially competitive and which therefore should be included in the assessment of the competitiveness of the service. The Commission asked that parties wishing to argue that NDTV would be competitive to name the specific Canadian pay or specialty service or services with which they considered the service would compete and provide details to support their views, such as comparisons as to nature and genre of service, programming schedule, programming sources and supply, and target audience.
6. In the present case, the Commission notes that it received no comments regarding the proposed addition of NDTV to the digital lists. Based on the record of the proceeding, the Commission concludes that NDTV would not be competitive with any Canadian pay or specialty service.
7. In light of the above, the Commission **approves** the addition of NDTV GOOD TIMES 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.

Secretary General

**Related documents**

- *Call for comments on the proposed addition of NDTV GOOD TIMES to the lists of eligible satellite services for distribution on a digital basis, Broadcasting Public Notice CRTC 2008-117, 10 December 2008*
- *Call for proposals to amend the lists of eligible satellite services through the inclusion of additional non-Canadian services eligible for distribution on a digital basis only, Public Notice CRTC 2000-173, 14 December 2000.*

*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>.*