



Broadcasting Notice of Consultation CRTC 2010-326

PDF version

Additional references: 2009-803, 2009-803-1

Ottawa, 28 May 2010

Notice of hearing

7 July 2010

Gatineau, Quebec

Deadline for submission of interventions/comments: 14 June 2010

The Commission will hold a hearing commencing on **7 July 2010 at 10 a.m. at the Commission Headquarters, 1 Promenade du Portage, Gatineau, Quebec**. The Commission intends to consider, subject to interventions, the following application without the appearance of the parties:

[\[Broadcasting interventions/comments form\]](#)

Applicant and locality

1. Média de Novo Inc.

Across Canada

Application No. 2008-0203-4

1. Across Canada

Application No. 2008-0203-4

Application by **Média de Novo Inc.** for a broadcasting licence to operate a national English-language programming undertaking.

The applicant proposes to insert advertising (1) in the local availabilities of non-Canadian programming services distributed by Canadian broadcasting distribution undertakings and (2) over advertisements on Canadian stations distributed in distant markets, subject to agreements with conventional television stations.

The applicant also proposes to direct 70% of the revenues derived from the sale of the local availabilities of non-Canadian services to a new fund that it will establish, to be distributed to licensed private Canadian programming undertakings and to fund advanced media research activities. The applicant further proposes that the Commission permit it to use some portion of that amount to offset the capital costs of expanding its targeted advertising capabilities.

The application was published in Broadcasting Notice of Consultation CRTC 2009-803, 23 December 2009 (Notice of Consultation 2009-803), for the 22 February 2010 hearing and was later withdrawn in Broadcasting Notice of Consultation CRTC 2009-803-1, 12 February 2010.

The Commission will consider the interventions and replies for this item already accepted and placed on the public file for the 22 February 2010 hearing, as well as other interventions received in the context of this hearing.

The applicant updated its application in letters dated 12 April and 19 May 2010 which are available as part of the public file for this application. Interveners need not reiterate comments made in response to Notice of Consultation 2009-803. Comments in this proceeding are to focus on any additional information provided by the applicant in the above-noted letters or in its reply to comments submitted in response to Notice of Consultation 2009-803.

Licensee's address:

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E-mail: glenn@gpocorp.com

Examination of application:

Aikins, MacAulay & Thorvaldson
Commodity Exchange Tower
30th Floor
360 Main Street
Winnipeg, Manitoba

Public participation

Deadline for interventions

14 June 2010

The intervention must be received by the Commission and by the applicant on or before the above-mentioned date. The Commission cannot be held responsible for postal delays and will not notify a party whose intervention is received after the deadline date. The intervention will not be considered by the Commission and will not be part of the public file.

Interventions will be considered by the Commission and will form part of the public record of the proceeding without further notification to intervening parties, provided the procedure set out below has been followed. Parties will be contacted only if their submissions raise procedural questions.

Written interventions should be submitted to the Secretary General of the Commission in **only one** of the following formats:

by using the
[\[Broadcasting interventions/comments form\]](#)

or

by mail to
CRTC, Ottawa, Ontario K1A 0N2

or

by fax at
819-994-0218

A true copy must be sent to the applicant, and proof that this has been done must accompany the intervention sent to the Commission.

The Commission advises those who file and serve by electronic mode to exercise caution when using e-mail for service of documents or notification, as it may be difficult to establish that service has occurred.

Parties must ensure that, before initiating service through electronic mode, they will be able to satisfy the Commission, upon request, that service of the notification was completed.

Submissions longer than five pages should include a summary.

Each paragraph of the submission should be numbered. In addition, where the intervention is filed by electronic means, the line *****End of document***** should be entered following the last paragraph of the document, as an indication that the document has not been damaged during electronic transmission.

Interventions should clearly identify the application referred to and indicate whether parties support or oppose the application, or, if they propose changes to it, include the facts and grounds for their proposal.

Important notice

All information that parties provide as part of this public process, except information granted confidentiality, whether sent by postal mail, facsimile, e-mail or through the

Commission's website at www.crtc.gc.ca, becomes part of a publicly accessible file and will be posted on the Commission's website. This information includes personal information, such as full names, e-mail addresses, postal/street addresses, telephone and facsimile numbers, and any other personal information parties provide.

The personal information that parties provide will be used and may be disclosed for the purpose for which the information was obtained or compiled by the Commission, or for a use consistent with that purpose.

Documents received electronically or otherwise will be put on the Commission's website in their entirety exactly as received, including any personal information contained therein, in the official language and format in which they are received. Documents not received electronically will be available in PDF format.

The information that parties provide to the Commission as part of this public process is entered into an unsearchable database dedicated to this specific public process. This database is accessible only from the web page of this particular public process. As a result, a general search of the Commission's website with the help of either its own search engine or a third-party search engine will not provide access to the information that was provided as part of this public process.

The Commission encourages interested parties to monitor the public examination file and the Commission's website for additional information that they may find useful when preparing their interventions.

Examination of documents

An electronic version of the applications is available from the Commission's website by selecting the application number within this notice.

A list of all interventions will also be available on the Commission's website. An electronic version of all interventions submitted will be accessible from this list. To access the list, select "Lists of interventions/comments" under "Public Proceedings" from the Commission's website.

Documents are also available during normal office hours at the local address provided in this notice and at the Commission offices and documentation centres directly involved with this application, or, upon request, within two (2) working days, at any other Commission offices and documentation centres.

Location of Commission offices

Toll-free telephone: 1-877-249-2782
Toll-free TDD: 1-877-909-2782

Les Terrasses de la Chaudière
 Central Building
 1 Promenade du Portage, Room 206
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 Tel.: 819-997-2429
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Regional offices

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Secretary General