



## Broadcasting Decision CRTC 2011-474

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Route reference: 2011-55

Additional reference: 2011-55-3

Ottawa, 8 August 2011

**Groupe de radiodiffusion Astral inc.**  
Across Canada

*Application 2010-1659-3, received 10 November 2010*  
*Public hearing in the National Capital Region*  
*5 April 2011*

### **TENDANCES – Specialty Category B service**

*The Commission **approves** an application for a broadcasting licence to operate a new specialty Category B service.*

#### **The application**

1. Groupe de radiodiffusion Astral inc. (Astral) filed an application for a broadcasting licence to operate TENDANCES, a national, French-language Category 2<sup>1</sup> specialty service, targeting men and women and devoted to the themes of fashion, beauty care, trends, design, society, etc. The service would offer a modern approach that meets the needs of the contemporary adult. The service's programming would include magazine programs, feature stories, documentaries, science fiction series and movies addressing or highlighting the topics listed above. The Commission did not receive any interventions in connection with this application.
2. Astral is controlled by Astral Média inc.
3. The applicant proposed to draw programming from the following program categories set out in Item 6 of Schedule I to the *Specialty Services Regulations, 1990*, as amended from time to time: 2(a), 2(b), 3, 5(b), 7(a), 7(b), 7(c), 7(d), 7(e), 7(f), 7(g), 8(a), 8(b), 8(c), 9, 10, 11, 12, 13 and 14.<sup>2</sup>

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<sup>1</sup> As set out in Broadcasting Notice of Consultation 2008-100, as of 31 August 2011, Category 2 services will be renamed Category B services.

<sup>2</sup> In Broadcasting Regulatory Policy 2011-401, the Commission formally announced that it had amended program category 11 to add a new category 11(b) Reality television. Consistent with this change, the Commission has added an authorization to broadcast programming from both 11(a) General entertainment and human interest and the new 11(b) program category.

4. The applicant further proposed to broadcast programs from program category 11(b), as set out in Broadcasting Regulatory Policy 2010-808, when it comes into effect.
5. The applicant stated that no more than 10% of its programming would be drawn from each of program categories 2(b), 7(d) and 7(e), as well as from categories 8(b) and 8(c) combined, as set out in Broadcasting Public Notice 2008-100.

### **Commission's determination**

6. The Commission is satisfied that the application complies with all applicable policies, terms and conditions, including those set out in Public Notice 2000-6, Broadcasting Public Notice 2008-100, Broadcasting Regulatory Policies 2010-786 and 2010-786-1. Accordingly, the Commission **approves** the application by Groupe de radiodiffusion Astral inc. for a broadcasting licence to operate the national, French-language Category B service TENDANCES.

### **Reminder**

7. The Commission reminds the applicant that distribution of this service is subject to the requirements set out in the *Broadcasting Distribution Regulations*.

Secretary General

### **Related documents**

- *Standard conditions of licence, expectations and encouragements for Category B pay and specialty services – Corrected Appendices 1 and 2*, Broadcasting Regulatory Policy CRTC 2010-786-1, 18 July 2011
- *Amendments to certain Regulations made under the Broadcasting Act to add a new program category “Reality television”*, Broadcasting Regulatory Policy CRTC 2011-401, 30 June 2011
- *Definitions for television program categories*, Broadcasting Regulatory Policy CRTC 2010-808, 1 November 2010
- *Standard conditions of licence, expectations and encouragements for Category B pay and specialty services*, Broadcasting Regulatory Policy CRTC 2010-786, 25 October 2010
- *Regulatory frameworks for broadcasting distribution undertakings and discretionary programming services – Regulatory policy*, Broadcasting Public Notice CRTC 2008-100, 30 October 2008
- *Licensing framework policy for new digital pay and specialty services*, Public Notice CRTC 2000-6, 13 January 2000

*\*This decision is to be appended to the licence.*

# Appendix to Broadcasting Decision CRTC 2011-474

## Terms and conditions of licence for the specialty Category B service TENDANCES

### Terms

A licence will be issued once the applicant has satisfied the Commission, with supporting documentation, that the following requirements have been met:

- the applicant has entered into a distribution agreement with at least one licensed distributor; and
- the applicant has informed the Commission in writing that it is prepared to commence operations and has provided the Commission with a launch date for the service. The undertaking must be operational at the earliest possible date and in any event no later than 48 months from the date of this decision.

The licence will take effect 1 September 2011 and will expire 31 August 2018.

### Conditions of licence

1. The licence will be subject to the conditions set out in *Standard conditions of licence, expectations and encouragements for Category B pay and specialty services – Corrected Appendices 1 and 2*, Broadcasting Regulatory Policy CRTC 2010-786-1, 18 July 2011.
2. The licensee shall provide a national, French-language specialty Category B service, targeting men and women and devoted to the themes of fashion, beauty care, trends, design, society, etc. The service will offer a modern approach that meets the needs of the contemporary adult. The service's programming will include magazine programs, feature stories, documentaries, science fiction series and movies addressing or highlighting the topics listed above
3. The programming shall be drawn exclusively from the following program categories set out in Item 6 of Schedule I to the *Specialty Services Regulations, 1990*, as amended from time to time:
  - 2 (a) Analysis and interpretation  
(b) Long-form documentary
  - 3 Reporting and actualities
  - 5 (b) Informal education/Recreation and leisure
  - 7 Drama and comedy
    - (a) Ongoing dramatic series
    - (b) Ongoing comedy series (sitcoms)
    - (c) Specials, mini-series or made-for-TV feature films
    - (d) Theatrical feature films aired on TV
    - (e) Animated television programs and films

- (f) Programs of comedy sketches, improvisation, unscripted works, stand-up comedy
  - (g) Other drama
  - 8 (a) Music and dance other than music video programs or clips
  - (b) Music video clips
  - (c) Music video programs
  - 9 Variety
  - 10 Game shows
  - 11 (a) General entertainment and human interest
  - (b) Reality television
  - 12 Interstitials
  - 13 Public service announcements
  - 14 Infomercials, promotional and corporate videos
4. The licensee shall devote no more than 10% of the programming broadcast during the broadcast month to programming drawn from each of categories 2(b), 7(d) and 7(e), as well as from categories 8(b) and 8(c) combined.
5. The broadcasting undertaking licensed hereby is designated as a Category B service.

For the purposes of the conditions of this licence, including condition of licence 1, *broadcast day* refers to the 24-hour period beginning each day at 6 a.m. or any other period approved by the Commission.