



Broadcasting Decision CRTC 2011-639

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Route reference: Part 1 application posted on 18 May 2011

Ottawa, 6 October 2011

TELUS Communications Company
Across Canada

Application 2011-0836-6

Addition of Gone Viral TV to the list of non-Canadian programming services authorized for distribution

*The Commission **approves** an application to add Gone Viral TV to the list of non-Canadian programming services authorized for distribution and amends the list accordingly. The revised list is available on the Commission's website at www.crtc.gc.ca under "Broadcasting Sector."*

Introduction

1. The Commission received an application dated 12 May 2011 from TELUS Communications Company (TELUS) to add Gone Viral TV to the list of non-Canadian programming services authorized for distribution (the list).¹ The Commission did not receive any interventions in connection to this application.
2. TELUS described Gone Viral TV as a primarily English-language service consisting of short video clips, averaging three minutes in length, that have been distributed over the Internet.
3. The Commission's general approach to the addition of non-Canadian English- and French-language services to the list is set out in Public Notice 2000-173. Under this approach, the Commission assesses such requests in the context of its general policy, which among other things, precludes the addition of a non-Canadian service that can be considered either totally or partially competitive with Canadian specialty or pay television services.

¹ In Broadcasting Regulatory Policy 2011-399, the Commission announced that, as of 1 September 2011, the lists of eligible satellite services available for distribution on a digital basis would be replaced with a consolidated list to be known as the *List of non-Canadian programming services authorized for distribution*.

Commission's analysis and decision

4. The Commission relies primarily on the interventions filed to identify the Canadian pay and specialty services with which the service proposed to be added to the list might be totally or partially competitive and which therefore should be included in the assessment of the competitiveness of the service.
5. In the absence of opposing interventions, the Commission **approves** the addition of Gone Viral TV to the list of non-Canadian programming services authorized for distribution and amends the list accordingly. The list of non-Canadian programming services authorized for distribution is available on the Commission's website at www.crtc.gc.ca under "Broadcasting Sector" and may be obtained in hard copy on request.

Secretary General

Related documents

- *List of non-Canadian programming services authorized for distribution, Broadcasting Regulatory Policy CRTC 2011-399, 30 June 2011*
- *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*