



Broadcasting Decision CRTC 2012-172

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Route reference: Part 1 application posted on 13 January 2012

Ottawa, 23 March 2012

Rogers Communications Partnership Across Canada

Application 2012-0015-4

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

*The Commission **approves** an application to add K 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 19 December 2011 from Rogers Communications Partnership (Rogers C.P.) to add K TV, a non-Canadian service originating in India, to the *List of non-Canadian programming services authorized for distribution* (the list).¹ The Commission did not receive any interventions in connection with this application.
2. Rogers C.P. described K TV as a 24-hour Tamil-language movie channel that offers content to the Tamil community living in India and the Indian Diaspora.
3. In Broadcasting Public Notice 2004-96, the Commission stated that requests to add non-Canadian general interest third-language services to the list would generally be approved, subject to any requirement it deemed appropriate. In the case of non-Canadian third-language services that provide narrowly targeted or "niche" programming, the Commission stated that it would continue to apply a case-by-case assessment to determine whether such services are partially or totally competitive with Canadian pay or specialty 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. Parties wishing to argue that a non-Canadian service should not be authorized for distribution in Canada are expected to provide detailed support for their position.
5. In the absence of opposing interventions, the Commission **approves** the addition of K TV to the *List of non-Canadian programming services authorized for distribution* and amends the list accordingly. The list 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
- *Improving the diversity of third-language television services - A revised approach to assessing requests to add non-Canadian third-language television services to the lists of eligible satellite services for distribution on a digital basis*, Broadcasting Public Notice CRTC 2004-96, 16 December 2004