



Broadcasting Decision CRTC 2012-529

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Route reference: Part 1 application posted on 9 July 2012

Ottawa, 1 October 2012

Canadian Chinese Media Network
Across Canada

Application 2012-0804-1

Addition of CCTV 9 Documentary to the list of non-Canadian programming services authorized for distribution

*The Commission **approves** an application to add CCTV 9 Documentary 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 2 July 2012 from Canadian Chinese Media Network (the applicant) to add CCTV 9 Documentary to the *List of non-Canadian programming services authorized for distribution* (the list). The Commission did not receive any interventions in connection with this application.
2. The applicant described CCTV 9 Documentary as a primarily English-language (no less than 80%) documentary channel with Mandarin-language programming (no more than 20%, with English subtitles) that provides cultural information and documentaries from mainland China and around the world, showcasing history and more recent reality. Its target audience consists of Chinese communities and its programming would be sourced from China.
3. The Commission's general approach to the addition of non-Canadian English- and French-language services to the list is set out in *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. 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 satellite service that can be considered either totally or partially competitive with Canadian specialty or pay television services.

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 CCTV 9 Documentary 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