



Broadcasting Decision CRTC 2013-532

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Route reference: Part 1 application posted on 7 June 2013

Ottawa, 2 October 2013

TV5 Québec Canada
Across Canada

Application 2013-0791-8

Addition of Berbère Télévision to the *List of non-Canadian programming services authorized for distribution*

*The Commission **approves** an application to add Berbère Télévision to the List of non-Canadian programming services authorized for distribution (the list) 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 from TV5 Québec Canada to add Berbère Télévision, a non-Canadian French- and Berber-language service, to the *List of non-Canadian programming services authorized for distribution* (the list). The Commission received several interventions in support of this application.
2. The applicant described Berbère Télévision as a 24-hour French- (23%) and Berber-language (77%) general interest service that broadcasts a wide variety of information and entertainment programming aimed at the entire family. The service's target audience would consist of Berber-speaking Canadians originating from countries of Berber culture, such as, primarily, Morocco (70% of the population), Algeria (40% of the population) and Tunisia (30% of the population), as well as, to a lesser extent, Lybia, Egypt, Mali, Niger and Mauritania. Its programming would be sourced from France.
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 service that can be considered either totally or partially competitive with Canadian pay or specialty television services.

Commission's analysis and decision

4. In assessing the competitiveness of a service, the Commission relies primarily on the interventions filed to identify the Canadian pay and specialty services with which a proposed non-Canadian service might be totally or partially competitive.
5. In the absence of opposing interventions, the Commission **approves** the application by TV5 Québec Canada to add Berbère Télévision 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