



## Broadcasting Decision CRTC 2014-20

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Route reference: Part 1 application posted on 12 September 2013

Ottawa, 24 January 2014

**Bell Canada**  
Across Canada

*Application 2013-1243-8*

### **Addition of Cinema One Global to the *List of non-Canadian programming services authorized for distribution***

*The Commission **approves** an application to add Cinema One Global 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](http://www.crtc.gc.ca) under "Broadcasting Sector."*

#### **Introduction**

1. The Commission received an application on 6 September 2013 from Bell Canada (Bell) to add Cinema One Global to the *List of non-Canadian programming services authorized for distribution* (the list). The Commission did not receive any interventions regarding this application.
2. Bell described Cinema One Global as a 24-hour niche third-language service (97% Tagalog (Filipino) and 3% English language) consisting of Filipino cinema classics, movies and tele-series (drama/fiction/comedy). Its target audience is Filipinos residing in Canada, and its programming is sourced from the Philippines.
3. In *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, 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.

#### **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 application by Bell Canada to add Cinema One Global 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](http://www.crtc.gc.ca) under "Broadcasting Sector" and may be obtained in hard copy on request.

Secretary General