



## Broadcasting Decision CRTC 2014-239

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Route reference: Part 1 application posted on 30 January 2014

Ottawa, 16 May 2014

**Asian Television Network International Limited**  
Across Canada

*Application 2014-0081-1*

### **Addition of UTV MOVIES INTERNATIONAL to the *List of non-Canadian programming services authorized for distribution***

*The Commission **approves** an application to add UTV MOVIES INTERNATIONAL 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) by clicking on "TV & Radio" and selecting "Programming."*

#### **Introduction**

1. The Commission received an application from Asian Television Network International Limited (ATN), acting as the Canadian sponsor, to add UTV MOVIES INTERNATIONAL to the *List of non-Canadian programming services authorized for distribution* (the list).
2. ATN described UTV MOVIES INTERNATIONAL as a third-language, 24-hour niche service (100% Hindi) devoted to movies and other interstitial programming such as movie songs, interviews related to movies as well as behind-the-scenes and other movie-related content. Its target audience is the South Asian community and its programming is primarily sourced from India.
3. In Broadcasting Public Notices 2004-96 and 2008-100, 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 Broadcasting Public Notice 2008-100, the Commission stated that non-Canadian third-language services that provide narrowly targeted or "niche" programming would be subject to the same approach as non-Canadian general interest third-language services.
4. The Commission received an intervention in opposition to the present application. The applicant did not reply to the intervention. The public record for this application can be found on the Commission's website at [www.crtc.gc.ca](http://www.crtc.gc.ca) or by using the application number provided above.

## Commission's analysis and decision

5. The individual that filed the intervention asked that the application be denied unless English subtitles are added so as to not exclude non-Hindi speaking individuals who may find the programming interesting. In this respect, the Commission notes that there is no requirement for any service to provide subtitles.

## Conclusion

6. In light of the above, the Commission **approves** the application by Asian Television Network International Limited to add UTV MOVIES INTERNATIONAL 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](http://www.crtc.gc.ca) by clicking on "TV & Radio" and selecting "Programming." It may also be obtained in hard copy on request.

Secretary General

## Related documents

- *Regulatory frameworks for broadcasting distribution undertakings and discretionary programming services* – Regulatory policy, Broadcasting Public Notice CRTC 2008-100, 30 October 2008
- *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