



## Broadcasting Decision CRTC 2014-35

PDF version

Route reference: Part 1 application posted on 13 November 2013

Ottawa, 31 January 2014

**Soundview Entertainment Inc.**  
Across Canada

*Application 2013-1443-4*

### **Addition of Star International to the *List of non-Canadian programming services authorized for distribution***

*The Commission **approves** an application to add Star International to the List of non-Canadian programming services authorized for distribution (the list). 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 dated 1 November 2013 from Soundview Entertainment Inc. (Soundview) to add Star International to the *List of non-Canadian programming services authorized for distribution* (the list). The Commission did not receive any comments regarding this application.
2. Soundview described Star International as a 24-hour general interest Greek-language service providing news and entertainment, with a focus on lifestyle, showbiz, gossip, fashion and humour. Its target audience would be Greek-speaking Canadians, and its programming would be sourced from Greece.
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. In the absence of opposing interventions and in line with the Commission's policy regarding the addition of third-language general interest services to the list, the Commission **approves** the application by Soundview Entertainment Inc. to add Star International 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