



## Broadcasting Decision CRTC 2014-372

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Route reference: Part 1 application posted on 13 May 2014

Ottawa, 16 July 2014

**Soundview Entertainment Inc.**  
Across Canada

*Application 2014-0399-8*

### **Addition of Africa Sports to the *List of non-Canadian programming services authorized for distribution***

*The Commission **approves** an application to add Africa Sports 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 Soundview Entertainment Inc. (Soundview), acting as the Canadian sponsor, to add Africa Sports, a non-Canadian English-language service, 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. Soundview described Africa Sports as a 24-hour 100% English-language niche service providing sports programming with a unique focus on coverage of African soccer sporting events. The target audience would be African-Canadian soccer fans and Canadians with a global perspective. The service originates in the United States, with programming originally sourced from SoundView Africa LLC.
3. The Commission's general approach to the addition of non-Canadian English- and French-language services to the list is set out in Public Notice 2000-173, and reiterated in Broadcasting Public Notice 2008-100. 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 specialty or pay television services.

## Commission's analysis and decision

4. In assessing the competitiveness of a service, the Commission relies primarily on the comments 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 Soundview Entertainment Inc. to add Africa Sports 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," and may 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
- *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