



Broadcasting Decision CRTC 2016-377

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Reference: Part 1 application posted on 15 July 2016

Ottawa, 14 September 2016

TerraTerra Communications Inc.
Across Canada

Application 2016-0724-3

Addition of A Bola TV to the *List of non-Canadian programming services and stations authorized for distribution*

1. The Commission **approves** an application from TerraTerra Communications Inc. (TerraTerra), acting as the Canadian sponsor, to add A Bola TV, a non-Canadian third-language service, to the *List of non-Canadian programming services and stations authorized for distribution* (the list). The Commission did not receive any interventions regarding this application. The revised [list](#) can be found on the Commission's website at www.crtc.gc.ca and may be obtained in hard copy on request.
2. TerraTerra described A Bola TV as a 24-hour niche service (100% Portuguese-language) providing Portuguese and international sports and news. The service originates from Lisbon, Portugal, and its target audience will be the Portuguese-Canadian community and those who speak Portuguese.
3. As set out in Broadcasting Public Notices 2004-96 and 2008-100, requests to add non-Canadian general interest third-language services to the list are generally approved, subject to any requirements the Commission deems appropriate. Non-Canadian third-language services that provide narrowly targeted or “niche” programming are subject to the same approach as non-Canadian general interest third-language services.

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