



Broadcasting Decision CRTC 2018-397

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Reference: Part 1 application posted on 5 June 2018

Ottawa, 11 October 2018

CHAU-TV Communications Itée

Carleton-sur-Mer and Îles-de-la-Madeleine, Quebec

Public record for this application: 2018-0399-0

CHAU-DT Carleton-sur-Mer – New transmitter in Îles-de-la-Madeleine

1. The Commission **approves** the application by CHAU-TV Communications Itée to amend the broadcasting licence for the television programming undertaking CHAU-DT Carleton-sur-Mer, Quebec, in order to operate a transmitter in Îles-de-la-Madeleine.
2. The transmitter will operate on channel and class 12R with an average effective radiated power (ERP) of 41 watts (maximum ERP of 100 watts with an effective height of antenna above average terrain of 147.2 metres).
3. The licensee stated that there is no local television station currently serving Îles-de-la-Madeleine. It wishes to make available local television news produced in Gaspé and Acadia, and plans to offer local news content to the Îles-de-la-Madeleine community. The licensee also proposed to devote 20 minutes per week to news regarding the archipelago.
4. The Commission received an intervention in opposition to the application from Diffusion communautaire des Îles inc., licensee of the community radio station CFIM-FM Cap-aux-Meules. It argued that the installation in Îles-de-la-Madeleine of a transmitter for CHAU-DT, an affiliate of the TVA network, would constitute a serious threat to the viability of its community radio station. CFIM-FM expressed concern over the possibility that its advertising revenue would plummet due to the presence of a local television station.
5. In its reply, the licensee indicated that it does not plan to have a journalist or advertising representative in Îles-de-la-Madeleine, but that it would respond positively to local advertisers interested in buying advertising time on television. The licensee added that the assumptions raised by CFIM-FM are not supported by any analysis.
6. The Commission considers that CFIM-FM has not demonstrated that the addition of a television transmitter would have negative consequences for the community radio station. Furthermore, the Commission considers that this application is in the public interest because the new transmitter would enable the population of Îles-de-la-Madeleine to receive a television station over the air without charge and have access to local and regional television news.

7. Pursuant to section 22(1) of the *Broadcasting Act*, this authority will only be effective when the Department of Industry notifies the Commission that its technical requirements have been met and that a broadcasting certificate will be issued.
8. The transmitter must be in operation by **11 October 2020**. To request an extension, the licensee must submit a written request to the Commission at least 60 days before that date, using the form available on the Commission's website.

Secretary General

This decision is to be appended to the licence.