



Broadcasting Decision CRTC 2019-312

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Reference: Part 1 application posted on 27 June 2019

Ottawa, 4 September 2019

Bell Canada
Across Canada

Public record for this application: 2019-0474-8

Addition of Great Wall Elite to the *List of non-Canadian programming services and stations authorized for distribution*

1. The Commission **approves** an application from Bell Canada, acting as the Canadian sponsor, to add the non-Canadian service Great Wall Elite 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. The applicant described Great Wall Elite as a general interest service (100% Mandarin-language) based in China. The applicant added that Great Wall Elite is a comprehensive national-level service that aims to provide its audience with a true, multi-dimensional and panoramic view of China, Chinese culture and Chinese achievements, all of which it celebrates. The programming consists primarily of drama, fiction and comedy programming but also includes lifestyle, human interest, news and other programming. The applicant added that the service was launched in September 2018 and targets a general audience of Mandarin-speaking individuals living outside of China.
3. As set out in *Regulatory frameworks for broadcasting distribution undertakings and discretionary programming services* – Regulatory policy, Broadcasting Public Notice CRTC 2008-100, 30 October 2008, requests to add non-Canadian general interest third-language services to the list are generally approved, subject to any requirements the Commission deems appropriate.

Secretary General