



## Broadcasting Decision CRTC 2019-96

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Reference: Part 1 application posted on 20 December 2018

Ottawa, 3 April 2019

**Lewis Birnberg Hanet, LLP**  
Across Canada

*Public record for this application: 2018-1106-8*

### **Addition of Mexicanal to the *List of non-Canadian programming services and stations authorized for distribution***

1. The Commission **approves** an application from Lewis Birnberg Hanet, LLP, acting as the Canadian sponsor, to add the non-Canadian third-language service Mexicanal 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](http://www.crtc.gc.ca) and may be obtained in hard copy on request.
2. The applicant described Mexicanal as a general interest service (100% Spanish-language) that provides regional programming from across the Republic of Mexico. The programming consists of regional news and information programming, live music performances, lifestyle programming focusing on regional culture (e.g., regional cuisine, regional artisans), Mexican cinema, satirical Mexican comedy programs, a small amount of regional sports, and reality television programs. The service's target audience is a general audience of Spanish-speaking individuals, predominantly those who have family ties to, or have emigrated from Mexico.
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