



Broadcasting Decision CRTC 2006-49

Ottawa, 24 February 2006

CanWest MediaWorks Inc. and Prime Television Holdco Inc., partners in a general partnership carrying on business as Prime TV Across Canada

Application 2006-0100-9

Prime TV – Amendment to the definition of broadcast day

1. The Commission **approves** the application by CanWest MediaWorks Inc. and Prime Television Holdco Inc., partners in a general partnership carrying on business as Prime TV to amend the definition of the term “broadcast day” for the purposes of the conditions of licence for the national, English-language specialty programming undertaking known as Prime TV.
2. The broadcast day for Prime TV is currently defined as the 24-hour period beginning at 8:00 a.m. each day, or any other period approved by the Commission. The licensee requested that the definition of the broadcast day for this undertaking be amended, effective 1 September 2006, to mean an 18-hour period beginning at 6:00 a.m. each day.
3. The Commission finds that it is appropriate to implement the revised definition. Accordingly, the definition of the broadcast day for the purposes of Prime TV’s conditions of licence will read as follows:

Beginning 1 September 2006, “broadcast day” means an 18-hour period beginning each day at 6:00 a.m., or any other period approved by the Commission.

4. In approving this application, the Commission has taken into account the fact that the revised definition of the broadcast day will not significantly affect the conditions of licence pertaining to Prime TV’s nature of service or any other condition of licence.
5. The Commission also notes that the licensee will change the start time for log reporting, from 8 a.m. to 6 a.m.

Secretary General

This decision is to be appended to the licence. It is available in alternative format upon request, and may also be examined in PDF format or in HTML at the following Internet site: <http://www.crtc.gc.ca>