



Broadcasting Public Notice CRTC 2007-86

Ottawa, 27 July 2007

Addition of Vijay Channel and Star India One Channel to the lists of eligible satellite services for distribution on a digital basis

*The Commission **approves** a request to add Vijay Channel and Star India One Channel to the lists of eligible satellite services for distribution on a digital basis, and amends the lists of eligible satellite services accordingly. The revised lists are available on the Commission's website at www.crtc.gc.ca under "Industries at a Glance."*

Introduction

1. The Commission received a request dated 30 January 2007 from Asian Television Network International Limited (ATN) for the addition of Star India One Channel and Vijay Channel, two non-Canadian third-language services, to the lists of eligible satellite services for distribution on a digital basis (the digital lists). ATN described the services as follows:

Vijay Channel is a 24-hour year-round general interest programming service in the Tamil language featuring a variety of programming including drama, comedy, human interest, soap operas, lifestyle, music and variety.

Star India One Channel is a 24-hour year-round general interest entertainment programming service in the Hindi language that offers original programs across a range of entertainment genres including action, thrillers, comedy, drama, youth, game shows, lifestyle and original movies made for television.

2. In Broadcasting Public Notice 2007-39, the Commission requested comment with respect to the proposed addition of Vijay Channel and Star India One Channel to the digital lists.
3. In response to its public notice, the Commission received a comment from an individual who questioned why the Commission applies one approach to consider the addition of non-Canadian third-language services to the digital lists and another to consider the addition of English- and French-language non-Canadian services. This individual stated that he is open to diversity, and therefore clearly in favour of international channels. However, he considered that, if third-language channels have more rights than North American channels like ESPN, it is time for the Commission to review its policy and mandate in this regard.

Commission's analysis and determinations

4. In Broadcasting Public Notice 2004-96, the Commission set out a revised approach to the addition of general interest non-Canadian third-language services that puts a greater emphasis on expanding the diversity and choice in television services available to underserved third-language ethnic communities in Canada.
5. In particular, the Commission stated that:

...the Commission has been mindful that the Canadian broadcasting system currently offers a significant choice of services to English-speaking Canadians and a broad range of choice to French-speaking Canadians in Quebec, and is also making progress towards expanding the choices available to French-speaking Canadians outside of Quebec. It has also been mindful of the fact that, as the make-up of Canadian society continues to evolve, and as the diversity and size of its cultural and linguistic communities continue to expand, the need for programming in languages other than English or French will continue to grow.
6. Consistent with the finding, the Commission concluded in Broadcasting Public Notice 2004-96 that requests to add general interest non-Canadian third-language services to the digital lists should generally be approved, subject, as appropriate, to specific distribution and linkage rules described in that public notice.
7. The Commission has examined the material filed by ATN in support of its request to add Vijay Channel and Star India One Channel to the digital lists. The Commission is satisfied that Vijay Channel is a Tamil-language general interest service and that Star India One Channel is a Hindi-language general interest entertainment service, as described by their sponsor. In the Commission's view, the services are appropriately subject to the approach to third-language general interest services set out in Broadcasting Public Notice 2004-96.
8. In light of the above, the Commission **approves** the addition of Vijay Channel and Star India One Channel to the digital lists and amends the lists of eligible satellite services accordingly. The lists of eligible satellite services are available on the Commission's website at www.crtc.gc.ca under "Industries at a Glance" and may be obtained in hard copy on request.
9. The Commission notes that the distribution of Vijay Channel and Star India One Channel is subject to the distribution and linkage rules that apply to general interest third-language services added to the digital lists after 16 December 2004, as set out in Broadcasting Public Notice 2007-51, and in Broadcasting Public Notice 2007-52.

Secretary General

Related Documents

- *Linkage requirements for direct-to-home (DTH) satellite distribution undertakings*, Broadcasting Public Notice CRTC 2007-52, 16 May 2007.
- *Distribution and linkage requirements for Class 1 and Class 2 licensees*, Broadcasting Public Notice CRTC 2007-51, 16 May 2007
- *Call for comments on the proposed addition of Vijay Channel and Star India One Channel to the lists of eligible satellite services for distribution on a digital basis*, Broadcasting Public Notice CRTC 2007-39, 12 April 2007.
- *Improving the diversity of third-language television services - A revised approach to assessing requests to add non-Canadian third-language services to the lists of eligible satellite services for distribution on a digital basis*, Broadcasting Public Notice CRTC 2004-96, 16 December 2004

This document 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>