



Broadcasting Notice of Consultation CRTC 2009-437

Ottawa, 22 July 2009

Notice of application received

Across Canada

Deadline for submission of interventions/comments: 26 August 2009

The Commission has received the following application:

[\[Broadcasting interventions/comments form\]](#)

Item Applicant and Locality

1. **Canadian Broadcasting Corporation**

Across Canada

Application No. 2009-0701-6

1. **Across Canada**

Application No. 2009-0701-6

Application by the **Canadian Broadcasting Corporation** (CBC) to amend the broadcasting licence for its Category 1 specialty television service known as **bold**.

The licensee proposes to replace the condition of licence relating to its nature of service which reads:

The licensee shall provide a national English-language Category 1 specialty television service for rural Canadian families, with a focus on adults 25-54. The service will provide information, interaction and entertainment from a rural perspective.

with the following condition of licence:

The licensee shall provide a national English-language Category 1 specialty television service for rural Canadians. The service will provide information, interaction and entertainment.

The CBC provides the following rationale for its application to amend its nature of service condition of licence:

- Like other Category 1 specialty services, **bold** has neither the subscriber base nor the revenues to create any significant amount of original content as contemplated in its original application and thus it must rely almost entirely on off-the-shelf programming that is from a “rural perspective.”

- There is insufficient programming from a “rural perspective” to program the service.
- The channel will not be economically viable if the nature of service is not amended to remove the reference to programming from a “rural perspective.”

The CBC is of the opinion that it can continue to enhance the value of the service for rural Canadian families with this proposed nature of service definition and suggests that it would be reasonable for the Commission to set an expectation that the programming offered be “from a rural perspective” and call upon the CBC to explain how it has met this expectation at bold’s next licence renewal.

Further, the CBC states that, if the Commission is concerned that bold’s programming may be directly competitive with analog specialty or other Category 1 specialty services, it would be prepared to accept a condition of licence stating that no more than 15% of all programming broadcast during the broadcast year shall be devoted to category 8(a) programming (Music and dance other than music video programs and clips).

Licensee’s address:

Head Office
P.O. Box 3220, Station C
Ottawa, Ontario
K1Y 1E4
Fax: 613-288-6257
E-Mail: regulatoryaffairs@cbc.ca

Examination of application:

181 Queen Street
Ottawa, Ontario

Public Participation

Deadline for Interventions/Comments

26 August 2009

The intervention must be received by the Commission and by the applicant on or before the above-mentioned date. The Commission cannot be held responsible for postal delays and will not notify a party whose intervention is received after the deadline date. The intervention will not be considered by the Commission and will not be part of the public file.

Interventions will be considered by the Commission and will form part of the public record of the proceeding without further notification to intervening parties, provided the procedure set out below has been followed. Parties will be contacted only if their submissions raise procedural questions.

Written interventions should be submitted to the Secretary General of the Commission in **only one** of the following formats:

by using the
[\[Broadcasting interventions/comments form\]](#)

by mail to
CRTC, Ottawa, Ontario K1A 0N2

or

by fax at
819-994-0218

A true copy must be sent to the applicant, and proof that this has been done must accompany the intervention sent to the Commission.

The Commission advises those who file and serve by electronic mode to exercise caution when using e-mail for service of documents or notification, as it may be difficult to establish that service has occurred.

Parties must ensure, before initiating service through electronic mode, that they will be able to satisfy the Commission, upon request, that service of the notification was completed.

Where the intervention is filed by electronic means, the line *****End of document***** should be entered following the last paragraph of the document, as an indication that the document has not been damaged during electronic transmission.

Each paragraph of the document should be numbered.

Interventions should clearly identify the application referred to and indicate whether parties support or oppose the application, or, if they propose changes to it, include the facts and grounds for their proposal.

Important notice

Note that all information that parties provide as part of this public process, except information granted confidentiality, whether sent by postal mail, facsimile, e-mail or through the Commission's website at www.crtc.gc.ca, becomes part of a publicly accessible file and will be posted on the Commission's website. This information includes personal information, such as full names, e-mail addresses, postal/street addresses, telephone and facsimile numbers, and any other personal information parties provide.

The personal information that parties provide will be used and may be disclosed for the purpose for which the information was obtained or compiled by the Commission, or for a use consistent with that purpose.

Documents received electronically or otherwise will be put on the Commission's website in their entirety exactly as received, including any personal information contained therein, in the official language and format in which they are received. Documents not received electronically will be available in PDF format.

Please note that the information that parties provide to the Commission as part of this public process is entered into an unsearchable database dedicated to this specific public process. This database is accessible only from the web page of this particular public process. As a result, a general search of our website with the help of either our own search engine or a third-party search engine will not provide access to the information that was provided as part of this public process.

Examination of documents

An electronic version of the applications is available from the Commission's website by selecting the application number within this notice.

A list of all interventions/comments will also be available on the Commission's website. An electronic version of all interventions/comments submitted will be accessible from this list. To access the list, select "Lists of interventions/comments" under "Public Proceedings" from the Commission's website.

Documents are also available during normal office hours at the local address provided in this notice and at the Commission offices and documentation centres directly involved with these applications, or, upon request, within 2 working days, at any other Commission offices and documentation centres.

Location of Commission offices

Toll-free telephone: 1-877-249-2782
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Secretary General

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>.