



## Broadcasting Regulatory Policy CRTC 2010-335

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Ottawa, 1 June 2010

### **Addition of Aastha Bhajan to the lists of eligible satellite services for distribution on a digital basis**

*The Commission **approves** a request to add Aastha Bhajan to the lists of eligible satellite services for distribution on a digital basis and amends the lists accordingly. The revised lists are available on the Commission's website at [www.crtc.gc.ca](http://www.crtc.gc.ca) under "Broadcasting Sector."*

#### **Introduction**

1. The Commission received a request dated 24 November 2009 from Vision TV: Canada's Faith Network/Réseau Religieux Canadien (Vision TV) for the addition of Aastha Bhajan, a non-Canadian, Hindi-language satellite service originating in India, to the lists of eligible satellite services for distribution on a digital basis (the digital lists).
2. Vision TV described the service as a niche television service dedicated to devotional music programming that honours and perpetuates the unique Indian musical tradition of bhajans.
3. The Commission's general approach to the addition of third-language non-Canadian services is set out in Broadcasting Public Notice 2004-96. In the case of non-Canadian third-language services that provide narrowly targeted or "niche" programming, the Commission stated that it would continue to apply a case-by-case assessment to determine whether a proposed service would be partially or totally competitive with Canadian pay or specialty services.
4. In Broadcasting Notice of Consultation 2010-142, the Commission called for comments on the proposed addition of Aastha Bhajan to the digital lists pursuant to the approach described above. The Commission stated that it would rely primarily on the comments filed to identify the Canadian pay and specialty services with which Aastha Bhajan might be totally or partially competitive and which therefore should be included in the assessment of the competitiveness of the service. The Commission asked that parties wishing to argue that Aastha Bhajan would be competitive should therefore name the specific Canadian pay or specialty service or services with which they considered the service would compete and provide details to support their views, such as comparisons as to nature and genre of service, programming schedule, programming sources and supply, and target audience.

## Comments received

5. The Commission received no comments in response to Broadcasting Notice of Consultation 2010-142.

## Commission's analysis and determinations

6. In the absence of opposing comments, the Commission concludes that there is no Canadian pay or specialty service with which Aastha Bhajan would compete. Accordingly, the Commission **approves** the addition of Aastha Bhajan 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](http://www.crtc.gc.ca) under "Broadcasting Sector" and may be obtained in hard copy on request.

Secretary General

## Related documents

- *Call for comments on the proposed addition of Aastha Bhajan to the lists of eligible satellite services for distribution on a digital basis*, Broadcasting Notice of Consultation CRTC 2010-142, 11 March 2010
- *Improving the diversity of third-language television services – A revised approach to assessing requests to add non-Canadian third-language television services to the lists of eligible satellite services for distribution on a digital*, Broadcasting Public Notice CRTC 2004-96, 16 December 2004