



Broadcasting Decision CRTC 2012-514

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Route reference: Part 1 application posted on 26 July 2012

Ottawa, 25 September 2012

Soundview Entertainment Inc.
Across Canada

Application 2012-0879-4

Addition of PTV Global to the List of non-Canadian programming services authorized for distribution

*The Commission **approves** an application to add PTV Global to the List of non-Canadian programming services authorized for distribution and amends the list accordingly. The revised list is available on the Commission's website at www.crtc.gc.ca under "Broadcasting Sector."*

Introduction

1. The Commission received an application dated 23 July 2012 from Soundview Entertainment Inc. to add PTV Global, a non-Canadian service originating in Pakistan, to the *List of non-Canadian programming services authorized for distribution* (the list). The Commission did not receive any interventions in connection with this application.
2. The applicant described PTV Global as a 24-hour Urdu-language (99.9%) general interest channel that provides news and entertainment programming to Urdu speakers residing in Canada. The remaining 0.1% is offered in the English language.
3. In *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 basis*, Broadcasting Public Notice CRTC 2004-96, 16 December 2004, the Commission stated that requests to add non-Canadian general interest third-language services to the list would generally be approved, subject to any requirement it deemed appropriate. 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 such services are partially or totally competitive with Canadian pay or specialty services.

Commission's analysis and decision

4. The Commission relies primarily on the interventions filed to identify the Canadian pay and specialty services with which the service proposed to be added to the list might be totally or partially competitive and which therefore should be included in the assessment of the competitiveness of the service.
5. In the absence of opposing interventions, the Commission **approves** the addition of PTV Global to the *List of non-Canadian programming services authorized for distribution* and amends the list accordingly. The list is available on the Commission's website at www.crtc.gc.ca under "Broadcasting Sector" and may be obtained in hard copy on request.

Secretary General