# Broadcasting Decision CRTC 2013-395

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Route reference: 2013-154

Ottawa, 9 August 2013

**Hollywood Suites Inc.**
Across Canada

*Application 2012-1322-2, received 3 October 2012*
*Public hearing in the National Capital Region*
*27 May 2013*

## Adrenalin – Specialty Category B service

*The Commission **approves** an application for a broadcasting licence to operate a new specialty Category B service.*

### The application

1. Hollywood Suites Inc. (Hollywood Suites) filed an application for a broadcasting licence to operate Adrenalin, a national, English-language specialty Category B service that would be devoted to the entire genre of action and adventure, including selections from crime fiction, and epic and heroic drama. The programming would consist of theatrical movies and series, mini-series, made-for-television movies, and classic films and occasional magazine-style shows focusing on this genre and its stars. The Commission did not receive any interventions in connection with this application.

2. Hollywood Suite is controlled by Jay Switzer by virtue of the power vested in him pursuant to the terms of the Voting Trust Agreement.

3. The applicant proposed to draw programming from the following program categories set out in Item 6 of Schedule I to the *Specialty Services Regulations, 1990*, as amended from time to time: 2(*a*), 2(*b*), 3, 7(*a*), 7(*b*), 7(*c*), 7(*d*), 7(*e*), 7(*f*), 7(*g*), 11(*a*), 11(*b*), 12, 13, and 14.

4. To ensure that the proposed service would not be directly competitive with existing Category A services, the applicant indicated that it would accept a condition of licence stating that not more than 10% of all programming broadcast during the broadcast month would be drawn from program category 7(*e*).

### Commission's decision

5. The Commission is satisfied that the application complies with all applicable policies, terms and conditions, including those set out in Public Notice 2000-6, Broadcasting

Public Notice 2008-100, and Broadcasting Regulatory Policies 2010-786 and 2010-786-1. Accordingly, the Commission **approves** the application by Hollywood Suites Inc. for a broadcasting licence to operate the national, English-language specialty Category B service, Adrenalin. The terms and **conditions of licence** are set out in the appendix to this decision.

## Reminder

6. The Commission reminds the applicant that distribution of this service is subject to the requirements set out in the *Broadcasting Distribution Regulations*.

Secretary General

### Related documents

- *Standard conditions of licence, expectations and encouragements for Category B pay and specialty services – Corrected Appendices 1 and 2*, Broadcasting Regulatory Policy CRTC 2010-786-1, 18 July 2011

- *Standard conditions of licence, expectations and encouragements for Category B pay and specialty services*, Broadcasting Regulatory Policy CRTC 2010-786, 25 October 2010

- *Regulatory frameworks for broadcasting distribution undertakings and discretionary programming services* – Regulatory policy, Broadcasting Public Notice CRTC 2008-100, 30 October 2008

- *Licensing framework policy for new digital pay and specialty services*, Public Notice CRTC 2000-6, 13 January 2000

**This decision is to be appended to the licence.*

# Appendix to Broadcasting Decision CRTC 2013-395

## Terms, conditions of licence, expectations and encouragements for the specialty Category B service Adrenalin

### Terms

A licence will be issued once the applicant has satisfied the Commission with supporting documentation that all of the following requirements have been met:

- the applicant has entered into a distribution agreement with at least one authorized distributor; and
- the applicant has informed the Commission in writing that it is prepared to commence operations and has provided the Commission with a launch date for the service. The undertaking must be operational at the earliest possible date and in any event no later than 48 months from the date of this decision.

The licence will expire 31 August 2019.

### Conditions of licence

1. The licensee shall adhere to the conditions set out in Appendix 1 to *Standard conditions of licence, expectations and encouragements for Category B pay and specialty services – Corrected Appendices 1 and 2*, Broadcasting Regulatory Policy CRTC 2010-786-1, 18 July 2011, as amended from time to time.

2. In regard to the nature of service:

   (a) The licensee shall provide a national, English-language specialty Category B service devoted to the entire genre of action and adventure, including selections from crime fiction, and epic and heroic drama. The programming will consist of theatrical movies and series, mini-series, made-for-television movies, and classic films and occasional magazine-style shows focusing on this genre and its stars.

   (b) The programming shall be drawn exclusively from the following program categories set out in Item 6 of Schedule I to the *Specialty Services Regulations, 1990*, as amended from time to time:

   2 (*a*) Analysis and interpretation
   (*b*) Long-form documentary
   3 Reporting and actualities
   7 Drama and comedy
   (*a*) Ongoing dramatic series
   (*b*) Ongoing comedy series (sitcoms)
   (*c*) Specials, mini-series or made-for-TV feature films
   (*d*) Theatrical feature films aired on TV
   (*e*) Animated television programs and films

(*f*) Programs of comedy sketches, improvisation, unscripted works, stand-up comedy
(*g*) Other drama
11 (*a*) General entertainment and human interest
(*b*) Reality television
12 Interstitials
13 Public service announcements
14 Infomercials, promotional and corporate videos

(c) The licensee shall devote not more than 10% of all programming broadcast during the broadcast month to programming drawn from program category 7(*e*).

For the purposes of this condition of licence, the term "broadcast month" shall have the same meaning as that set out in the *Television Broadcasting Regulations, 1987*.

3. The service approved hereby is designated as a Category B service.

For the purposes of the conditions of this licence, "broadcast day" means the period of up to 18 consecutive hours, beginning each day not earlier than six o'clock in the morning and ending no later than one o'clock in the morning of the following day, as selected by the licensee, or any other period approved by the Commission.

## Expectations

The standard expectations applicable to this licensee are set out in Appendix 1 to *Standard conditions of licence, expectations and encouragements for Category B pay and specialty services – Corrected Appendices 1 and 2*, Broadcasting Regulatory Policy CRTC 2010-786-1, 18 July 2011, as amended from time to time.

## Encouragements

The standard encouragements applicable to this licensee are set out in Appendix 1 to *Standard conditions of licence, expectations and encouragements for Category B pay and specialty services – Corrected Appendices 1 and 2*, Broadcasting Regulatory Policy CRTC 2010-786-1, 18 July 2011, as amended from time to time.