



Broadcasting Decision CRTC 2014-318

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Route reference: Part 1 application posted on 11 February 2014

Ottawa, 12 June 2014

Rogers Communications Partnership Across Canada

Application 2014-0098-6

Addition of RAI World Premium to the *List of non-Canadian programming services authorized for distribution*

*The Commission **approves** an application to add RAI World Premium to the List of non-Canadian programming services authorized for distribution (the list) and amends the list accordingly. The revised list is available on the Commission's website at www.crtc.gc.ca, by clicking on "TV & Radio" and selecting "Programming."*

Introduction

1. The Commission received an application from Rogers Communications Partnership (Rogers), acting as the Canadian sponsor, to add RAI World Premium to the *List of non-Canadian programming services authorized for distribution* (the list). The Commission received interventions in support of this application.
2. Rogers described RAI World Premium as a 24-hour niche service (100% Italian) that provides programming primarily devoted to dramatic series, miniseries, and situation comedies. Its target audience would be Italian-speaking Canadians of all ages, with programming sourced from Italy.
3. In Broadcasting Public Notices 2004-96 and 2008-100, 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 Broadcasting Public Notice 2008-100, the Commission stated that non-Canadian third-language services that provide narrowly targeted or "niche" programming would be subject to the same approach as non-Canadian general interest third-language services.

Commission's analysis and decision

4. In the absence of opposing interventions, the Commission **approves** the application by Rogers Communications Partnership to add RAI World Premium 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, by clicking on “TV & Radio” and selecting “Programming.” It may also be obtained in hard copy upon request.

Secretary General

Related documents

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