



Broadcasting Decision CRTC 2014-54

PDF version

Route reference: Part 1 applications posted on 20 November 2013

Ottawa, 12 February 2014

Source Cable Limited
Across Canada

Applications 2013-1636-5, 2013-1650-6 and 2013-1651-3

Addition of Gone Viral Blog, Gone Viral Music and Gone Viral Vogue to the *List of non-Canadian programming services authorized for distribution*

*The Commission **approves** applications to add Gone Viral Blog, Gone Viral Music and Gone Viral Vogue 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 under "Broadcasting Sector."*

Introduction

1. Source Cable Limited (Source Cable), acting as the Canadian sponsor, filed applications to add Gone Viral Blog, Gone Viral Music and Gone Viral Vogue to the *List of non-Canadian programming services authorized for distribution* (the list). The Commission did not receive any interventions regarding these applications.
2. Source Cable described the proposed services as follows:
 - Gone Viral Blog – a primarily English-language (95% English, 3% French and 2% various languages, such as Dutch, Portuguese and Mandarin) niche curated service featuring new and popular Internet-based, user-generated videos relating to commentary, analysis and personal video diaries on a variety of subjects from around the world, including news, current affairs and entertainment, all appropriate for a general audience;
 - Gone Viral Music – a primarily English-language (95% English, 3% French and 2% various languages, such as Dutch, Portuguese and Mandarin) niche curated service showing new and popular Internet-based, user-generated music videos that feature artists who are not professional musicians, with an emphasis on Caribbean videos and music; and
 - Gone Viral Vogue – a primarily English-language (95% English, 3% French and 2% various languages, such as Dutch, Portuguese and Mandarin) niche curated service showing new and popular Internet-based, user-generated videos relating to

various aspects of fashion and beauty, including hair styling techniques, nail design and application “how to’s”, clothing and accessory suggestions, as well as editorial content from the creators of the online videos.

3. The target audience for all three services is mainly individuals under the age of 30, including moderate to heavy users of user-generated content services such as Youtube and Vimeo, and moderate to heavy users of social networking sites. The programming for all three non-Canadian services will originate from various sources of user-generated content for online platforms such as Youtube and Vimeo.
4. The Commission’s general approach to the addition of non-Canadian English- and French-language services to the list is set out in Public Notice 2000-173 and reiterated in Broadcasting Public Notice 2008-100. Under this approach, the Commission assesses such requests in the context of its general policy, which among other things, precludes the addition of a non-Canadian service that can be considered either totally or partially competitive with Canadian specialty or pay television services.

Commission’s analysis and decision

5. In assessing the competitiveness of a service, the Commission relies primarily on the comments filed to identify the Canadian pay and specialty services with which a proposed non-Canadian service might be totally or partially competitive.
6. In the absence of opposing interventions, the Commission **approves** the applications by Source Cable Limited to add Gone Viral Blog, Gone Viral Music and Gone Viral Vogue 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

Related documents

- *Regulatory frameworks for broadcasting distribution undertakings and discretionary programming services* – Regulatory policy, Broadcasting Public Notice CRTC 2008-100, 30 October 2008
- *Call for proposals to amend the lists of eligible satellite services through the inclusion of additional non-Canadian services eligible for distribution on a digital basis only*, Public Notice CRTC 2000-173, 14 December 2000