



Broadcasting Decision CRTC 2017-329

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References: Part 1 applications posted on 21 April 2017, 1 May 2017, 3 May 2017, 11 May 2017, 15 May 2017 and 6 June 2017

Ottawa, 12 September 2017

Ethnic Channels Group Limited Across Canada

Applications 2017-0279-6, 2017-0366-1, 2017-0379-4, 2017-0400-0, 2017-0410-7 and 2017-0476-8

Addition of various non-Canadian programming services to the *List of non-Canadian programming services and stations authorized for distribution*

1. The Commission **approves** applications by Ethnic Channels Group Limited (ECGL), acting as the Canadian sponsor, to add the non-Canadian programming services listed below to the *List of non-Canadian programming services and stations authorized for distribution* (the list). The Commission did not receive any interventions regarding these applications. The revised [list](#) can be found on the Commission’s website at www.crtc.gc.ca and may be obtained in hard copy on request.

Name of service	Type of service	Language of service	Description of programming	Country of origin of service	Target audience
Kino Polska International	24-hour niche	100% Polish-language	The best of Polish cinema from the last 50 years; television programs and documentary programming	Poland	Polish-speaking individuals and others interested in Polish-language dramatic and documentary productions
Gametoon Box	24-hour niche	100% English-language	eSports, featuring game reviews, eSports tournaments, popular streamers and viral content related to electronic games and sports	Poland	Viewers interested in electronic games and eSports, in particular, younger audiences in the 18-34 demographic

Fastnfunbox	24-hour niche	100% English-language	Extreme sports-related programming from car racing and sailing to motor cross, skateboarding and snowboarding from around the world	Poland	Viewers interested in extreme sports from around the world, in particular individuals from 18 to 54 years of age
Filmbox Arthouse	24-hour niche	25% English-language 15% French-language 60% third-language (including Mandarin, Dutch, German, Lebanese, Italian, Romanian, Russian and Turkish)	Art house and independent films from around the world including Belarus, China, France, Germany, Italy, Lebanon, Nigeria, Romania, Russia, The Netherlands, Turkey and the United States	Poland	Individuals 18 years of age and older who are interested in art house and independent films from around the world
FunboxUHD	24-hour niche	100% English-language	State-of-the-art entertainment programming (in 4K/Ultra HD) including serial dramas and feature films, inspiring programs showcasing visual arts and architecture, international dance, opera, science and nature, extreme adventure and niche sports-related programs	United States	Individuals 18 years of age and older who are interested in state-of-the-art entertainment-related programming

FASHIONBOX	24-hour niche	100% English-language	Programs about the world's leading fashion, models, designers, brands and catwalks, features shopping shows from the world's funkiest boutiques to the most exclusive shopping destinations, and provides make-up and style tips	United States	Individuals 18-54 years of age, particularly women, interested in fashion and style
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2. In regard to Gametoon Box, Fastnfunbox, FunboxUHD and FASHIONBOX, ECGL's request is in line with the Commission's general approach, as set out in Public Notice 2000-173 and reiterated in Broadcasting Public Notice 2008-100, regarding the addition of non-Canadian English- and French-language services to the list. Further, based on the record of the proceeding and in the absence of opposing interventions, the Commission finds that none of those services will be either totally or partially competitive with any Canadian discretionary (i.e., pay or specialty) television services.
3. In regard to Kino Polska International and Filmbox Arthouse, as set out in Broadcasting Public Notices 2004-96 and 2008-100, requests to add non-Canadian general interest third-language services to the list are generally approved, subject to any requirements the Commission deems 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.

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

- *Calls 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*