



## Broadcasting Decision CRTC 2005-117

Ottawa, 31 March 2005

### **TQS inc.**

Montréal, Québec, Trois-Rivières, Sherbrooke,  
Rimouski and Saguenay, Quebec

### **Télévision MBS inc.**

Rivière-du-Loup, Quebec

### **Radio Nord Communications inc.**

Gatineau and Val d'Or, Quebec

*Applications 2005-0229-6, 2005-0156-1 and 2005-0182-6  
Broadcasting Public Notice CRTC 2005-21  
4 March 2005*

### **Licence amendments**

*The Commission **approves** the applications for licence amendments that will allow the licensees to avail themselves of the incentive program for French-language Canadian television drama set out in Incentives for original French-language Canadian television drama, Broadcasting Public Notice CRTC 2005-8, 27 January 2005.*

### **The applications**

1. The Commission received applications by:
  - TQS inc. to amend the broadcasting licences for the television programming undertakings CFJP-TV Montréal, CFAP-TV Québec, CFKM-TV Trois-Rivières, CFKS-TV Sherbrooke, CJPC-TV Rimouski, CFRS-TV Saguenay, and for the TQS network;
  - Télévision MBS inc., an affiliate of the TQS network, to amend the broadcasting licence for the television programming undertaking CFTF-TV Rivière-du-Loup and its transmitters; and
  - Radio Nord Communications inc., an affiliate of the TQS network, to amend the broadcasting licences for the television programming undertakings CFGS-TV Gatineau and CFVS-TV Val d'Or.

2. The licensees requested the addition of a condition of licence to each licence that would allow the licensees to avail themselves of the incentive program for French-language Canadian television drama set out in *Incentives for original French-language Canadian television drama*, Broadcasting Public Notice CRTC 2005-8, 27 January 2005 (Public Notice 2005-8).

### **Background**

3. In Public Notice 2005-8, the Commission announced an incentive program designed to maintain, within the programming broadcast during peak time by French-language licensees, a proper balance of original French-language drama, including a minimum number of high-cost programs or series. The Commission stated that a licensee who meets the criteria of the drama incentive program would be permitted to broadcast additional minutes of advertising, beyond the limits set out in applicable regulations or conditions of licence. The Commission specified that such a licensee must apply for a condition of licence in order to avail itself of the incentive program.

### **Interventions**

4. The Commission did not receive any interventions in connection with these applications.

### **Commission's determination**

5. In Public Notice 2005-8, the Commission stated that licensees must submit the necessary information in order to determine the eligibility threshold that would apply to their licences. The Commission confirms that the licensees have provided the required information establishing their eligibility, under the incentive program, to be permitted to broadcast additional minutes of advertising. In addition, the Commission notes that the licensees proposed an eligibility threshold of 5.85 hours.
6. The Commission finds that the eligibility threshold proposed by the licensees is appropriate. Accordingly, an eligibility threshold of 5.85 hours will be the annual reference threshold in subsequent broadcast years for each licensee.
7. The Commission **approves** the applications by:
  - TQS inc. to amend the broadcasting licences for the television programming undertakings CFJP-TV Montréal, CFAP-TV Québec, CFKM-TV Trois-Rivières, CFKS-TV Sherbrooke, CJPC-TV Rimouski, CFRS-TV Saguenay, and for the TQS network;
  - Télévision MBS inc., an affiliate of the TQS network, to amend the broadcasting licence for the television programming undertaking CFTF-TV Rivière-du-Loup and its transmitters; and

- Radio Nord Communications inc., an affiliate of the TQS network, to amend the broadcasting licences for the television programming undertakings CFGS-TV Gatineau and CFVS-TV Val d'Or.
8. The Commission amends the broadcasting licences for each of television programming undertakings noted above and for the TVA network in order to add the following **condition of licence** to each licence:

In addition to the 12 minutes of advertising material during any clock hour in a broadcast day permitted by subsection 11(1) of the *Television Broadcasting Regulations, 1987*, the licensee may broadcast such additional minutes of advertising material calculated in accordance with *Incentives for original French-language Canadian television drama*, Broadcasting Public Notice CRTC 2005-8, 27 January 2005, as may be amended from time to time.

Secretary General

*This decision is to be appended to each licence. It is available in alternative format upon request, and may also be examined in PDF format or in HTML at the following Internet site: <http://www.crtc.gc.ca>*