



## Broadcasting Decision CRTC 2005-579

Ottawa, 5 December 2005

**2067346 Ontario Limited**  
Across Canada

*Application 2005-0481-2*  
*Public Hearing at Charlottetown, Prince Edward Island*  
*3 October 2005*

### **Wedding Bells TV – Category 2 specialty service**

*In this decision, the Commission **approves** an application for a broadcasting licence to operate a new Category 2 specialty programming undertaking.*

#### **The application**

1. The Commission received an application by 2067346 Ontario Limited for a broadcasting licence to operate a national, English-language Category 2<sup>1</sup> specialty programming undertaking to be known as Wedding Bells TV.
2. 2067346 Ontario Limited is a corporation owned and controlled by the Gagliano family.
3. The applicant proposed to offer a service that would be devoted to marriage, weddings, wedding themes and wedding-related programming. The service would offer feature films, documentaries, shorts, series and other programs that focus on providing unique insights to viewers concerning marriage and wedding themes.
4. All of the programming would be drawn from the following categories set out in Schedule 1 of the *Specialty Services Regulations, 1990*: 1 News; 2(a) Analysis and interpretation; 2(b) Long-form documentary; 3 Reporting and actualities; 4 Religion; 5(b) Informal education/Recreation and leisure; 7(a) Ongoing drama series; 7(b) Ongoing comedy series (sitcoms); 7(c) Specials, mini-series or made-for-TV feature films; 7(d) Theatrical feature films aired on TV; 7(e) Animated television programs and films; 7(f) Programs of comedy sketches, improvisations, unscripted works, stand-up comedy; 7(g) Other drama; 10 Game shows; 11 General entertainment and human interest; 12 Interstitials; and 14 Infomercials, promotional and corporate videos.
5. The Commission did not receive any interventions in connection with this application.

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<sup>1</sup> The Category 2 services are defined in *Introductory statement – Licensing of new digital pay and specialty services*, Public Notice CRTC 2000-171, 14 December 2000.

## Commission's analysis and determination

6. The Commission is satisfied that the application is in conformity with all applicable terms and conditions announced in *Introductory statement – Licensing of new digital pay and specialty services – Corrected Appendix 2*, Public Notice CRTC 2000-171-1, 6 March 2001 (Public Notice 2000-171-1). Accordingly, the Commission **approves** the application by 2067346 Ontario Limited for a broadcasting licence to operate the national, English-language Category 2 specialty programming undertaking, Wedding Bells TV.
7. The licence will expire 31 August 2012, and will be subject to the **conditions** set out in Public Notice 2000-171-1, as well as to the **conditions** set out in the appendix to this decision.

## Issuance of the licence

8. A licence will be issued once the applicant has satisfied the Commission, with supporting documentation, that the following requirements have been met:
  - the applicant has entered into a distribution agreement with at least one licensed distributor; and
  - the applicant has informed the Commission in writing that it is prepared to commence operations. The undertaking must be operational at the earliest possible date and in any event no later than 36 months from the date of this decision, unless a request for an extension of time is approved by the Commission before 5 December 2008. In order to ensure that such a request is processed in a timely manner, it should be submitted at least 60 days before that date.

Secretary General

*This decision is to be appended to the 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>*

## Appendix to Broadcasting Decision CRTC 2005-579

### Conditions of licence

1. The licence shall be subject to the conditions set out in *Introductory statement – Licensing of new digital pay and specialty services – Corrected Appendix 2*, Public Notice CRTC 2000-171-1, 6 March 2001.
2. The licensee shall provide a national, English-language Category 2 specialty programming service devoted to marriage, weddings, wedding themes and wedding-related programming.
3. The programming shall be drawn exclusively from the following categories set out in Schedule I to the *Specialty Services Regulations, 1990*, as amended from time to time:
  - 1 News
  - 2 (a) Analysis and interpretation  
(b) Long-form documentary
  - 3 Reporting and actualities
  - 4 Religion
  - 5 (b) Informal education/Recreation and leisure
  - 7 Drama and comedy
    - (a) Ongoing drama 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, improvisations, unscripted works, stand-up comedy
    - (g) Other drama
  - 10 Game shows
  - 11 General entertainment and human interest
  - 12 Interstitials
  - 14 Infomercials, promotional and corporate videos
4. No more than 30% of all programming broadcast in each broadcast week shall be devoted to programs drawn from category 7.
5. All programming drawn from category 7 shall have a theme or subject related exclusively to weddings and marriage.

For the purposes of the conditions of this licence, including condition of licence no. 1, *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 not 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.