



Broadcasting Decision CRTC 2008-262

Ottawa, 19 September 2008

Afroglobal Network Inc.

Across Canada

Application 2008-0342-0, received 3 March 2008

Public Hearing in the National Capital Region

7 July 2008

Afroglobal Television – Category 2 specialty service

*The Commission **approves** an application for a broadcasting licence to operate a new Category 2 specialty programming undertaking*

1. Afroglobal Network Inc. (Afroglobal) filed an application for a broadcasting licence to operate a national ethnic Category 2 specialty service to be known as Afroglobal Television devoted to programming in English, French and various African languages from and about Africa and the African diaspora that will be of interest and appeal to the African-Canadian population. Afroglobal stated that programming would feature themes primarily focused on the nations of Africa, the African diaspora, African heritage and culture and/or originate from an African nation.
2. The applicant indicated that 85% of all programming would be in the English language, 5% would be in the French language with English subtitles and 10% would be in various African languages with English subtitles.
3. Afroglobal also indicated that no more than 15% of all programming broadcast during the broadcast year would be drawn from each of category 8(b) (music video clips) and category 6(a) (professional sports).
4. The Commission received numerous interventions in support of this application.
5. The Commission is satisfied that the application is in conformity with all applicable terms and conditions announced in Public Notice 2000-171-1. Accordingly, the Commission **approves** the application by Afroglobal Network Inc. for a broadcasting licence to operate the national ethnic Category 2 specialty programming undertaking Afroglobal Television. The terms and **conditions of licence** are set out in the appendix to this decision.

Secretary General

Related documents

- *A new policy with respect to closed captioning*, Broadcasting Public Notice CRTC 2007-54, 17 May 2007
- *Introductory statement – Licensing of new digital pay and specialty services – Corrected Appendix 2*, Public Notice CRTC 2000-171-1, 6 March 2001
- *Licensing framework policy for new digital pay and specialty services*, Public Notice CRTC 2000-6, 13 January 2000

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 2008-262

Terms and conditions of licence for the Category 2 specialty programming undertaking Afroglobal Television

Terms

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 19 September 2011. 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.

The licence will expire 31 August 2015.

Conditions of licence

1. The licence will 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 ethnic Category 2 specialty programming service devoted to programming in English, French and various African languages from and about Africa and the African diaspora that will be of interest and appeal to the African-Canadian population. All programming will focus primarily on the nations of Africa, the African diaspora, African heritage and culture and/or originate from an African nation.
3. The programming shall be drawn exclusively from the following categories set out in item 6 of 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
 - 6 (a) Professional sports

- (b) Amateur sports
 - 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
 - 8 (a) Music and dance other than music video programs or clips
 - (b) Music video clips
 - (c) Music video programs
 - 9 Variety
 - 10 Game shows
 - 11 General entertainment and human interest
 - 12 Interstitials
 - 13 Public service announcements
 - 14 Infomercials, promotional and corporate videos
4. Not more than 15% of all programming broadcast during the broadcast year shall be drawn from category 8b (music video clips).
 5. Not more than 15% of all programming broadcast during the broadcast year shall be drawn from category 6a (professional sports).
 6. The licensee shall caption 100% of its English-language programs over the broadcast day, consistent with the approach set out in *A new policy with respect to closed captioning*, Broadcasting Public Notice CRTC 2007-54, 17 May 2007.
 7. In order to ensure that the licensee complies at all times with the *Direction to the CRTC (Ineligibility of non-Canadians)*, P.C. 1997-486, 8 April 1997, as amended by P.C. 1998-1268, 15 July 1998, the licensee shall file, for the Commission's prior review, a copy of any programming supply agreement and/or licence trademark agreement it intends to enter into with a non-Canadian party.
 8. Where the licensee broadcasts religious programming as defined in *Religious Broadcasting Policy*, Public Notice CRTC 1993-78, 3 June 1993, the licensee shall adhere to the guidelines set out in sections III.B.2.a) and IV of that public notice with respect to the provision of balance and ethics in religious programming, as amended from time to time.

9. The licensee is authorized to make available for distribution for a period of three years from the date of approval of its application, an upgraded version of its service in high definition format, provided that not less than 95% of the video and audio components of the upgraded and standard definition version of the service are the same, exclusive of the commercial messages and of any part of the service carried on a subsidiary signal. All of the programming making up the 5% allowance shall be provided in high definition format.

For the purposes of the conditions of this licence, including condition of licence no. 1, *broadcast day* refers to the 24-hour period beginning each day at 6 a.m. or any other period approved by the Commission.