



## Broadcasting Decision CRTC 2008-284

Ottawa, 10 October 2008

### **AdrenalinHD Inc.**

Toronto, Ontario

*Application 2008-1018-6, received 24 July 2008*

*Broadcasting Public Notice CRTC 2008-71*

*15 August 2008*

### **Rush HD – Licence amendment**

*The Commission **approves** the application by AdrenalinHD Inc. to amend the broadcasting licence for the Category 2 high definition specialty programming undertaking known as Rush HD in order to add to the program categories from which it may draw programming.*

### **Application**

1. The Commission received an application by AdrenalinHD Inc. to amend the broadcasting licence for the Category 2 high definition specialty programming undertaking known as Rush HD. This service, originally known as AHD, was approved by the Commission in *AHD – Category 2 specialty service*, Broadcasting Decision CRTC 2006-172, 27 April 2006.
2. The licensee proposed to add subcategory 7(d) Theatrical feature films aired on TV to the list of program categories from which it may draw programming to be broadcast on Rush HD. The licensee submitted that the addition of programming from subcategory 7(d) would make its service more attractive to its target audience and would add diversity to the Canadian broadcasting system, while remaining true to Rush HD's nature of service.
3. The licensee also indicated that it would be prepared to limit, by condition of licence, the amount of programming drawn from subcategory 7(d) to no more than 15% of the programming broadcast in each broadcast month on the service.
4. The Commission did not receive any interventions in connection with this application.

### **Commission's determination**

5. The Commission considers that the addition of subcategory 7(d) to Rush HD's condition of licence relating to program categories from which the licensee may draw programming would not significantly alter the essence of the service provided that the programs are consistent with Rush HD's nature of service.

6. Accordingly, the Commission **approves** the application by AdrenalinHD Inc. to amend the broadcasting licence for the Category 2 high definition specialty programming undertaking known as Rush HD by adding subcategory 7(d) Theatrical feature films aired on TV to the list of program categories from which it may draw programming to broadcast on the service. The relevant **condition of licence** shall now read as follows:

3. The programming must be drawn exclusively from the following categories, as set out in item 6 of Schedule I to the *Specialty Services Regulations, 1990*, as amended from time to time:

- 2 (a) Analysis and interpretation
- (b) Long-form documentary
- 5 (b) Informal education/Recreation and leisure
- 7 (d) Theatrical feature films aired on TV
- (g) Other drama
- 11 General entertainment and human interest
- 12 Interstitials
- 13 Public service announcements

The licensee shall devote not more than 15% of all programming broadcast in each broadcast month to programs drawn from subcategory 7(d).

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>.*