



## Broadcasting Decision CRTC 2009-44

Route reference:  
Broadcasting Public Notice 2008-118

Ottawa, 3 February 2009

**AdrenalineHD Inc.**  
Across Canada

*Application 2008-1566-5, received 21 November 2008*

### **Rush HD – Licence amendment**

1. The Commission **approves** the application by AdrenalineHD Inc. to amend the broadcasting licence of the national English-language Category 2 high definition (HD) specialty programming undertaking known as Rush HD to allow the service to be made available for distribution in standard definition (SD) format. The Commission did not receive any interventions in connection with this application.
2. The applicant indicated that its application is in accordance with the Commission's long-standing "technology-neutral" approach to licensing and that it is also consistent with the spirit and intent of the Commission's policy set out in *Regulatory framework for the licensing and distribution of high definition pay and specialty services*, Broadcasting Public Notice CRTC 2006-74, 15 June 2006. The terms and conditions for distribution of the SD version of Rush HD will be negotiated with the broadcasting distribution undertakings.
3. Accordingly, by **condition of licence**, the licensee is authorized to make available for distribution, for a period of three years from the date of this decision, a version of Rush HD in standard definition format, provided that not less than 95% of the video and audio components of the high and standard definition versions of the service are the same, exclusive of commercial messages and any part of the specialty service carried on a subsidiary signal.

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>.*