



Broadcasting Decision CRTC 2012-535

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Route reference: Part 1 application posted on 4 July 2012

Ottawa, 3 October 2012

Ag-Com Productions Ltd.

Regina, Saskatchewan

Application 2012-0773-8

The Rural Channel – Licence amendment

1. The Commission **approves** the application by Ag-Com Productions Ltd. (Ag-Com) to amend the broadcasting licence for the Category 2 specialty programming undertaking The Rural Channel in order to amend its condition of licence relating to the program categories from which the service may draw programming, by adding to that list program category 14 Infomercials, promotional and corporate videos.¹ The Commission did not receive any interventions in connection with this application. This **condition of licence** shall therefore now read as follows:

3. The programming shall be drawn exclusively from the following program 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
- 6 (a) Professional sports
(b) Amateur sports
- 7 (d) Theatrical feature films aired on TV
- 8 (b) Music video clips
- 11 (a) General entertainment and human interest
(b) Reality television
- 13 Public service announcements
- 14 Infomercials, promotional and corporate videos

¹ See *The Rural Channel – Category 2 specialty service*, Broadcasting Decision CRTC 2008-172, 13 August 2008.

2. According to Ag-Com, it originally believed that it was a pay service and that on discovering that it was a specialty service and was allowed to run commercial advertising, realized it would need to include program category 14 in the above-noted condition of licence.

Secretary General

**This decision is to be appended to the licence.*