



Broadcasting Decision CRTC 2012-71

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Route reference: 2011-427

Additional reference: 2011-427-1

Ottawa, 3 February 2012

7215088 Canada Inc.

Across Canada

Application 2011-0782-1, received 4 May 2011

Public hearing in the National Capital Region

19 September 2011

Academy Television – Specialty Category B service

*The Commission **approves** an application for a broadcasting licence to operate a new specialty Category B service.*

The application

1. 7215088 Canada Inc. filed an application for a broadcasting licence to operate Academy Television, a national, English-language specialty Category B service that would offer a wide range of dynamic, accessible learning opportunities, particularly for pre-high school and high school-aged students, but also for learners of all ages. The educational programming would include a full range of pre-high school- and high school-related material for students, to support, promote and enhance after-hours at-home study, as well as informal lifelong learning opportunities for adults. The Commission received interventions in support of this application.
2. 7215088 Canada Inc. is a corporation owned by various shareholders and is controlled by its board of directors.
3. The applicant proposed to draw programming 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: 2(a), 5(a), 5(b), 12, 13 and 14.
4. In its application, the applicant indicated that it would accept to abide by the following conditions of licence:
 - At least 50% of all programming broadcast during the broadcast day shall be connected directly to formal courses of study throughout the country, but shall not include any pre-school programming.

- At least 40% of all programming broadcast during the broadcast day shall be drawn from program category 5(b).
- At least 10% of all programming broadcast during the broadcast day shall be drawn from program category 2(a).

Commission's decision

5. The Commission is satisfied that the application complies with all applicable policies, terms and conditions, including those set out in Public Notice 2000-6, Broadcasting Public Notice 2008-100, and Broadcasting Regulatory Policies 2010-786 and 2010-786-1. Accordingly, the Commission **approves** the application by 7215088 Canada Inc. for a broadcasting licence to operate the national, English-language specialty Category B service, Academy Television. The terms and **conditions of licence** are set out in the appendix to this decision.

Reminder

6. The Commission reminds the applicant that distribution of this service is subject to the requirements set out in the *Broadcasting Distribution Regulations*.

Secretary General

Related documents

- *Standard conditions of licence, expectations and encouragements for Category B pay and specialty services – Corrected Appendices 1 and 2*, Broadcasting Regulatory Policy CRTC 2010-786-1, 18 July 2011
- *Standard conditions of licence, expectations and encouragements for Category B pay and specialty services*, Broadcasting Regulatory Policy CRTC 2010-786, 25 October 2010
- *Regulatory frameworks for broadcasting distribution undertakings and discretionary programming services – Regulatory policy*, Broadcasting Public Notice CRTC 2008-100, 30 October 2008
- *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.*

Appendix to Broadcasting Decision CRTC 2012-71

Terms and conditions of licence for the specialty Category B service Academy 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 and has provided the Commission with a launch date for the service. The undertaking must be operational at the earliest possible date and in any event no later than 48 months from the date of this decision.

The licence will expire 31 August 2018.

Conditions of licence

1. The licence will be subject to the conditions set out in *Standard conditions of licence, expectations and encouragements for Category B pay and specialty services – Corrected Appendices 1 and 2*, Broadcasting Regulatory Policy CRTC 2010-786-1, 18 July 2011.
2. The licensee shall provide a national, English-language specialty Category B service offering a wide range of dynamic, accessible learning opportunities, particularly for pre-high school and high school-aged students, but also for learners of all ages. The educational programming will include a full range of pre-high school- and high school-related material for students, to support, promote and enhance after-hours at-home study, as well as informal lifelong learning opportunities for adults.
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:
 - 2 (a) Analysis and interpretation
 - 5 (a) Formal education and pre-school
 - (b) Informal education/Recreation and leisure
 - 12 Interstitials
 - 13 Public service announcements
 - 14 Infomercials, promotional and corporate videos
4. At least 50% of all programming broadcast during the broadcast day shall be connected directly to formal courses of study throughout the country, but shall not include any pre-school programming.

5. At least 40% of all programming broadcast during the broadcast day shall be drawn from program category 5(b).
6. At least 10% of all programming broadcast during the broadcast day shall be drawn from program category 2(a).
7. The service approved hereby is designated as a Category B service.

For the purposes of the conditions of this licence, including condition of licence 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 no 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.