

**Bowman, Robert**

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**From:** Lemon, Mary [lemon@ccta.com]  
**Sent:** April 15, 2005 11:48 AM  
**To:** Bowman, Robert  
**Subject:** RE: deficiency question re. PTV

Robert

I've been in touch with PTV and they have confirmed that they do not carry any sports on PTV-Prime USA.

Mary Lemon  
Director, Policy & Regulatory Research  
CCTA

-----Original Message-----

**From:** Bowman, Robert [mailto:robert.bowman@crtc.gc.ca]  
**Sent:** Friday, April 15, 2005 9:32 AM  
**To:** Lemon, Mary  
**Subject:** deficiency question re. PTV

Good morning Mary

In reviewing the information received for the CCTA's request to add PTV-Prime to the lists of eligible satellite services for digital distribution, I noticed that on page 2 of the request, PTV has not listed the genre of "sports" on the breakdown of its programming schedule. Please provide this information no later than 19 April 2005. Have a great weekend.

Robert Bowman  
Analyste principale, Politique de distribution et de concurrence |  
Senior Analyst, Distribution and Competitive Policy  
Politique de radiodiffusion | Broadcasting Policy

(819) 997-6064 | robert.bowman@crtc.gc.ca télécopieur/facsimilé 819-997-4504  
Conseil de la radiodiffusion et des télécommunications canadiennes (CRTC) | Ottawa, Ontario  
K1A 0N2  
Canadian Radio-television and Telecommunications Commission (CRTC) | Ottawa, Ontario  
K1A 0N2  
Gouvernement du Canada | Government of Canada

**Bowman, Robert**

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**Sent:** April 15, 2005 9:32 AM  
**To:** 'lemon@ccta.com'  
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**CCTA-ACTC**

Canadian Cable  
Telecommunications Association

Association canadienne des  
télécommunications par câble

360 Albert St., Suite 1010  
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April 12, 2005

Ms. Diane Rhéaume  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Ottawa, Ontario  
K1A 0N2

Dear Ms. Rhéaume:

**Re: Sponsorship of PTV-Prime USA**

1. On behalf of its members, the Canadian Cable Telecommunications Association (CCTA), in its capacity as a Canadian sponsor, requests that PTV-Prime USA be added to the Lists of Eligible Satellite Services (the "Lists") for distribution on a digital basis.
2. Last December the Commission announced a new approach to assessing requests for non-Canadian third-language television services to be added to the Lists (Broadcasting Public Notice CRTC 2004-96). CCTA notes that requests for general interest foreign third-language services will generally be approved, subject to packaging and programming rights requirements aimed at minimizing possible negative impact on Canadian third-language services. As required in BPN CRTC 2004-96 the information respecting PTV-Prime USA is provided in the attachment.
3. PTV-Prime USA is a 24-hour family-oriented channel in the Urdu language targeted to South Asian communities residing in North America. PTV's diverse programming from Pakistan includes dramas, sitcoms, music, news, documentaries, and religious segments.

CCTA's letter  
Re: Sponsorship Application  
April 12, 2005  
Page 2 of 2

4. PTV-Prime USA, headquartered in New York, was launched in August 2001 on Dish Network. It currently reaches over 250,000 South Asian viewers in North America.

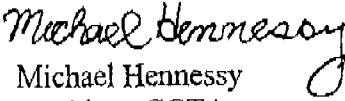
#### **Demand for Service**

5. The fact that CCTA, on behalf of the Canadian cable industry, is requesting that PTV-Prime USA be added to the Lists demonstrates the potential demand for this service in Canada. CCTA believes that legitimizing carriage of non-Canadian services will not only respond to consumer demand for greater choice but it will provide our customers with an incentive to remain a vital part of the Canadian broadcasting system and help increase the benefits associated with digital cable television.

#### **Conclusion**

6. CCTA believes that international services clearly make a unique and significant contribution to the diversity of the Canadian broadcasting system. In a global environment it is increasingly important that Canadians have access to multiple sources of programming services. In conclusion, CCTA believes that carriage of PTV-Prime USA will not only expand the diversity and choice in television services available to underserved third-language ethnic communities in Canada but it will contribute to the growth of digital cable television to the benefit of both subscribers and Canadian programming services.
7. Thank you for the opportunity to submit this proposal.

Yours truly

  
Michael Hennessy  
President, CCTA

ATTACHMENTS



April 02, 2005

Mr. Michael Hennessy  
President  
Canadian Cable Telecommunications  
Association  
Suite 1010  
360 Albert Street  
Ottawa, Ontario  
K1R7X7

Re: Sponsorship Application for PTV-Prime USA

Dear Mr. Hennessy:

This letter serves as evidence that PTV-Prime USA has agreed to be sponsored by the Canadian Cable Telecommunications Association (CCTA) for inclusion on the digital lists of Eligible Satellite Services ("the Lists"). We understand that, should our service be added to the Lists, the service would be available to all distribution undertakings in Canada.

### Description of Service

PTV-Prime USA is a general-interest service, offering programming in Urdu language catering to the South Asian communities residing in North America. South Asian families residing in North America may speak various languages and dialects like, Bangladeshi, Punjabi, Pashto and Sindhi but Urdu (or Hindi) serves as a common medium of communications between the people of diverse ethnic background of that region. Hence the major thrust of programming is in Urdu (Hindi), constituting more than 90% of the entire transmission.

Only two daily News bulletins are presented in English, each bulletin is of 10 minutes duration or 140 minutes in a week. Thus the percentage of English content is insignificant in the overall transmission.

PTV-Prime launched its broadcast services in North America on channel 616 of Dish Network on August 14, 2001. It became the fastest growing channel in North America just in the first few months of its launch and became an extremely popular channel because of its dramas, news and other entertainment contents such as music, shows, sitcoms and documentaries.

PTV Prime Television Channel  
250 West 26<sup>th</sup> St. 4<sup>th</sup> floor New York NY 10001 U.S.A.  
Tel: 212-242-3606 Fax 212-242-4742 Toll Free 877-43 PRIME (77463)  
E-Mail: ptvprime2@aol.com

PTV-Prime has the complete programming library of Pakistan Television Channel that immigrant families had grown-up watching in Pakistan. Besides current programs old classics are also aired to cater to the nostalgic memories of the viewers. PTV-Prime reaches over 250,000 South Asian viewers residing in North America.

## Programming

PTV-Prime is a complete family entertainment channel offering 24 hours a day seven days a week programming to its viewers. Prime offers a huge selection of programs and is equally popular among all age groups because of its diverse nature of programs. It offers 10-12 hours of fresh programming each day providing a unique blend of entertainment and informative programs tailored to engage its viewers throughout the transmission. Also, this diversity in programming keeps the viewer's interest alive. Certain programs are repeated so that our viewers have a chance to watch them according to their convenience.

The content of fresh programming includes drama, music, current events, women programs, religious segments, documentaries and sitcoms. Besides this content, fresh News bulletins are presented at various hours of the day keeping in mind the different time zones of West and East Coasts. Following is a description of program genre, total number of hours per week dedicated to each genre and its per week percentage.

Program Genre	No. of hours/week	% of total program Schedule
News	15 hours per week	9.9% weekly
Lifestyle/Human Interest/ Recreation and Leisure	15 hours per week	9.9% weekly
Drama/Fiction/Comedy	32 hours per week	19% weekly
Music/Variety	10 hours per week	6% weekly
Religious	18 hours per week	10.7% weekly
Other (English News)	2.3 hours per week	1.3% weekly
Documentaries	25 minutes weekly	

The above hourly programming breakdown and its weekly percentage do not include the calculation of repeat programs. However, a weekly programming schedule is provided separately, indicating the telecast time of each program, duration of the slot and nature of the contents.

I would also like to mention here that the weekly FPC contains timings and duration of regular programs. Some changes are always made during the preparation of the Play-list.

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For example video songs and short duration documentaries are played to cover the short duration of programs. FPC is mostly designed in 30 and 60 minute slots. If the duration of a program is 25 minute or less then a video song (Usually on demand) is inserted to fill the slot.

## Special Broadcasts

Pakistan Television often broadcasts the Live address of the President or Prime Minister of Pakistan. Prime receives the signal of all Live Broadcasts of PTV from Asia Sat-3 and turns it around to its play-out in UK where the signal is integrated to the transmission. Prime also brings the live broadcasts of all nationally important events such as the Election Transmission in Pakistan or cultural festivals etc.

## Description of Current Programs

### Dramas:

PTV-Prime telecasts its main plays at 8:00 pm, 10:00 pm and 1:30 pm every day. Following are some of the most popular plays currently aired from Prime.

1. **Saharay...** This 13 episode serial is aired every Friday at 8:00 pm (7:50 pm). Each episode is of 50 minute duration and has been shot on location in Dubai. The main story is about conflicting relationships of husband and wife living in Dubai and a marriage that took place because of a business deal between the husband and the parents of the girl.
2. **Badloon Per Basiara...** A middle-class Pakistani girl is wedded to a Pakistani-American doctor settled in Virginia. The marriage ceremony was performed over the phone and the girl had never seen the husband before. After arriving in USA she discovers that her husband is twice her age and the photograph which was shown to her prior to marriage, was that of her husband's youth. The story cautions families in Pakistan that they should not agree to any marriage proposal from abroad unless they thoroughly investigate the background of the person intending to marry their daughters.
3. **Duniya Dari**—This serial depicts the lives of people in a joint family system where the whole family shares a strong bond that keeps them happy and prosperous. But the joint family system collapses when their sons are married and their wives demand to live separately and independently.
4. **Aik Muhabbat Sau Afsanay**—A series of plays with independent stories all targeting the complexities of love and its different shades such as love between a boy and a girl, rich and poor, husband and wife, parents and children. All themes have spiritual connotations and a philosophical base.
5. **Bhula Ker Tumbain**—A 15 episode serial encompassing the story a person

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- who is passionately in love with a girl and wishes to marry her but the girl is in love with someone. The theme revolves around selfless love, jealousy and revenge.
6. Aik Safar Tanha Hi—Two businessmen who were good friends, turn enemies because of a misunderstanding, try to destroy each other. In the concluding episodes the truth is revealed but then its too late.
  7. Anjaan-The son of a religious and poise family, gets involved with bad company, and becomes a drug addict and criminal. The whole family suffers because of their son.
  8. Aapnay Aapnay Khawab-In this serial, youths struggle to fulfill their dreams and overcome the hurdles imposed by their socio-economic environment.
  9. Hum Hain Lajawab-Stories of today's women fighting for their rights and respect in a male dominated society where the fundamental rights to live are governed by conservative values, misinterpretation of religion and centuries old social and cultural taboos.
  10. Badalta Hai Rang Aasman Kaisay Kaisay-A mega serial dissecting the evils of feudalistic system in Pakistan and the devastating effects of tribal rivalries. It also reveals how landlords consciously hinder the rural development and deprive the ordinary people from education and a respectful living.

#### Classic Hours

Pakistan Television has built its programming library over the past 40 years and has preserved its best programs in its archives. Most of these programs are popular even today and we receive a lot of demand to schedule such classic dramas and shows that once deserted the streets at the time of their telecast. PTV-Prime has created a special slot on every Saturday at 12:15 pm and shows the old classics in this two hours slot entitled "Golden Moments". We have currently scheduled the following programs in this slot.

- (a) Studio Poonay Teen-Hosted by a legendary host this stage show was aired in the late eighties from PTV in Pakistan. The host invites guests and speaks with them on various social issues in a comic and satirical manner. However, these guests are not real characters but are actors disguised as doctors, Lawyers and players etc.
- (b) Janjal Pura-A hilarious sitcom depicting the life of many families living as a close-knit community. The series present a typical culture of a street also as "Mahallas" in Lahore, Pakistan. The people were born and live on this street and do not let any stranger reside there.
- (c) Perchaiyan- A unique love story between two people who do not bow to the strong resistance put up by their families and their fight against an unjust social structure.

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## Sitcoms

PTV-Prime airs at least two 30 minute duration sitcoms every day. Following are some of the most popular sitcoms currently airing on Prime.

1. **Family Front**—A hilarious sitcom airing on Prime for the past three years. Designed on the western comedy model, this series depicts the daily happenings of a middle class family.
2. **Mr. & Mrs.**—A sitcom that deals with ordinary situations in the life of a couple.
3. **Ghar Pey Sir**—the story of a family living in a city but who is constantly disturbed by the flow of guests who come to visit from the village.
4. **Minister On-Line**—More on the lines of Yes Minister, this sitcom has a minister as its central character. The intricate relationship between the bureaucracy and politicians both trying to prove their supremacy over each other give way to very funny and satirical situations.
5. **Teen Batta Teen**—Three freshly graduated friends looking for jobs and falling in love with any girl that comes their way. A hilarious comedy that is popular with younger generation.

## Shows, Magazines, Women Programs & Documentaries

1. **Sunday Hits**—a composite program telecast on Sunday morning contains various segments of general interest. Interviews of pop stars, fashion designers, film and TV artists, video songs, cooking recipes and astrology tips all of these segments attract young and old alike.
2. **Aansa**—this is one hour daily show which discusses issues of women.
3. **Khawateen Time**—another program for women that provides platform for women to discuss their problems such as marriages, children, becoming independent and take control of their lives etc.
4. **Fashion Box**-This program generally provides fashion and beauty tips, introducing the latest styles and trends in the garment industry and self grooming. The program also invites questions via email. A very lively and informative interactive program for women.
5. **Food and Travel Guide of Pakistan**—a fascinating documentary exploring the most beautiful areas of Pakistan and its cultural heritage, also introduces the traditional cuisines of these remote areas.

## Religious Programs

1. Tilawat—A recitation of the holy book "Quraan" is presented daily in the morning at 6:00 am, the same is repeated at 9:00 am for the west coast viewers.
2. Hayya Alal Fallah—A discussion on daily social matters in the light of religious teachings. Prominent and educated members of the country participate in the program to present a liberal view of Islam.
3. Anwar-ul-Haq-Another—A 50 minutes religious program in which religious scholars discuss various social issues in the light of "Quraanic" teachings.

## Current Events Programs

1. News Night—A daily discussion program on important news stories of the day.
2. Hot Seat—A fiery discussion with the politicians on burning national issues.
3. Roo Baroo—Serving ministers of the government appear in a question answer session in front of a public forum to explain and defend the policies of the government.

Attached is a program schedule, for the week of Friday 1<sup>st</sup> April 2005 to Thursday 7<sup>th</sup> April 2005.

PTV-Prime does not offer any service accompanied by subtitles or Secondary Audio Programming (SAP).

## Demand for Service

The fact that the CCTA, on behalf of the Canadian cable industry, has requested that PTV-Prime be added to the Lists demonstrates the potential demand for our service in Canada.

## Rights of Distribution of Programming in Canada

PTV-Prime confirms that it has obtained all necessary rights for distribution of its programming in Canada.

## Non-Preferential or Non-Exclusive Programming Rights

PTV-Prime confirms that it does not hold, and will not obtain, nor will it exercise preferential or exclusive programming rights in relation to the distribution of programming in Canada.

## —Programming Supply Agreement

PTV-Prime has never entered into any program supply agreement with any Canadian service.

### Conclusion

We appreciate the CCTA's support for PTV-Prime. We believe that PTV-Prime can add substantially to the diversity of programming being offered by the Canadian cable operators as part of their digital cable service.

Sincerely;



Shahid Zaheer  
President & CEO  
Pak Television Channel USA.

PTV PRIME  
WEEKLY TRANSMISSION SCHEDULE U.S.A

GMT	USA EAST	FRIDAY 1ST APRIL 2005	Ep#	GEN	TRS	DUR		
1100	0600	TILAAWAT	8	RL	F	50'		
1200	0700	URDU NEWS ( F ) 10'						
1215	0715	NEWS NIGHT ( R ) 25'		RL				
1245	0745	WARAFANA LAKA ZIKRAK	24	RL	F	14'		
1310	0810	URDU NEWS ( F ) 10'						
1325	0825	AAO QURAN KI TARAF	138	RL	F	26'		
1400	0900	TILAAWAT	8	RL	R	50'		
1500	1000	URDU NEWS ( F ) 10						
1515	1015	SAMANDAR HAI DARMIYAN	11L	D	R	46'		
1600	1100	GEET SUHANAY SR.2	7	M	R	23'		
1630	1130	FAMILY FRONT	208	C	R	26'		
1700	1200	ENGLISH NEWS ( F ) 12'						
1715	1215	HAYYA ALLAL FALAH	44	RL	F	56'		
1830	1330	<i>Badloon per Basera</i>	3	D	F	46'		
1930	1430	COLOUR'S OF LIFE	10	MAG	R	23'		
2000	1500	HUM HAIN TUMHARE RISHTEDAR	18	D	R	16'		
2030	1530	SARGAM SARGAM	10	SHOW	F	22'		
2100	1600	AANSA	44	MAG	R	50'		
2200	1700	IQRA	21	RL	F	8'		
2210	1710	SAB SAY BHALA RUPAEYA	2	D	F	25'		
2235	1735	YEH CHAHATAIN	7	D	F	23'		
2300	1800	ENGLISH NEWS ( F ) 12'						
2315	1815	NEWS NIGHT ( F ) 25'						
2345	1845	GHAR PAY SIR	26	D	F	24'		
0015	1915	MOSEQAR (MASTER INAYAT)	20L	M	F	22'		
0050	1950	SAHARAY	6	D	F	41'		
0200	2100	KHABARAIN ( F ) 20'						
0230	2130	AIK PAL	12	D	F	21'		
0300	2200	U AND I	5	D	F	40'		
0400	2300	SALTANAT	1	D	R	23'		
0430	2330	DILON KE RISHTAY	1	D	R	25'		
0500	0000	URDU NEWS ( F ) 10'						
0515	0015	YEH CHAHATAIN	7	C	R	23'		
0540	0040	GHAR PAY SIR	26	D	R	24'		
0605	0105	AIK PAL	12	D	F	21'		
0635	0135	SARGAM SARGAM	10	SHOW	R	22'		
0700	0200	MOSEQAR (MASTER INAYAT)	20	M	R	22'		
0730	0230	SAB SAY BHALA RUPAEYA	2	C	R	25'		
0800	0300	SAMANDAR HAI DARMIYAN	11L	D	R	46'		
0900	0400	URDU NEWS ( F ) 10						
0915	0415	SURAH REHMAN ( R ) 25'		RL	F	22'		
0945	0445	HAYYA ALLAL FALAH	44	RL	R	56'		
1045	0545	QASEEDA BURDA SHREEF		RL	F			

PTV PRIME  
WEEKLY TRANSMISSION SCHEDULE U.S.A

GMT	USA EAST	SATURDAY 2ND APRIL 2005	Ep#	GEN	TRS	DUR		
1100	0600	TILAAWAT	9	RL	F	48'		
1200	0700	URDU NEWS ( F ) 10'						
1215	0715	NEWS NIGHT ( R ) 25'			R			
1245	0745	NOOR-E-MUJASSIM	14	RL	F	12'		
1310	0810	URDU NEWS ( F ) 10'						
1325	0825	AAO QURAN KI TARAF	139	RL	F	22'		
1400	0900	TILAAWAT	9	RL	R	48'		
1500	1000	URDU NEWS ( F ) 10'						
1515	1015	U AND I	5	D	R	40'		
1600	1100	YEH CHAHATAIN	7	D	R	23'		
1630	1130	AIK PAL	12	D	R	21'		
1700	1200	ENGLISH NEWS ( F ) 12'						
1715	1215	STUDIO PONAY TEEN	8	SHOW	F	47'		
1810	1310	JANJAL PURA	1	C	F	26'		
1840	1340	PERCHAIYAN	7	D	F	35'		
1910	1410	FOOD AND TRAVEL OF PAKISTAN	6	MAG	F	19'		
1935	1435	MOSEQAR (MASTER INAYAT)	20L	M	R	22'		
2000	1500	G HAR PAY SIR	26	C	R	24'		
2030	1530	AAP KI SEHAT			F			
2100	1600	AANSA	45	MAG	F			
2200	1700	IQRA	22	RL	F	8'		
2210	1710	ANWAR UL QURAN	3	RL	F	24'		
2235	1735	MUSIK TONIGHT SR.2	3	M	F	22'		
2300	1800	ENGLISH NEWS ( F ) 12'						
2315	1815	NEWS NIGHT ( F ) 25'						
2345	1845	FASHION BOX	4	D	F	40'		
0030	1930	TEEN BATA TEEN	46	C	F	21'		
0000	2000	DUNIYA DARI	15	D	F	41'		
0200	2100	KHABRAIN						
0230	2130	BHULAKAR TUMHAIN	4	D	F	42'		
0330	2230	KIRAN KAHANI	4	D	F	27'		
0400	2300	SAHARAY	6	D	R	41'		
0500	0000	URDU NEWS ( F ) 10'			F			
0515	0015	FASHION BOX	4	D	R	40'		
0600	0100	TEEN BATA TEEN	46	C	R	21'		
0630	0130	GEET SUHANAY SR.2	7	M	R	23'		
0659	0159	SLIDE FOR DAYLIGHT SAVING BEGINS						
0700	0300	STUDIO PONAY TEEN	8	SHOW	R	47'		
0800	0400	URDU NEWS ( F ) 10'						
0815	0415	JANJAL PURA	1	C	F	26'		
0845	0445	PERCHAIYAN	1	C	R	26'		
0915	0515	FAJR AZAN						
0930	0530	AAO QURAN KI TARAF	139	RL	R	22'		

PTV PRIME  
WEEKLY TRANSMISSION SCHEDULE U.S.A

GMT	USA EAST	SUNDAY 3RD APRIL 2005	Ep#	GEN	TRS	DUR		
1000	0600	TILAAWAT	10	RL	F	54'		
1100	0700	URDU NEWS ( F ) 10'						
1110	0710	NEWS NIGHT ( R ) 25'						
1145	0745	ISLAMIC CYCLOPEDIA	41	RL	F	14'		
1210	0810	URDU NEWS ( F ) 10'						
1225	0825	AAO QURAN KI TARAF	140	RL	F	24'		
1300	0900	TILAAWAT	10	RL	R	54'		
1400	1000	URDU NEWS ( F ) 10						
1415	1015	BHULA KAR TUMHAIN	4	D	R	42'		
1500	1100	SARGAM SARGAM	10	SHOW	R	22'		
1530	1130	SAB SAY BHALA RUPAEYA	2	C	R	25'		
1600	1200	ENGLISH NEWS ( F ) 12'						
1620	1220	SUNDAY HITS	2	M	F	93'		
1800	1400	AIK MOHABBAT SO AFSANAY	17	D	F	42'		
1900	1500	KIRAN KAHANI	4	D	F	27'		
1930	1530	GHAZAL SARAAY	33	M	F	22'		
2000	1600	GUEST HOUSE (RENT HOUSE)	31	D	F	42'		
2100	1700	IQRA	23	RL	F	8'		
2110	1710	MEAL MAZA	10	CK	F	23'		
2130	1730	HOME SWEET HOME	25	D	F	24'		
2200	1800	ENGLISH NEWS			F			
2215	1815	NEWS NIGHT			F			
2245	1845	MOVIE MAG	2	MAG	F	22'		
2315	1915	AISA BHI HOTA HAE Total 13	8	C	F	23'		
2350	1950	AIK SAFAR TANHA HI	5	D	F	44'		
0100	2100	KHABRAIN						
0130	2130	MR & MISSES Total 26	17	C	F	22'		
0200	2200	ADHORY LOG	16	D	F	40'		
0300	2300	DUNIYA DARI	15	D	R	41'		
0400	0000	URDU NEWS ( F ) 15'						
0430	0030	SAFEER-E-PAKISTAN		Mag	F	60'		
0530	0130	MOVIE MAG	2	MAG	R	22'		
0600	0200	AIK MOHABBAT SO AFSANAY	17	D	R	42'		
0700	0300	SUNDAY HITS	2	C	R	93'		
0800	0400	URDU NEWS ( F ) 10'						
0815	0415	REMAINING PART OF SUNDAY HITS	2	C	R	93'		
0850	0450	AISA BHI HOTA HAE Total 13	8	C	R	23'		
0920	0520	AAO QURAN KI TARAF	140	RL	R	24'		
0950	0550	NAAT						

GMT	USA EAST	MONDAY 4TH APRIL 2005	Ep#	GEN	TRS	DUR		
1000	0600	TILAAWAT	11	RL	F	49'		
1100	0700	URDU NEWS ( F ) 10'						
1115	0715	PRESS BRIEFING FROM FOREIGN OFFICE PAK						
1145	0745	WARAFANA LAKA ZIKRAK	25	RL	F	14'		
1210	0810	URDU NEWS 10'						
1225	0825	AAO QURAN KI TARAF	141	RL	F	24'		
1300	0900	TILAAWAT (RL) (R) 60'	11	RL	R	49'		
1400	1000	URDU NEWS ( F ) 10						
1415	1015	ADHOURY LOG	16	D	R	40'		
1500	1100	SUNDAY HITS	2		R	60'		
1600	1200	ENGLISH NEWS ( F ) 12'						
1615	1215	REMAING PART OF SUNDAY HITS	2		R	33'		
1700	1300	AISA BHI HOTA HAI	8	C	R	24'		
1730	1330	DIL LAGI	1	D	F	47'		
1830	1430	HOME SWEET HOME	25	C	R	24'		
1900	1500	YEH CHAHATAIN	7	D	R	23'		
1930	1530	MR & MISSES	17	C	R	22'		
2000	1600	KHAWATEEN TIME	47	MAG	F	57'		
2100	1700	IQRA ( F ) 10'	24	RL	F	8'		
2110	1710	FUNGAMA ( F ) 25'	52	SHOW	F	24'		
2135	1735	AIK SE BARH KAR AIK Total 16	06	C	F	23'		
2200	1800	ENGLISH NEWS (F) 12'						
2215	1815	NEWS NIGHT ( F ) 25'						
2245	1845	APPNAY APPNAY KHAWAB	26	D	F	20'		
2315	1915	HUM HAIN LAJAWAB	13	C	F	23'		
2350	1950	AAPNAY SIWA	01	D	F	22'		
0025	2025	ANJAAN	01	D	F	22'		
0100	2100	KHABRAIN (F) 20'						
0125	2125	AAP KAY ROO BAROO (F) 45'						
0215	2215	GHOONGHAT	4	D	F	44'		
0300	2300	AIK SAFAR TANHA HI	5	D	R	44'		
0400	0000	URDU NEWS ( F ) 10						
0415	0015	APPNAY APPNAY KHAWAB	26	D	R	20'		
0440	0040	DIL LAGI	1	D	F	47'		
0530	0130	KHAWATEEN TIME	44	MAG	R	56'		
0630	0230	AAP KAY ROO BAROO ( R ) 45'						
0715	0315	ADHOURY LOG	16	D	R	40'		
0800	0400	URDU NEWS ( F ) 10						
0815	0415	QASEEDA BURDA SHREEF		RL	F			
0830	0430	AAO QURAN KI TARAF	141	RL	R	24'		
0900	0500	QAWALI						
0935	0535	SURAH REHMAN		RL	F	22'		

PTV PRIME  
WEEKLY TRANSMISSION SCHEDULE U.S.A

GMT	USA EAST	TUESDAY 5TH APRIL 2005	Ep#	GEN	TRS	DUR		
1000	0800	TILAAWAT	12	RL	F	57'		
1100	0700	URDU NEWS ( F ) 10'						
1115	0715	NEWS NIGHT ( R ) 25'						
1145	0745	NOOR-E-MUJASSIM	15	RL	F	12'		
1210	0810	URDU NEWS ( F ) 10'						
1225	0825	AAO QURAN KI TARAF	142	RL	F	26'		
1300	0900	TILAAWAT	12	RL	R	57'		
1400	1000	URDU NEWS ( F ) 10'						
1415	1015	GHOONGHAT	4	D	R	44'		
1500	1100	TEEN BATA TEEN	46	C	R	21'		
1530	1130	APPNAY APPNAY KHAWAB	26	D	R	20'		
1600	1200	ENGLISH NEWS (F) 12'						
1615	1215	AAP KAY ROO BAROO 45'			R			
1700	1300	MUSIK TONIGHT SR.2	3	M	R	22'		
1730	1330	THORI KHUSHI THORA GHUM	5	D	F	43'		
1825	1425	AIK SE BARH KAR AIK	06	C	R	23'		
1900	1500	MEAL MAZA	10	CK	R	23'		
1930	1530	HUM HAIN LAJAWAB	13	C	R	19'		
2000	1600	KHAWATEEN TIME	48L	MAG	F	58'		
2100	1700	IQRA	25	RL	F	9'		
2110	1710	AL-REHMAN	22L	RL	F	24'		
2135	1735	HOME SWEET HOME	26	C	F	27'		
2200	1800	ENGLISH NEWS (F) 12'						
2215	1815	NEWS NIGHT ( F ) 25'						
2245	1845	APPNAY APPNAY KHAWAB	27	D	F	19'		
2315	1915	BARA SINGHA PURA	2	C	F	24'		
2350	1950	BADALTA HAI RANG AASMAN KAISAY KAISA	17	D	F	41'		
0100	2100	KHABRAIN (F) 20'						
0130	2130	AB KAY BARAS	4	D	F	22'		
0200	2200	KASAK	7	D	F	46'		
0300	2300	AAPNAY SIWA	01	D	R	22'		
0230	2330	ANJAAN	01	D	R	22'		
0400	0000	URDU NEWS ( F ) 10'						
0415	0015	HOME SWEET HOME	26	D	R	27'		
0445	0045	APPNAY APPNAY KHAWAB	27	D	R	19'		
0505	0105	BARA SINGHA PURA	2	D	R	24'		
0530	0130	GUEST HOUSE (RENT HOUSE)	31	D	R	42'		
0630	0230	AB KAY BARAS	3	D	R	21'		
0700	0300	GHOONGHAT	4	D	R	44'		
0800	0400	URDU NEWS ( F ) 10'						
0815	0415	FOOD AND TRAVEL OF PAKISTAN	6	MAG	R	19'		
0845	0445	AAO QURAN KI TARAF	142	RL	R	26'		
0930	0530	SURAH REHAM		RL	F	22'		



PTV PRIME  
WEEKLY TRANSMISSION SCHEDULE U.S.A

GMT	USA EAST	WEDNESDAY 6TH APRIL 2005	Ep#	GEN	TRS	DUR		
1000	0600	TILAAWAT	13	RL	F	59'		
1100	0700	URDU NEWS ( F ) 10'						
1115	0715	NEWS NIGHT ( R ) 25'						
1145	0745	ISLAMIC CYCLOPEDIA	42	RL	F	15'		
1210	0810	URDU NEWS ( F ) 10'						
1225	0825	AAO QURAN KI TARAF	143	RL	F	24'		
1300	0900	TILAAWAT	13	RL	R	59'		
1400	1000	URDU NEWS 10'						
1415	1015	KASAK	7	D	R	46'		
1505	1105	GHAZAAL SARAAY	33	M	R	22'		
1530	1130	HOME SWEET HOME	26	D	R	27'		
1600	1200	ENGLISH NEWS ( F ) 12'						
1615	1215	HAYYA ALLAL FALAH	44	RL	R	56'		
1730	1330	GHAREEB-E-SHEHR	5	D	F	50'		
1825	1425	BARA SINGHA PURA	2	D	R	24'		
1900	1500	AB KAY BARAS	4	D	R	22'		
1930	1530	APPNAY APPNAY KHAWAB	27	D	R	19'		
2000	1600	KHAWATEEN TIME	30	MAG	F	51'		
2100	1700	IQRA	26	RL	F	10'		
2110	1710	ROSHNI	54	RL	F	24'		
2135	1735	KAL AAJ AUR KAL	2	C	F	22'		
2200	1800	ENGLISH NEWS ( F ) 12'						
2215	1815	NEWS NIGHT ( F ) 25'						
2245	1845	GHAR PAY SIR	27	D	F			
2315	1915	MINISTER ONLINE	2	C	F	22'		
2350	1950	AIK AUR AASMAN <i>Total 18</i>	11	D	F	44'		
0100	2100	KHABRAIN ( F ) 20'						
0130	2130	HOT SEAT ( F ) 35						
0210	2210	PAS-E-AAINA	27L	D	F	44'		
0300	2300	BADALTA HAI RANG AASMAN KAISAY KAISAY	17	D	R	41'		
0400	0000	URDU NEWS ( F ) 10'						
0415	0015	KAL AAJ AUR KAL	2	D	R	22'		
0440	0040	GHAR PAY SIR	26	D	R			
0510	0110	KASAK	7	D	R	46'		
0600	0200	HOT SEAT ( R ) 35'						
0635	0235	MINISTER ONLINE	2	C	R	22'		
0700	0300	GHAREEB-E-SHEHR	5	D	R	50'		
0800	0400	URDU NEWS ( F ) 10'						
0815	0415	AAO QURAN KI TARAF	143	RL	R	24'		
0910	0510	AL-REHMAN	22L	RL	R	24'		
0935	0535	QAWALI						

PTV PRIME  
WEEKLY TRANSMISSION SCHEDULE U.S.A

GMT	USA EAST	THURSDAY 7TH APRIL 2005	Ep#	GEN	TR5	DUR		
1000	0600	TILAAWAT	14	RL	F	60'		
1100	0700	URDU NEWS ( F ) 10'						
1115	0715	NEWS NIGHT ( R ) 25'						
1145	0745	WARAFAN LAKA ZIKRAK	26	RL	F	12'		
1210	0810	URDU NEWS 10'						
1225	0825	AAO QURAN KI TARAF	144	RL	F	24'		
1300	0900	TILAAWAT	14	RL	R	60'		
1400	1000	URDU NEWS ( F ) 10'						
1415	1015	PAS-E-AAINA	27L	D	R	44'		
1500	1100	MOVIE MAG	2	MAG	R	22'		
1530	1130	KAL AAJ AUR KAL	2	D	R	22'		
1600	1200	ENGLISH NEWS (F) 12'						
1615	1215	HOT SEAT						
1700	1300	AIK SE BARH KE AIK	06	C	F	23'		
1730	1330	YEH ZINDAGI	2	D	F			
1830	1430	TEEN BATA TEEN	46	C	R	21'		
1900	1500	GUEST HOUSE (RENT HOUSE)	31	D	R	42'		
2000	1600	GHAAR PA SIR	27	C	R			
2030	1630	MINISTER ONLINE	2	C	R	22'		
2100	1700	IQRA	27	RL	F	10'		
2115	1715	ISLAMIC CYCLOPEDIA	45	RL	F	13'		
2130	1730	COLOUR'S OF LIFE	11	MAG	F	23'		
2200	1800	ENGLISH NEWS (F) 12'						
2215	1815	NEWS NIGHT ( F ) 25'						
2240	1840	GEET SUHANAY SR.2	8	M	F	25'		
2315	1915	FAMILY FRONT	209	C	F	24'		
2350	1950	SALTANAT	2	D	F	23'		
0025	2025	DILON KE RISHTAY	2	D	F	24'		
0100	2100	KHABARAIN ( F ) 20'						
0130	2130	HUM HAIN TUMHARE RISHTEDAR	19	D	F	19'		
0200	2200	MITTI KAY GHARONDAY	1	D	F	42'		
0300	2300	AIK AUR AASMAN	11	D	R	44'		
0400	0000	URDU NEWS ( F ) 10'						
0415	0015	COLOUR'S OF LIFE	11	MAG	R	23'		
0445	0045	FAMILY FRONT	209	C	R	24'		
0510	0110	YEH ZINDAGI	2	D	F			
0610	0210	KHAWATEEN TIME	30	MAG	R	51'		
0710	0310	PAS-E-AAINA	27	D	R	44'		
0800	0400	URDU NEWS ( F ) 10'						
0815	0415	AAO QURAN KI TARAF	144	RL	R	24'		
0840	0440	WARAFAN LAKA ZIKRAK	26	RL	R	12'		
0900	0500	ISLAMIC CYCLOPEDIA	45	RL	F	13'		
0915	0515	SURAH REHMAN		RL	F	22'		
0935	0535	QASEEDA BURDA SHREEF		RL	F			



**CCTA-CTC**

Canadian Cable Telecommunications Association	Association canadienne des télécommunications par câble
360 Albert St., Suite 1010 Ottawa, Ontario K1R 7X7 Téléphone: (613) 232-2631 Facsimile: (613) 232-2137 www.ccta.ca	360, rue Albert, bureau 1010 Ottawa (Ontario) K1R 7X7 Téléphone: (613) 232-2631 Télécopieur: (613) 232-2137 www.cttc.ca

April 12, 2005

Ms. Cynthia Stockley  
Director  
Distribution and Competitive Policy  
Canadian Radio-television and  
Telecommunications Commission  
Ottawa, Ontario  
K1A 0N2

Dear Ms. Stockley:

**Re: Answers to Deficiency Questions concerning requests to sponsor the addition of  
TVGlobo Internacional, RTPi, NTDTV and PNACC**

Further to your letter of March 30, 2005, please find below the responses to the Commission's questions respecting the above-noted sponsorship applications filed by the CCTA.

**Response - Question 1**

Programming Categories

**NTDTV**

In the case of NTDTV, there are no changes to the breakdown of programming genres as submitted on February 16, 2005. "Variety" is included in the "Music" category and is not included as "Other" programming. "Fiction" and "Comedy" programming are included in the "Drama" category and are not included as "Other" programming.

**PNACC –Phoenix North America Chinese Channel**

In the case of PNACC, there are no changes to the breakdown of programming genres as submitted on February 16, 2005. "Variety" is included in the "Music" category and is not included as "Other" programming. "Fiction" and "Comedy" programming are included in the "Drama" category and are not included as "Other" programming.

### TV Globo

The following is a *revised* breakdown of programming genres for TV Globo. In the breakdown below "Comedy" is included in the "Drama" category rather than "Lifestyle" and "Variety" is included in the "Music" genre rather than "Lifestyle".

<u>Program Genre</u>	<u>No. of hours/week</u>	<u>% of Total Program Schedule</u>
News	34 hours/week	20%
Documentaries	4 hours/week	2%
Lifestyle/human interest/ recreation & leisure	14 hours/week	8%
Sports	16 hours/week	10%
Drama/Fiction/Comedy	71 hours/week	42%
Music/Variety	29 hours/week	17%
Religious	-	-
Other	-	-

### RTPi

In the case of RTPi, the following reflects the hours and percentages of program genres that correspond to the most recent program schedule attached.

<u>Program Genre</u>	<u>No. of hours/week</u>	<u>% of Total Program Schedule</u>
News	68.5 hours/week	40.8%
Documentaries	7.0 hours/week	4.2%
Lifestyle/human interest/ recreation & leisure	18.0 hours/week	10.7%
Sports	9.75 hours/week	5.8%
Drama/Fiction/Comedy	13.0 hours/week	7.7%
Music/Variety	40.0 hours/week	23.8%
Religious	1.5 hours/week	0.9%
Other	10.25 hours/week	6.1%

### Response - Question 2

The RTPi program schedule for April/May 2005 and program descriptions are attached.

### Response - Question 3

Program Supply Agreements

#### a) TV Globo Internacional

The Commission has asked for clarification on what is meant by "ended". TV Globo Internacional has confirmed that the agreements in question were "expired", not terminated.

**b) RTPi**

The program supply agreement with Rogers OMNI for *Contacto* is for a series of 26 programs (30 minutes each) and is automatically renewed if not terminated by either party. Fourteen of the 26 programs have been aired and the series is expected to end by approximately June 28, 2005. *Contacto* is broadcast 3 times per week (1 plus two repeats). RTPi has provided us a copy of the contract for your information (see attached).

**c) NTDTV**

*Mandarin Times* is aired on the Rogers Community Channel in Toronto, not Rogers OMNI. It is aired every other Saturday morning at 9:00 a.m., re-run the following Tuesday morning at 7:00 a.m. Each program is 27 minutes 30 seconds in length. The current agreement is from September 2004 to September 2005.

Sincerely,



Michael Hennessy  
President

Attachments

\*\*\* End of Document \*\*\*

## SHORT DESCRIPTION OF RTPi's PROGRAMMES

1. **BOM DIA PORTUGAL** – A programme with daily international, national and regional news that interpolates the guests' interviews and the outdoor reports, covering the Portuguese territory from north to south.
2. **PRAÇA DA ALEGRIA** - A light and entertaining programme hosted by Jorge Gabriel and Sónia Araújo, which intercalates relaxed interviews and conversations with guest from all areas of interest with musical moments. It integrates a cookery time with a suggestion for your lunch or dinner. Easiness of manner is the hallmark of this programme.
3. **JORNAL DA TARDE** – Daily news covering national and international issues, which are the mirror of the worldwide events that most deserve highlight.
4. **ENTRE NÓS** – A cultural programme aiming in which Portuguese language and culture are discussed.
5. **PORTUGAL NO CORAÇÃO** – Informal and amusing *talk-show* with interviews, music, outdoor reports and humoristic sketches incarnated by several different actors. The programme is hosted by Carlos Malato and Merche Romero.
6. **NOTÍCIAS RTP MADEIRA** – A brief overview on Madeira's news.
7. **MAGAZINES CONTACTO** - There are ten Magazines Contacto produced by journalists and local producers, who are emigrants themselves. These programmes are the mirror of the Portuguese Communities over the world and each one of it represents the community from Brazil, California, Canada, Europe, Macao, New Jersey, New England (USA), South Africa, Timor and Venezuela.
8. **REGIÕES** – The most relevant news from all the regions of Portugal.
9. **QUIOSQUE** – a daily information programme targeting the youngest audience.
10. **NUNCA DIGAS ADEUS** – A soap opera about the story of a woman who dedicates her life to the family abdicating to herself to support her husband's career and the education of their children. A common story that could be real and that will make everyone question life and love.
11. **TELEJORNAL** – The oldest and most complete information programme on air for more than 45 years. The world everyday news covered inside and outside Portugal.
12. **CONTRA-INFORMAÇÃO** – More than a hundred puppets make the caricature of everyday life aspects in a well-humoured politics satire.
13. **JORNAL DAS 24** – The relevant world events reviewed at the end of the day.
14. **TELEJORNAL AÇORES / MADEIRA** – The daily news from Azores and Madeira.
15. **REPÓRTER ÁFRICA** – a daily review of African most actual issues concerning politics, society, culture and sports.
16. **ESTÁDIO NACIONAL** – A programme in which the guests and the host discuss and analyse the week football matches and all the issues concerning the king of sports.
17. **PORTUGAL: RETRATOS DE SUCESSO** – This is a series of eight documentary films on some well-succeeded Portuguese living abroad. Although they are not very well-known, their careers are extremely successful and they might be an example for others.
18. **DEPOIS DA HORA** – The weekend football events in discussion.

19. **SÓ VISTO** – An entertaining programme with an original approach to every kind of issues, with interviews, music and reports.
20. **O PAÍS EM MEMÓRIA** – Half a century of Portuguese most recent history in a weekly review.
21. **NÓS** – The immigration theme viewed by those who choose Portugal to try a better way of living.
22. **PRÓS E CONTRAS** – The current affairs discussed in a debate with two panels of guests with opposite ideas on the programme subject.
23. **PORTUGAL À VISTA** – Reports that disclose the most rural regions of Portugal, revealing traditions and some still unknown places.
24. **A HORA DE BACO** – The wine and everything that relates to it, from the stock to the wine-cellar in a programme that stimulates senses.
25. **JOÃO SEMANA** - With the Douro as scenery, this is a fiction based in a novel written by Júlio Diniz and it is a portrait of the countryside in the 19<sup>th</sup> century Portugal.
26. **A ALMA E A GENTE** – A cultural programme in which the honourable Professor José Hermano Saraiva tell us the stories of Portuguese History.
27. **NÃO HÁ PAI** – A sitcom showing us that in a home with no father figure everything can happen.
28. **DOCUMENTÁRIO** – Twice a week, a documentary production on the most varied and interesting issues.
29. **CONCELHOS DE PORTUGAL** – From the north to the south of Portugal, a reporter crosses the country revealing places worth visiting, the gastronomy and historical heritage, among others.
30. **ANGRA JAZZ** – Well-known international jazz players in a musical event recorded in Azores' wonderful scenery.
31. **CENTRO DE SAÚDE** – A programme where public health problems are discussed in an easy manner.
32. **LIÇÕES DO TONECAS** – A sitcom where a troublesome pupil makes his teacher go crazy.
33. **GRANDE ENTREVISTA** – An interview and wide debate of current affairs with Portuguese VIPs.
34. **DEBATE DA NAÇÃO** – The Portuguese politics discussed by the politics themselves.
35. **SPAS DA MARISA** – Visiting the Portuguese ancient tradition and the new Spas.
36. **SINAIS DO SÉCULO XXI** – A programme on life, art and culture of contemporary Azores.
37. **JORNAL DAS COMUNIDADES** – A programme dedicated to the Portuguese communities worldwide: news on the Portuguese people living abroad.
38. **PEQUENOS EM GRANDE** - The joy and spontaneity of children in a funny programme suited for all ages.
39. **SABORES** – A programme that reveals the gastronomy, the products and the culture of different regions.
40. **70x7** – Religious activities and issues weekly discussed.

41. **2010** – All the news about technology, science, research and Information society in a weekly programme.
42. **ORA VIVA!** - Teaching and learning the Portuguese language in an instructive and funny way.
43. **SMS** – A contest where young people will find out that learning can be an amazing activity.
44. **SEM LIMITES** – Images, interviews and general information on radical sports events covered by reports all over the country.
45. **ULTRASONS** – The unknown garage Portuguese rock bands and their work to release their own CDs and to live on music.
46. **ÁFRICA 7 DIAS** – The African current affairs weekly reviewed.
47. **GOSTOS E SABORES** – National and international recipes in a pleasant programme hosted by the *chef* of the Portuguese football selection.
48. **PARLAMENTO** – The hottest political issues discussed by some Members of Parliament.
49. **CONVERSA DA TRETA** – A humoristic programme in which two characters full of nervous tics talk about the achievements and the failures in their lives.
50. **CASA DOS AÇORES** – Azorean culture and traditions in a talk-show where there is always room for viewers to participate.
51. **ATLÂNTIDA** – An interesting programme with lots of music and guests with a very Atlantic perfume from Madeira and from Azores.
52. **BRINCAR A BRINCAR** – Knowledge, joy and amusement in a programme for young people.
53. **LATITUDES** – A cultural approach to the African communities and their integration in the Portuguese society.
54. **DESTINO MADEIRA** – A tourist guide to Madeira, which shows the most interesting places to visit, where to stay and what to do in this beautiful island.
55. **MÚSICAS D'ÁFRICA** – A weekly review of the best of music in Africa.
56. **DA TERRA AO MAR** – The Portuguese agriculture, forests, fishery and rural development weekly discussed.
57. **POP UP** – A programme on urban culture with a special graphic treatment of image and sound.
58. **MISSA** – A broadcast of Sunday mass live.
59. **EURODEPUTADOS** – The issues that most concern the Europeans monthly discussed by the European Parliament's members in Strasbourg.
60. **AS ESCOLHAS DE MARCELO** – The international and national current affairs deserve the attention and the wise comments of a well-known Portuguese Professor.
61. **CONCURSO 1, 2, 3** – A reference game-show in Portuguese Public Television framed for the audience of all ages.
62. **TOP +** - The best of Portuguese music in a weekly programme with guests and interviews.
63. **RADAR DE NEGÓCIOS** – The analysis of economy, business opportunities, successful and companies.



# PROGRAMMING SCHEDULE

APRIL / MAY



Lisbon		New York		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	Lisbon	
12:00	07:00			PRAÇA DA ALEGRIA (DIR. RTP1)					SÓ VISTO! (REP.) (RTP1)	BRINCAR A BRINCAR (DIR. DA)		12:00
	:15											:15
	:30											:30
	:45											:45
13:00	08:00			JORNAL DA TARDE (RTP1)								13:00
	:15											:15
	:30											:30
	:45											:45
14:00	09:00			ENTRE NÓS PM A1 = 65'					PARLAMENTO A2: PM = 60' RM A2: = 60' de 25/05	EURODEPUTADOS (A:2)		14:00
	:15											:15
	:30											:30
	:45											:45
15:00	10:00			PORTUGAL NO CORAÇÃO DIR. C1 = 180'					CONVERSA DA TRETA	CENTRO DE SAUDE (REP.) (RTP1)		15:00
	:15											:15
	:30											:30
	:45											:45
16:00	11:00								CASA DOS AÇORES (DIR. RTPAÇORES)	TOP + (RTP1)		16:00
	:15											:15
	:30											:30
	:45											:45
17:00	12:00								ORA VIVA (DA) (REP.)	ORA VIVA (DA) (REP.)		17:00
	:15											:15
	:30											:30
	:45											:45
18:00	13:00			NOTÍCIAS DA MADEIRA (RTP-MADEIRA)					NOT. MADEIRA ATLÂNTIDA RTPAÇORES / RTPMADEIRA (Interactivo)	NOT. MADEIRA		18:00
	:15			EUA CONTACTO	CANADA CONTACTO	EUROPA CONTACTO	AFRICA DO SUL CONTACTO	BRASIL CONTACTO				:15
	:30			REGIÕES DIR. RTP1								:30
	:45											:45
19:00	14:00			QUIOSQUE (A:2)					CALIF./VENE	TIMOR / MACAU CONTACTO		19:00
	:15											:15
	:30											:30
	:45											:45
20:00	15:00			TELENOVELA NUNCA DIGAS ADEUS TVI					A ALMA E A GENTE REP.	SABORES (REP.)		20:00
	:15											:15
	:30											:30
	:45											:45
21:00	16:00			CONTRA INFORMAÇÃO					FUTEBOL 1ª LIGA DIR.	AS ESCOLHAS DE MARCELO C. INFORMAÇÃO		21:00
	:15			ESTÁDIO NACIONAL DIR. DA	PRÓS E CONTRAS (GRAVADO) (RTP1)	JOÃO SEMANA (RTP1)	DOCUMENTÁRIO	JORNAL DAS COMUNIDADES (DIR. DA)				:15
	:30					A ALMA E A GENTE (2)	LIÇÕES DO TONECAS (RTP1)	MUSICAL				:30
	:45					NÃO HÁ PAI (SIC)	GRANDE ENTREVISTA / DEBATE DA NAÇÃO (DIR. RTP1)	PORTUGAL À VISTA RTPN (REP.)				:45
22:00	17:00			PORTUGUESES DE SUCESSO (RTP1)	CANADA CONTACTO (REP.)	EUROPA CONTACTO (REP.)	AFRICA DO SUL CONTACTO (REP.)	BRASIL CONTACTO (REP.)	CONCELHOS DE PORTUGAL (RTPN)	CONCURSO 1,2,3		22:00
	:15										:15	
	:30										:30	
	:45										:45	
23:00	18:00			JORNAL DAS 24 DIR. RTPN								23:00
	:15											:15
	:30											:30
	:45											:45
01:00	20:00			TELENOVELA "NUNCA DIGAS ADEUS" (TVI) (REP.)					A ALMA E A GENTE (A:2) (REP.)	SITCOM (ARC. RTP) (REP.)		01:00
	:15											:15
	:30											:30
	:45											:45
02:00	21:00			TELEJORNAL MADEIRA (RTPMADEIRA)					TELEJORNAL MADEIRA (RTPMADEIRA)	TELEJORNAL MADEIRA (RTPMADEIRA)		02:00
	:15											:15
	:30											:30
	:45											:45
03:00	22:00			CONTRA INFORMAÇÃO					MUSICAL	FUTEBOL 1ª LIGA (GRAVADO)		03:00
	:15			DEPOIS DA HORA (H1FN)	PORTUGAL À VISTA (RTPN)	DOCUMENTÁRIO (A DESIGNAR)	JOÃO SEMANA (RTP1)	PEQUENOS EM GRANDE (RTP1)	CALIF./VENEZUELA CONTACTO (REP.)			:15
	:30				A HORA DE BACO (RTPN)	CONCELHOS DE PORT. (RTPN)	SPAS DA MARIZA (H1FN)	PORTUGUESES DE SUCESSO (RTP1) (REP.)			:30	
	:45					ANGRA JAZZ (RTPAÇORES)	NÃO HÁ PAI (SIC) (REP.)	SABORES (A:2)			:45	
04:00	23:00			SÓ VISTO (RTP1)	PRÓS E CONTRAS (H1P1) (REP.)	CENTRO DE SAUDE (RTP1)	SINAIS SÉCULO XXI (RTPAÇORES)	JORNA DAS COMUNIDADES (DA) (REP.)	ATLÂNTIDA (REP.) (RTPAÇORES / RTPMADEIRA)	TOP + (RTP1) (REP.)		04:00
	:15										:15	
	:30										:30	
	:45										:45	
05:00	24:00			O PAIS EM MEMÓRIA (RTPMEMÓRIA)					DESTINO MADEIRA (RTPMADEIRA)	GOSTOS E SABORES (RTPN) (REP.)		05:00
	:15										:15	
	:30										:30	
	:45										:45	
06:00	01:00			REPORTER ÁFRICA (RTP-ÁFRICA)					MUSICAS D'ÁFRICA (RTPÁFRICA)	CONTRA INFORMAÇÃO (RTP1)		06:00
	:15											:15
	:30			ENTRE NÓS (UNIVERSIDADE AB) (REP.)						RADAR DE NEGÓCIOS (RTPN)		:30
	:45											:45
07:00	02:00								70x7 (A:2)	DA TERRA AO MAR (A:2)		07:00
	:15											:15
	:30											:30
	:45											:45
08:00	03:00			BOM DIA (DIR. RTP1)					2010 (A:2)	SITCOM ARC. RTP POP UP (RTPN)	BOM DIA	08:00
	:15											:15
	:30											:30
	:45											:45
09:00	04:00								ORA VIVA (DA)	ORA VIVA (DA)		09:00
	:15											:15
	:30											:30
	:45											:45
10:00	05:00								SMS (RTP1)	SMS (RTP1)		10:00
	:15											:15
	:30											:30
	:45											:45
11:00	06:00			PRAÇA DA ALEGRIA (DIR. RTP1)					SEM LIMITES (RTPN)	MISSA (DIR. RTP1)	PRAÇA DA ALEGRIA	11:00
	:15											:15
	:30											:30
	:45											:45
12:00	07:00								AFRICA 7 DIAS (H1P-ÁFRICA)	BRINCAR A BRINCAR (DIR. DA)		12:00
	:15											:15
	:30											:30
	:45											:45

## CONTRATO



Entre:

(1) **RADIOTELEVISÃO PORTUGUESA - SERVIÇO PÚBLICO DE TELEVISÃO, S.A.**, com sede social na Av. 5 de Outubro, n.º 197, 1050-054 Lisboa, com o capital social de € 45.000.000,00, matriculada na Conservatória do Registo Comercial de Lisboa, sob o n.º 13.921, titular do número de identificação de pessoa colectiva 506730166, representada neste acto pelos membros do seu Conselho de Administração signatários e adiante designada, abreviadamente, por **RTP, S.A.**;

E

(2) **ROGERS BROADCASTING LIMITED**, com sede em Toronto, Canadá, 545 Lake Shore Blv. West, Toronto, Ontário - M5V 1A3 neste acto representada pelo seus sócio, St. Leslie Sole, adiante designada por **SEGUNDA OUTORGANTE**.

Foi acordado e pelo presente instrumento vai ser reduzido a escrito o contrato que se rege pelas cláusulas seguintes:

CLÁUSULA PRIMEIRA  
(OBJECTO)

1. O presente contrato tem por objecto a produção e realização pela **SEGUNDA OUTORGANTE** para a **RTP, S.A.**, de 26 (vinte e seis) programas para televisão, com a duração unitária de 30' (trinta minutos), sobre as actividades da comunidade portuguesa no Canadá, que mereçam tratamento informativo e jornalístico, intitulada genericamente, "Canadá - Contacto" (1.º Semestre de 2005).
2. Os suportes finais dos programas serão em Betacam PAL.

CLÁUSULA SEGUNDA  
(OBRIGAÇÕES DA SEGUNDA OUTORGANTE)

Constituem obrigações da **SEGUNDA OUTORGANTE**, nomeadamente as seguintes:

- a) assegurar a produção técnica, executiva e realização dos programas, reunindo os meios necessários para o efeito de acordo com os objectivos dos mesmos;
- b) respeitar o estatuto editorial das emissões da RTP-Internacional;

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Fax: (+ 351) 227 156 072

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Fax: (+ 351) 296 202 771

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Caminho de St.º António, 145  
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- c) assegurar a concepção dos guiões, textos de ligação e textos dos programas, assim como os textos relativos às entrevistas a efectuar e temas a abordar, segundo as concepções artísticas adequadas às finalidades da série de programas;
- d) realizar os programas com boa qualidade técnica e artística, próprias de programas de televisão;
- e) assegurar a totalidade dos direitos de autor e conexos que incidam sobre os programas, por forma a que a RTP, S.A., sem restrições, possa exercer os direitos que lhe ficam a pertencer ao abrigo do presente contrato, sem necessidade de obter novas autorizações ou proceder a outros pagamentos a quem quer que seja, para além dos previstos no presente contrato;
- f) entregar na RTP, S.A. uma lista discriminada e completa das obras passíveis de direitos autorais e conexos, com a indicação dos nomes dos respectivos autores no que respeita à sua própria produção;
- g) entregar os programas na RTP, S.A. nos prazos e locais convencionados nos suportes audiovisuais contratados;
- h) abster-se de introduzir nos programas referências a pessoas, marcas, produtos ou estabelecimentos que possam ser considerados como publicidade comercial;
- i) abster-se de todo o elemento que contrarie, gravemente, os valores fundamentais ético-jurídicos em que assenta o Estado Democrático ou que possa implicar responsabilidade civil ou criminal, nomeadamente por violação do disposto na Lei n.º 32/2003, de 22 de Agosto (Lei da Televisão);
- j) autorizar, desde já, a RTP, S.A. a deduzir na retribuição ajustada qualquer indemnização legitimamente exigida por terceiros que decorra da falta de cumprimento de alguma das suas obrigações consignadas no presente contrato, ou a completar o seu pagamento, se a retribuição ajustada for insuficiente.

**CLÁUSULA TERCEIRA**  
**(ALTERAÇÕES AOS PROGRAMAS PRODUZIDOS)**

A RTP, S.A., de acordo com as necessidades da sua programação ou tendo em vista a difusão dos programas, em qualquer dos seus canais ou serviços de programas, poderá efectuar as alterações que achar por convenientes nos programas produzidos, podendo proceder a novas montagens, desde que não altere o contexto de qualquer segmento dos programas.


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CLÁUSULA QUARTA  
(PREÇO)

1. A RTP, S.A. pagará à SEGUNDA OUTORGANTE, como preço de produção e realização dos 26 (vinte e seis) programas e que engloba a totalidade da remuneração dos direitos de autor e conexos que sobre eles incidam o montante total de USD 144.444,30 (cento e quarenta e quatro mil, quatrocentos e quarenta e quatro dólares americanos e trinta cêntimos) deduzidos do equivalente a 10% de IRC (Imposto sobre o Rendimento das Pessoas Colectivas).
2. O preço de cada programa, sem impostos, é de USD 5.555,55 (cinco mil, quinhentos e cinquenta e cinco dólares americanos e cinquenta e cinco cêntimos), deduzidos do equivalente a 10% de IRC (Imposto sobre o Rendimento das Pessoas Colectivas).

3. O montante previsto no número 1 será pago nos seguintes termos:

USD 5.555,55 (cinco mil, quinhentos e cinquenta e cinco dólares americanos e cinquenta e cinco cêntimos), deduzidos do equivalente a 10% de IRC, 30 (trinta) dias após a entrega e aceitação de cada um dos programas que compõem a série e das respectivas facturas, nos termos do número seguinte.

4. Todas as facturas terão de ser entregues, obrigatoriamente, na Direcção de Património, Contabilidade e Finanças da RÁDIO E TELEVISÃO DE PORTUGAL, SGPS, S.A.. A SEGUNDA OUTORGANTE apenas está autorizada a entregar uma factura por cada mês, a qual corresponderá, necessariamente, ao número de programas entregues e aceites na RÁDIO E TELEVISÃO DE PORTUGAL, SGPS, S.A. nesse mesmos mês.

O prazo de 30 (trinta) dias referido no número anterior será contado da data da recepção efectiva das respectivas facturas na Direcção de Património, Contabilidade e Finanças, sendo irrelevante qualquer outra data de entrada aposta por qualquer outro serviço.

5. A liquidação das facturas nos prazos acordados será exclusivamente efectuada por transferência bancária, entre o dia 25 do mês de vencimento e o dia 5 do mês seguinte, para a seguinte entidade;

TORONTO DOMINION BANK  
Dependência n.º 1496  
Queen Street West na Spadina Street  
Toronto, Ontário, Canadá  
A/C de OMNI Television (Rogers)  
#05550691047

CLÁUSULA QUINTA  
(ENTREGA DOS PROGRAMAS)

1. A entrega de cada um dos programas, trailers, sinopse final, scripts de acordo com a banda sonora final, texto/guia, alinhamento, fotos, diapositivos e declarações de cedência de direitos autorais e conexos se houver, será efectuada

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semanal e sucessivamente, com, pelo menos, 3 (três) dias de antecedência relativamente à data prevista para a emissão dos programas, a determinar pela Direcção de Antenas Internacionais da RTP, S.A..

2. Os programas deverão ser entregues na RTP, S.A. em suporte Betacam PAL. Deverá ser também entregue uma cópia de cada programa em suporte Betacam PAL para segurança e uma outra em suporte VHS, para visionamento, a ser devolvida à SEGUNDA OUTORGANTE posteriormente.
3. Cada suporte deverá conter testes com a seguinte sequência: mira de barras com mil ciclos durante 1'30" (um minuto e trinta segundos), negro durante 20" (vinte segundos), claquete com título, número do processo e tempo durante 7" (sete segundos), negro durante 3" (três segundos), início do episódio (genérico inicial) aos 2' (dois minutos), bem como a ficha de registo magnético contendo o título, subtítulo, número de episódio e processo, características técnicas do som e da imagem, tempos de início, fim e total das várias partes do suporte.

**CLÁUSULA SEXTA**  
**(DIREITOS SOBRE OS PROGRAMAS)**

1. Os programas, incluindo os respectivos suportes audiovisuais - Betacam PAL -, ficarão propriedade da RTP, S.A. e nela depositados, ficando a RTP, S.A. titular de todos os direitos de natureza patrimonial, de autor ou conexos, que possam resultar da sua fixação ou radiodifusão, respeitem à música, aos textos, ou a qualquer outra área, podendo, livremente e sem lugar ao pagamento de qualquer remuneração adicional a quem quer que seja, nomeadamente:
  - a) difundir os programas, utilizando qualquer tipo de sistema de televisão ou de rádio, por qualquer meio técnico, actualmente conhecido ou que venha a ser criado, incluindo a transmissão por via hertziana, por satélite, os sistemas de distribuição por fio ou cabo, telefone, fibras ópticas, sistemas de recepção por encomenda, ou qualquer outro sistema, em circuito fechado, ou não, codificados, ou não, para a apresentação pública ou privada, incluindo a transmissão através da Internet, nas suas emissões televisivas, nomeadamente, no território nacional, canais um e dois ("A DOIS"), emissões regionais, incluindo os territórios das regiões Autónomas dos Açores e da Madeira ou internacionais, RTP-Internacional e RTP África e NET-RTP, qualquer que seja o número de transmissões, no país do radiodifusor ou no estrangeiro, ou canais temáticos criados ou futuros que tenha ou venha a ter participação;
  - b) reproduzir, total ou parcialmente, quaisquer suportes audiovisuais dos programas, incluindo partes não inicialmente exibidas;
  - c) efectuar todo o tipo de comunicação ao público ou a execução pública do programas, incluindo a sua apresentação em festivais, ou em acções com fins promocionais ou pedagógicos ou cinema;
2. Os direitos consignados nos números anteriores podem ser exercidos uma ou mais vezes, a todo o tempo e em qualquer lugar por qualquer meio técnico conhecido ou que venha a ser criado.

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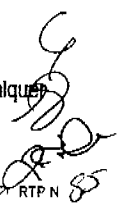
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 RTP N 85

3. A **SEGUNDA OUTORGANTE** constitui-se garante da **RTP, S.A.** contra quaisquer pretensões de terceiros que tragam obstáculos ao exercício destes direitos, responsabilizando-se pelo ressarcimento de todos os prejuízos daí decorrentes.

#### CLÁUSULA SÉTIMA (AVALIAÇÃO DOS PROGRAMAS)

1. Após a conclusão da transmissão televisiva da primeira quarta parte dos programas, a **SEGUNDA OUTORGANTE**, desde que para o efeito lhe venha a ser solicitado por escrito, disponibiliza-se a avaliar os programas conjuntamente com a **RTP, S.A.** e, em face dessa avaliação:
- a) A introduzir nos programas ainda não entregues ou não aceites as alterações que se mostrem necessárias à melhoria do desempenho dos mesmos, segundo as orientações que vierem a ser estabelecidas por consenso e sem que daí resultem quaisquer encargos adicionais para a **RTP, S.A.**;
  - b) A aceitar que a **RTP, S.A.**, em alternativa à introdução das alterações, opte pela resolução do contrato, interrompendo a produção e/ou emissão da obra. Todos os programas efectivamente entregues e aceites permanecerão da exclusiva propriedade da **RTP, S.A.**, sobre eles podendo exercer todos os direitos consignados no presente contrato.
2. Optando a **RTP, S.A.** pela resolução do contrato nos termos da alínea b) do número anterior, convocará a **SEGUNDA OUTORGANTE** para o acerto final de contas, o qual será feito tendo em atenção que a primeira apenas será responsável pelo pagamento do preço correspondente e proporcional aos programas efectivamente entregues e aceites, no mínimo equivalente a quatro programas, sem prejuízo de vir a suportar a totalidade dos encargos decorrentes da elaboração do logotipo da obra.

#### CLÁUSULA OITAVA (PATROCINADORES)

1. A **RTP, S.A.**, sob condição do respeito integral pelas legislações portuguesa e do Canadá relativas a patrocínio de programas de televisão, autoriza a **SEGUNDA OUTORGANTE** a angariar patrocinadores para a série de programas em causa, obrigando-se a informar a **RTP, S.A.**, excepto em situações de comprovada impossibilidade, previamente à celebração de quaisquer contratos de patrocínio, a identificação dos mesmos.
2. Os programas deverão ser claramente identificados pela expressão: "*Este programa é patrocinado por*", seguindo-se o nome ou logotipo do patrocinador principal, com a duração de 30" (trinta segundos), podendo, ainda, ser efectuadas 30 (três) menções a três entidades, com a duração unitária de 5" (cinco segundos) para patrocinadores secundários.

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3. A RTP, S.A. compromete-se a emitir um spot promocional nas suas emissões da RTP-Internacional, 3 vezes por dia, nos três dias imediatamente anteriores e no próprio dia da emissão do programa respectivo, o qual inclui o patrocinador principal e as menções referidas no número anterior.

**CLÁUSULA NONA  
(RESCISÃO DO CONTRATO)**

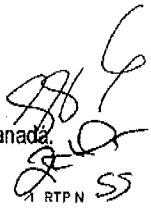
1. Sem prejuízo do disposto na cláusula anterior, se algum dos programas que constituem a série, não obedecer às características contratuais estabelecidas ou ao teor do guião aprovado pela RTP, S.A., esta poderá solicitar a sua substituição, ou reduzir o valor do contrato no número de programas que seja considerado insatisfatório.
2. Verificando-se a situação prevista no número anterior, a RTP, S.A. não poderá utilizar os referidos programas e obriga-se a devolvê-los à **SEGUNDA OUTORGANTE**.
3. Se o atraso na entrega da obra atingir os 15 (quinze) dias e for imputável à **SEGUNDA OUTORGANTE**, a RTP, S.A. poderá rescindir o contrato, designadamente quanto a todos os programas.
4. Em caso de rescisão baseada no número anterior, a **SEGUNDA OUTORGANTE** obriga-se a indemnizar a RTP, S.A., nos termos gerais de direito, por todos os prejuízos que lhe tenha causado.

**CLÁUSULA DÉCIMA  
(DURAÇÃO)**

O presente contrato produz efeitos a partir da data da entrega e aceitação do primeiro programa da série e terminará com a entrega e aceitação do último programa, podendo, mediante acordo por escrito de ambas das Partes, ser renovado para a produção de nova série de programas.

**CLÁUSULA DÉCIMA PRIMEIRA  
(COMUNICAÇÕES E NOTIFICAÇÕES)**

1. As comunicações que qualquer das partes deva dirigir à outra serão remetidas para os endereços a seguir indicados:
  - a. **RTP, S.A.:** Av. Marechal Gomes da Costa n.º 37  
1849-030 Lisboa
  - b. **SEGUNDA OUTORGANTE:** 545 Lake Shore Blv. West, Toronto, Ontário – M5V 1A3, Toronto, Canada



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Fax: (+ 351) 291 741 859

2. Os endereços acima mencionados podem ser alterados em qualquer momento, mediante aviso à outra Parte por escrito.

**CLÁUSULA DÉCIMA SEGUNDA  
(INTEGRAÇÃO)**

No mais não expressamente clausulado neste contrato aplicar-se-á subsidiariamente, a lei portuguesa.

**CLÁUSULA DÉCIMA TERCEIRA  
(FORO)**

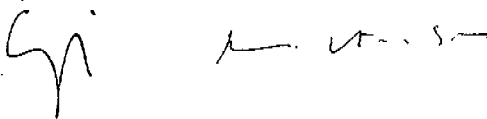
Para dirimir quaisquer litígios emergentes do presente contrato, é competente o Tribunal da Comarca de Lisboa, com exclusão de qualquer outro.

Feito em duas vias, sendo selada a da RTP, S.A..


Liquidado o Imposto de Selo, por meio de Guia, nos termos do artigo 2.º  
da Lei 150/99, de 11 de Setembro. Valor € 5,00. Registo n.º 221/05

Lisboa, 11 FEV. 2005


Pela RADIOTELEVISÃO PORTUGUESA -  
SERVIÇO PÚBLICO DE TELEVISÃO, S.A.,



Pela ROGERS BROADCASTING LIMITED,

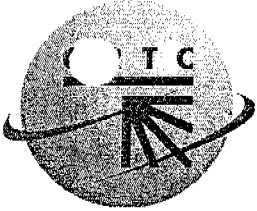


T.H. AILEY.



LESLIE SOLE  
Suzy Soares





# fax

DATE March 30 / 2005

Les Terrasses  
de la Chaudière  
1, promenade du Portage  
Gatineau (Québec)  
J8X 4B1

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## DESTINATAIRE - ADDRESSEE

NOM - NAME

MARY LEMON

SOCIÉTÉ - COMPANY

CCTA

TÉLÉPHONE - TELEPHONE

POSTE - EXT. \_\_\_\_\_

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## MESSAGE

Deficiency letter @ request to add RTP;  
TV Globo Internacional, NTDTV and PNACC to  
the digital lists of eligible satellite services.

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## EXPÉDITEUR - SENDER

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Cynthia Stockley

DIVISION

Distribution: Competitive Policy

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3

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Conseil de la radiodiffusion et des  
télécommunications canadiennes

Canadian Radio-television and  
Telecommunications Commission

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30 March 2005

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Canadian Cable Telecommunications Association (CCTA)  
Mary Lemon  
Director Policy and Regulatory Research  
360 Albert St. Suite 1010  
Ottawa, Ontario  
K1R 7X7  
Facsimile (613) 232-2137

Re: Deficiency Questions concerning requests to sponsor the addition of TV Globo  
Internacional, RTPi, NTDTV and PNACC

Dear Ms. Lemon

After having reviewed the CCTA's requests for the addition of the above non-Canadian  
third language services to the digital lists, the Commission requires a response to the  
following questions:

- 1) In the Appendix to Broadcasting Public Notice CRTC 2004-96, the Commission  
required that sponsors provide, for each service, a breakdown of programming in  
specified genres, expressed as both the total number of hours per week and as a  
percentage of the overall weekly programming schedule, excluding any  
programming containing subtitles or secondary audio programming (SAP) in  
English or in French.
  - a) Programming information with respect to each of the services specifies  
hours and percentages for the "music" category, whereas the Appendix  
refers to "music/variety". Please clarify, for each service, whether the  
percentages noted for "music" also include any "variety" programming  
offered, and in particular that variety programming has not been included  
as "other" programming.
  - b) Programming information with respect to each of the services specifies  
hours and percentages for the "drama" category, whereas the Appendix  
refers to "drama/fiction/comedy". Please clarify, for each service, whether  
the percentages noted for "drama" also include any "fiction" or "comedy"  
programming, and in particular that fiction or comedy programming has  
not been included as "other" programming.
- 2) The CCTA has provided a schedule dated Jan 16-23 2005 from RTPi which  
provides programming genres but no program names or program descriptions. A  
brochure from RTPi entitled "RTPi Planet figures and programmes 2003"  
contains information on the service from 2003, which is outdated for the

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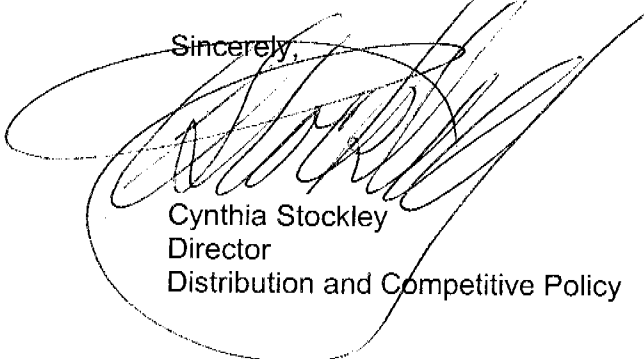
Canada

Commission's purposes. Please provide a recent weekly schedule for RTPi that would be representative of the non-Canadian service over the year with program names and descriptions.

- 3) In the Appendix to Public Notice 2004-96, the Commission requires a description from the service provider of any program supply agreement with any Canadian service, including the period of time covered by the agreement and the number of hours of programming to be supplied under the agreement's terms. Where any such agreement has been terminated by the service provider within the preceding twelve months, the service provider must provide the rationale for its termination.
  - a) In the CCTA's request to add Globo TV Internacional, the service provider lists four programming supply agreements, which it indicates "ended" between August and October 2004. Please clarify what is meant by "ended", i.e., did these agreements expire or were they terminated? If terminated, by whom? If terminated by the service provider, please provide the rationale for termination.
  - b) In the case of RTPi, the service provider indicates that it has a program supply agreement with Rogers for the program *Contacto* but does not provide the number of hours of programming or the period of time covered by the agreement. Please provide the Commission with these missing details.
  - c) In the case of NTDTV, the service provider has indicated that it has for more than a year had a programming supply agreement with Rogers for the program *Mandarin Time*. However, it does not provide the number of hours of programming or the period of time covered by the agreement. Please provide the Commission with these missing details. Also, please confirm that in referring to Rogers in Toronto, NTDTV is referring to Rogers OMNI television services.

Please provide a response to the above questions no later than **Friday, April 15, 2005**.

Sincerely,



Cynthia Stockley  
Director  
Distribution and Competitive Policy

MESSAGE CONFIRMATION

MAR-30-2005 03:56 PM WED

FAX NUMBER : 819 9974504  
NAME : CRTC

NAME/NUMBER : 82322137  
PAGE : 3  
START TIME : MAR-30-2005 03:55PM WED  
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RESULTS : [ O.K ]



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DESTINATAIRE - ADDRESSEE

NOM - NAME MARY LEMON  
SOCIÉTÉ - COMPANY CCTA  
TÉLÉPHONE - TELEPHONE \_\_\_\_\_ POSTE - EXT. \_\_\_\_\_  
(INTERNATIONAL)  
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MESSAGE

Deficiency letter @ request to add RTPi,  
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**CCTA-ACTC**

Canadian Cable  
Telecommunications Association

Association canadienne des  
télécommunications par câble

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Ottawa, Ontario K1R 7X7  
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Facsimile: (613) 232-2137  
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360, rue Albert, bureau 1610  
Ottawa (Ontario) K1R 7X7  
Téléphone: (613) 232-2631  
Télécopieur: (613) 232-2137  
[www.actc.ca](http://www.actc.ca)

February 23, 2005

Ms. Diane Rhéaume  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Ottawa, Ontario  
K1A 0N2

Dear Ms. Rhéaume:

**Re: Sponsorship of TV Globo Internacional**

1. On behalf of its members, the Canadian Cable Telecommunications Association (CCTA), in its capacity as a Canadian sponsor, requests that TV Globo Internacional be added to the Lists of Eligible Satellite Services (the "Lists") for distribution on a digital basis.
2. Last December the Commission announced a new approach to assessing requests for non-Canadian third-language television services to be added to the Lists (Broadcasting Public Notice CRTC 2004-96). CCTA notes that requests for general interest foreign third-language services will generally be approved, subject to packaging and programming rights requirements aimed at minimizing possible negative impact on Canadian third-language services. As required in BPN CRTC 2004-96 the information respecting TV Globo is provided in the attachment.

3. TV Globo Internacional is a 24-hour general interest channel in the Portuguese language targeted at Brazilian and Portuguese communities abroad. The channel is available in more than 1.8 million households in the Americas, Asia, Europe and Africa.
4. TV Globo is Brazil's largest television network, reaching 99.8% of all television households in Brazil. The network was started in 1965 and has since expanded into all areas of media including satellite and cable distribution, radio, newspaper and book publishing, internet and e-commerce. TV Globo has been operating its International Channel in the Portuguese language since 1999. TV Globo Internacional programming includes tele-novelas, live news, variety programming, talk shows, documentaries and sports (soccer and live events).

#### **Demand for Service**

5. The fact that CCTA, on behalf of the Canadian cable industry, is requesting that TV Globo Internacional be added to the Lists demonstrates the potential demand for this service in Canada. CCTA believes that legitimizing carriage of non-Canadian services will not only respond to consumer demand for greater choice but it will provide our customers with an incentive to remain a vital part of the Canadian broadcasting system and help increase the benefits associated with digital cable television.

#### **Conclusion**

6. CCTA believes that international services clearly make a unique and significant contribution to the diversity of the Canadian broadcasting system. In a global environment it is increasingly important that Canadians have access to multiple sources of programming services. In conclusion, CCTA believes that carriage of TV Globo Internacional will not only expand the diversity and choice in television services available to underserved third-language ethnic communities in Canada but it will contribute to the growth of digital cable television to the benefit of both subscribers and Canadian programming services.

CCTA's letter  
Re: Sponsorship Application  
February 23, 2005  
Page 3 of 3

7. Thank you for the opportunity to submit this proposal.

Yours truly

*Michael Hennessy*

Michael Hennessy  
President, CCTA

Attachment



CCTA-AGTC

RECEIVED FEB 25 2005

CRTC m10104 24FEB'05

Canadian Cable Telecommunications Association	Association canadienne des télécommunications par câble
360 Albert St., Suite 1010 Ottawa, Ontario K1R 7X7 Telephone: (613) 232-2631 Facsimile: (613) 232-2137 www.ccta.ca	360, rue Albert, bureau 1010 Ottawa (Ontario) K1R 7X7 Téléphone: (613) 232-2631 Télécopieur: (613) 232-2137 www.ccta.ca

February 23, 2005

Ms. Diane Rhéaume  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Ottawa, Ontario  
K1A 0N2

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CCTA's letter  
Re: Sponsorship Application  
February 23, 2005  
Page 3 of 3

7. Thank you for the opportunity to submit this proposal.

Yours truly

*Michael Hennessy*

Michael Hennessy  
President, CCTA

Attachment



February 14, 2005

Mr. Michael Hennessy  
President  
Canadian Cable Telecommunications  
Association  
Suite 1010  
360 Albert Street  
Ottawa, Ontario  
K1R7X7

Dear Mr. Hennessy:

**Re: Sponsorship application for TV Globo Internacional**

This letter serves as evidence that TV Globo Internacional has agreed to be sponsored by the Canadian Cable Telecommunications Association (CCTA) for inclusion on the digital lists of Eligible Satellite Services ("the Lists"). We understand that, should our service be added to the Lists, the service would be available to all distribution undertakings in Canada.

**Description of Service**

TV Globo Internacional is the first and leading Brazilian channel distributed in the international market. Launched in 1999, the channel, transmitted 24-hour with digital quality, offers the best

programming via satellite and cable to the Brazilians and Portuguese speakers who live abroad. The channel is distributed in more than 45 countries, and is available around 1.8 million households in the four continents (Americas, Europe, Africa and Asia). TVGI's programming is in Portuguese language with no subtitles or SAP included, and features live news, telenovelas, sports (soccer and live events), comedy, documentaries, miniseries, variety shows and children programs. We would also like to affirm that "TV Globo Internacional" is the brand's name of the channel, and "Globo International Company" is the company's name.

### **Programming**

A detailed breakdown of programming by genre, expressed as both the total number of hours per week, and as a percentage of the overall weekly programming schedule.

<b>Program Genre</b>	<b>No. of hours/week</b>	<b>% of Total Program Schedule</b>
News & Public Affairs	34 hours/ week	20%
Documentaries	4 hours/ week	2%
Lifestyle/human interest/ recreation & leisure	23 hours/ week	14%
Sports	16 hours/ week	10%
Drama	67 hours/ week	40%
Music	24 hours/ week	14%
Religious	-	-
Other	-	-

Attached is a program schedule, for the week of February 20<sup>th</sup> to February 27<sup>th</sup>, with descriptions of the programs broadcast in that typical week.

SEE ATTACHMENT

### **Demand for Service**

The fact that the CCTA, on behalf of the Canadian cable industry, has requested that TV Globo Internacional be added to the Lists demonstrates the potential demand for our service in Canada.

According to the Canadian Census 2001, there are approximately 215,000 Portuguese speakers living in Canada. Visit link:

<http://www12.statcan.ca/english/census01/products/standard/themes/RetrieveProductTable.cfm?Temporal=2001&PID=55533&METH=1&APATH=11&PTYPE=55440&THEME=41&FREE=0&AID=0&FOCUS=0&VID=0&GC=99&GK=NA&SC=1&CPP=99&SR=1&RL=4&RPP=9999&D1=0&D2=0&D3=0&D4=0&D5=0&D6=0&GID=431515>

### **Rights for Distribution of Programming in Canada**

TV Globo Internacional confirms that it has obtained all necessary rights for distribution of its programming in Canada.

### **Non-Preferential or Non-Exclusive Programming Rights**

TV Globo Internacional confirms that it does not hold, and will not obtain, nor will it exercise preferential or exclusive programming rights in relation to the distribution of programming in Canada.


### **Programming Supply Agreement**

TV Globo has currently supplied agreements with Imavision Distribution and Rogers Broadcasting.  
SEE ATTACHMENT

### **Conclusion**

We appreciate the CCTA's support for TV Globo Internacional. We believe that TV Globo Internacional can add substantially to the diversity of programming being offered by Canadian cable operators as part of their digital cable service.

Sincerely,

  
Marcelo Spinola  
TV Globo Internacional  
Director

**PROGRAMMING SUPPLY AGREEMENT**

<b>CLIENT</b>	<b>Telenovelas sold</b>	<b>Hours of programming sold</b>	<b>Contract Begins</b>	<b>Contract Ends</b>
IMAVISION DISTRIBUTION *	TERRA SPERANZA	206 hours	9/1/2004	31/08/2005
IMAVISION DISTRIBUTION *	FORCA DE UM DESEJO	196 hours	25/09/2003	24/09/2004
IMAVISION DISTRIBUTION *	TERRA SPERANZA	220 hours	9/1/2003	31/08/2008
IMAVISION DISTRIBUTION *	AQUARELA DO BRASIL	50 hours	9/1/2003	31/08/2004
IMAVISION DISTRIBUTION *	A CASA DAS SETE MULHERES	50 hours	9/1/2004	31/08/2005
ROGERS BROADCASTING LTD.	MULHERES APAIXONADAS	170 hours	11/1/2004	30/10/2006
ROGERS BROADCASTING LTD.	TERRA SPERANZA	209 hours	11/1/2003	31/10/2005
ROGERS BROADCASTING LTD.	TERRA SPERANZA	220 hours	2/1/2004	31/01/2006
ROGERS BROADCASTING LTD.	O CLONE	250 hours	15/01/2003	14/01/2005
ROGERS BROADCASTING LTD.	LACOS DE FAMILIA	150 hours	11/1/2001	30/10/2004
ROGERS BROADCASTING LTD.	TERRA NOSTRA	150 hours	10/1/2001	30/09/2004
ROGERS BROADCASTING LTD.	O CRAVO E A ROSA	140 hours	15/06/2002	14/06/2005

\* Distributor who re-sells the telenovelas to a Free TV Public Channel named HORIZON, in Montreal. For more information please visit <http://www.imavision.com>

**TVGInternacional**  
 (PROGRAMING GRID)  
 AFTER FEBRUARY 20th 2005

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
06:28 - 06:29	Telecurios					Globo Gênia	Santa Missa (SP)
06:15 - 06:15	Globo Rural					Globo Ecologia	A.Pedista
06:30 - 06:30	Bom Dia MG					Ação	Pequena Empresa
07:15 - 07:15	Bom Dia Brasil					Terra de Minas	Globo Rural
08:05 - 08:05	Mais Você					Em Casa da Noiva	Em Casa da Noiva
09:25 - 09:25	Bom Dia Brasil @					Novela em Mundo da Imaginação	Caça Talentos
10:10 - 10:10	Via Brasil					Planeta Brasil @	Sítio de Pica-Pau Amarelo
10:35 - 10:35	Casa No Mundo da Imaginação						Auto Esports
11:10 - 11:10	Sítio de Pica-Pau Amarelo						Esports Espectacular
11:30 - 11:30	Malhação						
12:00 - 12:00	RJ TV I						
12:46 - 12:46	Globo Esports						
13:15 - 13:15	Jornal Hoje						
13:45 - 13:45	Video Show						
14:30 - 14:30	Vale a Pena Ver de Novo					Colômbio de Nock	
19:30 - 19:30	Mais Você @					Futebol live	Em Casa da Noiva
16:50 - 16:50	Em Casa da Noiva						A Tarina de Ode
17:20 - 17:20	Sítio de Pica-Pau Amarelo @						Os Aspones
17:45 - 17:45	Malhação @						
19:10 - 19:10	Novela I						Futebol I live
19:00 - 19:00	BRASIL TV						
19:15 - 19:15	Novela II						
20:15 - 20:15	Jornal Nacional						
20:45 - 20:45	Novela III						
20:55 - 20:55	Novela III						
21:45 - 21:45	Novela III						
21:50 - 21:50	Novela III						
22:00 - 22:00	Novela III						
22:55 - 22:55	Novela III						
	RJ ->	22:40	22:40	22:50	23:55		
	NY ->	20:40	20:40	20:30	21:55		
	LA ->	17:40	17:40	17:30	18:55		
23:45 - 23:45	Globo News Point						
	RJ ->	00:10	00:10	00:25	01:00		
	NY ->	22:10	22:10	22:00	23:00		
	LA ->	19:10	19:10	19:00	20:00		
	RJ ->	00:45	00:45	01:10	01:30		
	NY ->	22:45	22:45	23:10	23:30		
	LA ->	19:45	19:45	20:10	20:30		
	RJ ->	01:45	01:45	01:00	02:30		
	NY ->	23:45	23:45	00:00	00:30		
	LA ->	20:45	20:45	21:00	21:30		
	RJ ->	02:45	02:45	02:50	03:30		
	NY ->	00:45	00:45	00:20	01:30		
	LA ->	21:45	21:45	21:20	22:30		
	RJ ->	03:30	03:30	03:45	04:15		
	NY ->	01:30	01:30	01:45	02:15		
	LA ->	22:30	22:30	22:10	23:15		
	RJ ->	04:10	04:10	03:50	05:05		
	NY ->	02:10	02:10	01:50	03:05		
	LA ->	23:10	23:10	22:50	00:45		
	RJ ->				05:45		
	NY ->				03:45		
	LA ->				00:45		

@ = Re-run

## ***SYNOPSIS - TV GLOBO INTERNACIONAL***

**Malhação - series** - Beautiful, high-spirited youngsters discuss their dreams, relationships and problems, in a series made for young people, about young people.

**Domingão do Faustão - show** - Brazilian television's most popular host commands a variety show that has been the Sunday afternoon top hit for 10 years.

**Como uma onda (NOVELA I) - telenovela** - The story about a young man - Daniel, who escapes from Portugal running away from his enemies, and ends in Brazil to restart his life. There, he'll have to decide between the love of two sisters and other problems that he thought they were forgotten.

**Começar de Novo (NOVELA II) - telenovela** - Story of a man, Miguel, a Brazilian who leaves Russia and goes to Brazil in search for her lost love Leticia. They were separated because of a tragic family story that led the entire town of Ouro Negro to believe that Miguel was dead.

**Senhora do Destino (NOVELA III) - telenovela** - Story about the Brazilian working-class: people who succeed in life due to their own efforts. The main character is Maria do Carmo, mother of five, who fought her way up in life but will go through a bitter fight to get her daughter back, abducted right after birth.

**Bom Dia MG - news** - Local morning news from Minas Gerais.

**Zorra Total - comedy** - A hilarious skit show with the largest cast of comedians ever assembled in Brazilian television.

**Antena Paulista - news** - Local news magazine from Sao Paulo.

**Bom Dia Brasil - news** - Information at the break of day: the main news stories, straight from Brasilia.

**Pequenas Empresas, Grandes Negócios - news** - News and tips for small business owners and entrepreneurs.

**Globo Rural - news** - Information and news for rural Brazilians.

**Fantastico - newsmagazine** - The show of life. The largest, most complete electronic newsmagazine in Brazilian Television. Brazilian's favorite Sunday night program for the last 26 years.

**Casseta & Planeta - comedy** - The irreverent humor of Brazilian television's wackiest and most surprising group.



**Globo Repórter - documentaries** - Internationally acclaimed and award-winning documentaries. A new story every week, with Globo's top reporters.

**Telecurso 2000** - Long distance learning program: Basic Portuguese, History, Math, and Geography classes.

**Globo Ciência - news** - An educational program for youngsters.

**Globo Ecologia - news** - Man's relationship with the environment in weekly programs.

**Esporte Espetacular - news** - All week's and latest sports news compiled in one program.

**Xuxa no Mundo da Imaginação - children** - The queen Xuxa entertains kids of all ages. Everyday, a different and fascinating story with magic and imagination.

**Sítio do Pica-Pau Amarelo - children** - Inspired in the stories by Monteiro Lobato, the program shows the exciting world of fairytales and many other adventures.

**Globo Esporte RJ - sports news** - Daily news about sports focusing on Rio de Janeiro teams and events.

**RJ TV I - news** - Local news from Rio de Janeiro.

**Turma do Didi - comedy** - Brazil's most popular loony, a clown that has spent the last 22 years enchanting children of all ages with his action-packed adventures and special guest stars.

**Globo Esporte - news** - The greatest sports news from Rio de Janeiro and Brazil.

**Jornal Hoje - news** - A different news show, where the news go hand in hand with culture, fashion, cooking, and varieties.

**Video Show - entertainment news** - A behind-the-scenes look at television, its history and curiosities in an electronic magazine that also brings the latest entertainment news.

**Mais Você - variety** - A daily magazine with lots of news and entertainment, presented by Ana Maria Braga. Recipes take special place along with fashion, beauty, and decoration tips from the host and her guests.

**Vale a Pena Ver de Novo - telenovela/series** - Rerun of hits from the past. Currently showing "Terra Nostra".

**SP-TV II - news** - Local news from the State of São Paulo.

**Terra da Gente** - journalistic show about the Brazilian culture.

**Programa do Jô** - talk-show - Jô Soares, the most acclaimed comedy performer turned talk-show host, is back at Globo presenting a daily dose of humorous, interesting interviews with Brazilian and international celebrities.

**Caldeirão do Huck** - variety - every Saturday, Luciano Huck commands a variety show featuring celebrity guests, games, music, and entertainment for the entire family.

**Espaço Aberto** - interview series featuring journalists from Globo News (Globo's news channel).

**Em Cima da Hora** - Globo News program featuring most important last-minute news from all over Brazil.

**A Diarista** - Series centered around Marinete, the maid. She works in a different home every day and doesn't know what's routine, dealing with different people and different services every day. Every episode features a special guest. Very funny, with lots of sarcastic humor.

**A Grande Família** - comedy - "Sitcom" that portrays the daily life of a middle class Brazilian family in a very funny way. A remake of a very successful show with the same name presented during the 70s.

**Altas Horas** - variety - Saturday show hosted by Sergio Groisman, featuring music, interview with celebrities and debates about controversial topics.

**Aspones** - comedy - One of the funniest sitcoms, with great actors and stories about a group of employers.

**Programa Armando Nogueira** - Sport interview - Every Sunday, Armando Nogueira (sports commentator and acclaimed journalists) interviews Brazilian and world-known athletes.

**Via Brasil** - news - A news show about what's going on in the remote areas of Brazil.

**Planeta Brasil** - Newsmagazine - A program produced by and for TV Globo Internacional. It shows the life of all Brazilians who live abroad, dealing with all the difficulties, problems and victories.

**Soccer (Live or VT)** - sports - greatest coverage of the Brazilian Championship, transitting the most live matches 3 days a week, as well as the State Championships (Rio de Janeiro, Sao Paulo, and Minas Gerais).





CCTA-CTC

CRTC AN10-40 16FEB05

RECEIVED FEB 22 2005

Canadian Cable  
Telecommunications Association

Association canadienne des  
télécommunications par câble

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Ottawa, Ontario K1R 7X7  
Telephone: (613) 232-2631  
Facsimile: (613) 232-2137  
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Ottawa (Ontario) K1R 7X7  
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Télécopieur: (613) 232-2137  
www.actc.ca

February 16, 2005

Ms. Diane Rhéaume  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Ottawa, Ontario  
K1A 0N2

Dear Ms. Rhéaume:

PAP

**Re: Sponsorship of non-Canadian Third-language General Interest  
Television services – RTPi, NTDTV, Phoenix North America Chinese  
Channel (PNACC)**

1. On behalf of its members, the Canadian Cable Telecommunications Association (CCTA), in its capacity as a Canadian sponsor, requests that Radio Television Portugal International (RTPi), New Tang Dynasty Television (NTDTV) and Phoenix North American Chinese Channel (PNACC) be added to the Lists of Eligible Satellite Services (the "Lists") for distribution on a digital basis.
2. Last December the Commission announced a new approach to assessing requests for non-Canadian third-language television services to be added to the Lists (Broadcasting Public Notice CRTC 2004-96). CCTA notes that requests for general interest foreign third-language services will generally be approved, subject to packaging and programming rights requirements aimed at minimizing possible negative impact on Canadian third-language services.

As required in BPN CRTC 2004-96 the information respecting each of the non-Canadian services we are sponsoring is provided in the attached appendices.

#### **RTPi**

3. RTPi is the international television network of Radiotelevisao Portuguesa, SA, Portugal's public broadcasting company. The service was launched in 1992 and is currently distributed in more than 46 countries, including the U.S., Spain, France, Russia, Brazil, Venezuela, Argentina, India, China, Philippines, South Africa, Angola, and Mozambique.
  
4. The RTPi service consists of diverse, general interest Portuguese language programming, including news and current affairs, drama, sports and music.

#### **NTDTV**

5. NTDTV is a global independent, non-profit Chinese language TV network with its headquarters in New York City. NTDTV began broadcasting in North American in February 2002. It has now extended its 24-hour broadcasting to cover Asia, Europe and Australia.
  
6. NTDTV's programming is more than 90% Mandarin and includes world news, arts and entertainment, variety shows and documentary/educational programs.

### **Phoenix North America Chinese Channel (PNACC)**

7. PNACC was launched in 2001. The Channel features high quality programming that caters to Chinese communities in North America providing news and entertainment television from Hong Kong, China, Taiwan and other countries in the Asian Pacific region, 24-hours-a-day. The Channel is broadcast primarily in Mandarin.

8. Content on the channel includes drama series, music, talk shows, current affairs, lifestyle shows, infotainment and locally produced programs. The channel features programs from Zhejiang, Sichuan, Jiangsu, Guangdong and other regional Chinese television stations, in addition to drama series from Mainland China, Hong Kong, Taiwan, Japan, Korea and Singapore.

### **Demand for Services**

9. The fact that CCTA, on behalf of the Canadian cable industry, is requesting that these services be added to the Lists demonstrates the potential demand for this service in Canada. CCTA believes that legitimizing carriage of non-Canadian services will not only respond to consumer demand for greater choice but it will provide our customers with an incentive to remain a vital part of the Canadian broadcasting system and help increase the benefits associated with digital cable television.

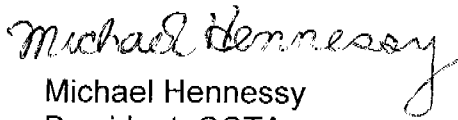
### **Conclusion**

10. CCTA believes that international services clearly make a unique and significant contribution to the diversity of the Canadian broadcasting system. In a global environment it is increasingly important that Canadians have access to multiple sources of programming services. In conclusion, CCTA believes that carriage of these proposed services will not only expand the

diversity and choice in television services available to underserved third-language ethnic communities in Canada but it will contribute to the growth of digital cable television to the benefit of both subscribers and Canadian programming services.

11. Thank you for the opportunity to submit this proposal.

Yours truly

  
Michael Hennessy  
President, CCTA

Attachment

# Attachments



PROGRAMMING/GENRE

RTPI



Jan. 16 - 23, 2005

Time	Channel	Program	Genre
01			
02	15		
03	16	09:00	
04	17	10:00	
05		11:00	
06			
07			
08			
09			
10			
11	24	17:00	
12			
13			
14			
15	04		
16	05		
17			
18			
19			
20			
21			
22			
23			
24			

DOCUMENTARIES  
CULTURAL  
MUSICAL  
FICTION

DIAG. / News  
SPORTS  
ENTERTAINMENT  
CHILDREN

# PROGRAMMING/GENRE

RTP1

# RTP

RADIODIFUSÃO PORTUGUESA

Time Slot	Day	Genre	Start	End
01				
02 15				
03 16 09:00				
04 17 10:00				
05 11:00				
09 15:00				
10 16:00				
11 24 17:00				
01				
02				
03				
15 04				
16 05				
17				
18				
19				
20				
01:00				
02:00				
03:00				
04:00				
05:00				
24				

DOCUMENTARIES  
CULTURAL  
MUSICAL  
FICTION

NEWS  
SPORTS  
ENTERTAINMENT  
CHILDREN



PROGRAMMING/GENRE

RTP1

Time Slot	Day	Genre	Program Title	Start Time	End Time	Duration
01						
02	15					:30
03	16	09:00				:30
04	17	10:00				:30
05	11:00					:30
09	15:00					:30
10	16:00					:30
11	24	17:00				:30
01						:30
02						
03						
15	04					
16	05					
17						:30
24	00					:30
01						:30
02						:30
03						:30
09	02:00					:30
10	03:00					:30
11	04:00					:30
05	00					:30
24						:30

DOCUMENTARIES  
 CULTURAL  
 MUSICAL  
 FICTION

DRAG / News  
 SPORTS  
 ENTERTAINMENT  
 CHILDREEN



**RTPi**

*Jan*



January 31st, 2005

Mr. Michael Hennessy  
President  
Canadian Cable  
Telecommunications Association  
Suite 1010  
360 Albert Street  
Ottawa, Ontario  
K1R 7X7

Dear Mr. Hennessy:

**Re: Application by CCTA to have RTP International (RTPi)  
included on CRTC Lists of Eligible Satellite Services**

Radio Televisão Portuguesa Internacional ("RTPi") is the international television channel of Radiotelevisão Portuguesa, SA, ("RTP") the public broadcasting company of Portugal. All RTPi programming is broadcast, without subtitles, in Portuguese. RTPi provides a general interest programming service, which has a broad appeal to Portuguese speaking viewers around the world. Currently there are more than twenty million households globally that receive the signal of RTPi, through the distribution platforms of cable, Direct-To-Home and MMDS distribution systems.

RTP is pleased that the Canadian Cable Telecommunications Association (CCTA) has agreed to sponsor the application of RTPi to the Canadian Radio-television and Telecommunications Commission (CRTC) for inclusion on the CRTC's digital Lists of Eligible Satellite Services ("the Lists").

We understand that application will be submitted by the CCTA later this month, pursuant to Broadcasting Public Notice CRTC 2004-96, of 16 December 2004.

RTP has reviewed that Public Notice carefully, and understands that, if the Commission adds RTPi to its digital Lists, the RTPi service would be available for distribution throughout Canada, on a digital basis, by all licensed broadcasting distribution undertakings, including Class 1, Class 2, and Class 3 cable undertakings, direct-to-home (DTH) satellite undertakings, and all multipoint distribution (MDS) undertakings.

### **RTPi's Mandate**

RTPi was launched by RTP in 1992. Its mandate is to bridge the Portuguese language cultures throughout the world in order to bring closer together Portuguese-speaking countries and communities, wherever they may be.

There are more than 200 million people on the five continents who speak Portuguese. Currently the programming signal of RTPi is distributed worldwide via a network of five satellites, on a 24 hour per day, 7 days per week basis. The RTPi signal is re-distributed by cable and/or DBS distributors in more than 46 countries, including the United States of America, Spain, France, Russia, Brazil, Venezuela, Argentina, India, China, Philippines, South Africa, Angola, Mozambique, to mention a few.

### **Demand for RTPi Service**

Statistics Canada data indicates that there are currently more than 500,000 Portuguese-speaking residents of Canada. (RTP is confident that the true number is considerably higher than that). Most Portuguese speaking Canadians live in Canada's three largest metropolitan markets – Toronto, Montreal, and Vancouver – but there are also sizeable Portuguese-speaking communities in other smaller Canadian centres, such as Hamilton, Ontario, Edmonton, Alberta, and Skeena, Kitimat, and Prince Rupert, British Columbia.

A clear demonstration of the demand for the RTPi service in the Portuguese-speaking communities in Canada was provided in 2001, when more than 19,500 Canadians signed letters and petitions to the CRTC in support of CCTA's sponsored application to have RTPi added to the digital Lists. This confirms that sizeable numbers of Portuguese-speaking Canadians want to have lawful access to the programming service of Portugal's public broadcaster.

Many Canadians who expressed their support at that time for the RTPi application stressed the high quality of the programming that is available on RTPi's general interest programming service. Many also noted the unique ability of RTPi to strengthen the cultural fabric of the Portuguese speaking communities in Canada. Several in Toronto expressed the view that, while they are already subscribers to the Category 2 Portuguese language Festival Portuguese Television service, they would like to have more programming choice in their native language.

### **RTPi Programming**

The RTPi service consists of diverse, general interest Portuguese language programming, with a particular focus on Portuguese and international news, as well as European and African music and sports<sup>1</sup>.

Attached is a program schedule, for the week of January 16-23, 2005, with descriptions of the programs broadcast in that typical program week.

As indicated above, the Portuguese language programming service, which RTPi makes available - 24/7 - on a world-wide basis, is a general interest, public broadcasting service. A more detailed breakdown of the RTPi programming by genre, expressed as

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<sup>1</sup> Enclosed with this letter is a computer disc, entitled "RTP Planet", which provides a detailed breakdown, by programming genre, of the programming available on the RTPi service, as it was in 2003. That breakdown of RTPi programming by genre is essentially the same today, as the information provided in this letter will confirm.



both the total number of hours per week, and as a percentage of the overall weekly programming schedule is, as follows:

<u>Program Genre</u>	<u>No. of Hours Per Week</u>	<u>% of Total Program Schedule</u>
• news and public affairs	62	37%
• documentaries	14	8%
• lifestyle/human interest		
/recreation and leisure	10	6%
• sports	10	6%
• drama	18	11%
• music	34	20%
• religious	5	3%
• other	15	9%

**Programming Supply Agreement**

RTP has for several years had a programming supply agreement with Omni Television – the multilingual and multicultural broadcasting station in Toronto that is owned and operated by Rogers Broadcasting Limited. That programming supply agreement relates to a Portuguese language program – *Contacto* – that is produced in Canada by Omni, and relates to the lives and activities of the Portuguese-speaking community in Canada. That popular program – *Contacto* – is broadcast worldwide each week as part of the RTPi programming service. It is also broadcast in Canada each week by Omni One, as part of its over-the-air broadcasting service. In this instance, RTP is the customer: Omni is the producer – but RTP, as an exclusive rights owner, freely cedes the program *Contacto* to Omni.

**Rights for Distribution of RTPi Programming**

RTP hereby confirms to the CCTA, and to the CRTC, that it has obtained, and will in the future continue to obtain, all necessary rights to allow for the distribution of its programming in Canada.

**Non Preferential or Non-Exclusive Programming Rights**

RTP also confirms that it does not hold, and will not obtain, nor will it exercise preferential or exclusive programming rights in relation to the distribution of programming in Canada.

**Conclusion**

RTP believes that the addition of the RTPi programming service to the Commission's digital Lists will contribute in a significant way to the diversity and choice of high quality television programming available in the Canadian broadcasting system. There are more than half a million Portuguese-speaking Canadians, a large percentage of whom are eagerly anticipating the day when they will be able to receive the television signal of RTPi, Portugal public broadcaster.

If there should be any further information that RTP can provide in support of this application, we would be pleased to do so.

RTP wishes to thank the CCTA for having agreed to act as the sponsor for this application.

Yours truly,

  
Lopes de Araújo  
Director de Antenas  
Internacionais/RTP

# **New Tang Dynasty TV**



# New Tang Dynasty TV

Mr. Michael Hennessy  
President, CCTA  
Suite 1010, 360 Albert Street  
Ottawa, Ontario, K1R 7X7

January 28, 2005

Dear Mr. Hennessy:

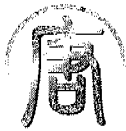
**Re: Application by CCTA to have New Tang Dynasty Television (NTDTV)  
included on CRTC Lists of Eligible Satellite Services**

New Tang Dynasty Television (NTDTV) is a global independent, nonprofit Chinese TV network, with its headquarters in New York City. NTDTV's 24/7 programming is more than 90% in Mandarin Chinese.

NTDTV is pleased that the Canadian Cable Telecommunications Association (CCTA) has agreed to sponsor the application of NTDTV to the Canadian Radio-television and Telecommunications Commission (CRTC) for inclusion on the CRTC's digital Lists of Eligible Satellite Services ("the Lists").

We understand that application will soon be submitted by the CCTA, pursuant to Broadcasting Public Notice CRTC 2004-96, of 16 December 2004.

NTDTV has reviewed that Public Notice carefully, and understands that, if the Commission adds NTDTV to its digital Lists, the NTDTV service would be available for distribution throughout Canada, on a digital basis, by all licensed broadcasting distribution undertakings, including Class 1, Class 2, and Class 3 cable undertakings, direct-to-home (DTH) satellite undertakings, and all multipoint distribution (MDS) undertakings.



# New Tang Dynasty TV

## NTDTV's Mandate

NTDTV was established in February 2002, by Chinese Americans in New York City. It is the first independent, not-for-profit global Chinese language TV network. NTDTV's mission is to serve Chinese communities around the world, bridging the cultural differences between the East and the West. NTDTV strives to do so by

- providing accurate and objective news
- promoting universal values of human rights, democracy, and freedom
- fostering understanding between Chinese and Western communities
- assisting overseas Chinese to adapt and assimilate to mainstream society

NTDTV's programming, available mostly in Mandarin and less than 5% in Cantonese and less than 5% in English, includes world news, international cultural variety shows, featured stories on overseas Chinese, educational programs, arts and entertainment.

The establishment of NTDTV was a result of 2.4 million Chinese Americans demanding an independent TV station. The independent nature of NTDTV has made it the choice of viewers among Chinese language TV stations in the United States, as it was unbiased in reporting important issues such as the SARS crisis, the Hong Kong Article 23 issue, and China's persecution against Falun Gong. The feedback from our American audience is very positive. The support from the community (including financial support) is overwhelming. A large number of professionals, who used to work for state-run TV stations in China, joined NTDTV as volunteers. They describe that they now feel that they are contributing to the wellbeing of the global Chinese community through NTDTV.



# New Tang Dynasty TV

## **Demand for NTDTV Service**

According to the 2001 Canadian Census, 1,029,000 Canadians reported that they are Chinese by ethnic origin. As China has been the number one source of Canada's new immigrants for the past six years, the population of Chinese speaking Canadians should now be much more than one million. Most of the Chinese Canadians (67%) speak Chinese at home, compared to only 15% of Italian Canadians who speak Italian at home. There is a huge demand for an independent Chinese language TV program in Canada. We believe NTDTV is the answer to the demand. NTDTV Canada has a small production team in Toronto that produces "Mandarin Time" for Rogers Television in the Greater Toronto Area. Although it is only a half-hour program for every two weeks, and it is aired at 9:00 AM, Mandarin Time is still very popular in the community. Chinese Canadians are severely under-served. They need NTDTV in Canada.

## **NTDTV Programming**

The NTDTV service consists of diverse, general interest Chinese language programming, with a particular focus on international news, as well as drama series and documentary/educational programs.

Attached is a program schedule, for the week of January 17-23, 2005, with descriptions of the programs broadcast in that typical program week.

A more detailed breakdown of the NTDTV programming by genre, expressed as both the total number of hours per week, and as a percentage of the overall weekly programming schedule is, as follows:



# New Tang Dynasty TV

<u>Program Genre</u>	<u>No. of Hours Per Week</u>	<u>% of Total Program Schedule</u>
news and public affairs	45.75	27.2
documentaries	25.75	15.3
lifestyle/human interest/recreation and leisure	25.5	15.2
sports	2.25	1.3
drama	63	37.5
music	1	0.6
religious	0	0
other	4.75	2.8

## Programming Supply Agreement

NTDTV has for more than a year had a programming supply agreement with Rogers Television – the community broadcasting station in Toronto. That programming supply agreement relates to a Chinese language program – *Mandarin Time* – that is produced in Canada by NTDTV Canada, and relates to the lives and activities of the Chinese-speaking community in Canada.

## Rights for Distribution of NTDTV Programming

NTDTV hereby confirms to the CCTA, and to the CRTC, that it has obtained, and will in the future continue to obtain, all necessary rights to allow for the distribution of its programming in Canada.



# New Tang Dynasty TV

## Non Preferential or Non-Exclusive Programming Rights

NTDTV also confirms that it does not hold, and will not obtain, nor will it exercise preferential or exclusive programming rights in relation to the distribution of programming in Canada.

## **Conclusion**

NTDTV believes that the addition of the NTDTV programming service to the Commission's digital Lists will contribute in a significant way to the diversity and choice of high quality television programming available in the Canadian broadcasting system. There are more than a million Chinese-speaking Canadians, a large percentage of whom are eagerly anticipating the day when they will be able to receive the television signal of NTDTV, the Chinese public broadcaster of choice in the United States.

Should there be any further information that NTDTV can provide in support of this application, please do not hesitate to contact us.

NTDTV wishes to thank CCTA for sponsoring for this application.

Yours truly,

Joe Wang

President, NTDTV Canada



Time	Monday 01-17-05	Tuesday 01-18-05	Wednesday 01-19-05	Thursday 01-20-05	Friday 01-21-05
0:00	新闻 News	新闻 News	新闻 News	新闻 News	新闻 News
0:30	红向人生 Lifestyle interviews	财经最前线 Frontiers of finance and economics	财经最前线 Frontiers of finance and economics	财经最前线 Frontiers of finance and economics	财经最前线 Frontiers of finance and economics
0:45	星光翡翠 Brilliant stars	海外华人 Overseas Chinese	海外华人 Overseas Chinese	独立评论 Independent commentary	时事论坛 Current affair forum
1:00	120集电视连续剧《我爱我家》(105,106) Drama Series: I love my home	40集电视连续剧《金粉世家》(二十三) known family (23)	40集电视连续剧《金粉世家》(二十四) Drama series: a splendid old and well-known family (24)	40集电视连续剧《金粉世家》(二十五) Drama series: a splendid old and well-known family (25)	40集电视连续剧《金粉世家》(二十六) Drama series: a splendid old and well-known family (26)
2:00	新唐人特别节目: 社论-九评共产党(8) 评中国共产党本质 NID special program: - Nine Commentaries on Chinese Communist Party (7)	新唐人特别节目: 社论-九评共产党(8) 评中国共产党本质 NID special program: - Nine Commentaries on Chinese Communist Party (8)	新唐人特别节目: 社论-九评共产党(9) 评中国共产党本质 NID special program: - Nine Commentaries on Chinese Communist Party (9)	得嘉洋洋-瓦斯加与抽油机机 Gas oven and kitchen vacuum	发现者 Discovery
2:30	容余饭后(粤语) At one's leisure (Cantonese)	粤语新闻 Cantonese NEWS	粤语新闻 Cantonese NEWS	粤语新闻 Cantonese NEWS	粤语新闻 Cantonese NEWS
3:00	新闻 News	新闻 News	新闻 News	新闻 News	新闻 News
3:30	35集电视连续剧《蟋蟀宰相》(三十四) Drama series: cricket premier (34)	35集电视连续剧《蟋蟀宰相》(三十五) Drama series: cricket premier (35)	28集电视连续剧《梧桐雨》(一) Drama series: Rain of phoenix tree(1)	28集电视连续剧《梧桐雨》(二) Drama series: Rain of phoenix tree(2)	28集电视连续剧《梧桐雨》(三) Drama series: Rain of phoenix tree(3)
4:00	新闻 News	新闻 News	新闻 News	新闻 News	新闻 News
4:30	新闻 News	新闻 News	新闻 News	新闻 News	新闻 News
5:00	新闻 News	新闻 News	新闻 News	新闻 News	新闻 News
5:15	评书联播-杨门忠烈传(138) Storytelling series - biography of general Yang's family martyr (138)	评书联播-杨门忠烈传(139) Storytelling series - biography of general Yang's family martyr (139)	评书联播-杨门忠烈传(140) Storytelling series - biography of general Yang's family martyr (140)	评书联播-杨门忠烈传(141)	评书联播-杨门忠烈传(142)
5:30	新闻 News	新闻 News	新闻 News	新闻 News	新闻 News
6:00	40集电视连续剧《金粉世家》(二十三) Drama series: a splendid old and well-known family (23)	40集电视连续剧《金粉世家》(二十四) Drama series: a splendid old and well-known family (24)	40集电视连续剧《金粉世家》(二十五) Drama series: a splendid old and well-known family (25)	40集电视连续剧《金粉世家》(二十六) Drama series: a splendid old and well-known family (26)	40集电视连续剧《金粉世家》(二十七) Drama series: a splendid old and well-known family (27)
6:45	新闻 News	新闻 News	新闻 News	新闻 News	新闻 News
7:00	新闻 News	新闻 News	新闻 News	新闻 News	新闻 News
7:30	新闻 News	新闻 News	新闻 News	新闻 News	新闻 News
7:45	新闻 News	新闻 News	新闻 News	新闻 News	新闻 News
8:00	新闻 News	新闻 News	新闻 News	新闻 News	新闻 News
9:00	16集韩国电视连续剧《雪花》(五) Drama series: Snowflakes (5)	16集韩国电视连续剧《雪花》(六) Drama series: Snowflakes (6)	16集韩国电视连续剧《雪花》(七) Drama series: Snowflakes (7)	16集韩国电视连续剧《雪花》(八) Drama series: Snowflakes (8)	16集韩国电视连续剧《雪花》(九) Drama series: Snowflakes (9)
9:15	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing
9:30	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing
9:45	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing
10:00	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing
10:15	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing
10:30	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing	新闻一刻 News briefing
11:30	35集电视连续剧《蟋蟀宰相》(三十五) Drama series: cricket premier (35)	35集电视连续剧《蟋蟀宰相》(三十六) Drama series: cricket premier (36)	28集电视连续剧《梧桐雨》(二) Drama series: Rain of phoenix tree(2)	28集电视连续剧《梧桐雨》(三) Drama series: Rain of phoenix tree(3)	28集电视连续剧《梧桐雨》(四) Drama series: Rain of phoenix tree(4)
12:00	新闻 News	新闻 News	新闻 News	新闻 News	新闻 News
12:30	新闻 News	新闻 News	新闻 News	新闻 News	新闻 News
12:45	新闻 News	新闻 News	新闻 News	新闻 News	新闻 News





新唐人特别节目: 社论-九评共产党(2) Special program: - Nine Commentaries on Chinese Communist Party (2)	新唐人特别节目: 社论-九评共产党(3) 评中国共产党的暴政 NCD Special program: - Nine Commentaries on Chinese Communist Party (3)				
40 集电视连续剧: 金粉世家 (二十七) Drama series: a splendid old and well-known family (27) 新片	120集电视连续剧:我爱我家(107,108) Drama Series: I love my home 新闻 News 你律他律 IQ OPEN				
一十口口一寸五(11)-南京珠江二城 One inch of land was 澳洲广告 Australia xaleo:descape	一周新闻回顾(国语) Weekly News Review				
找到自己-那文景之谦 见志不从, 又傲不违, 劳而不怨 Disappearing Yourself	他山之石-艾克为西家工团 National Parks 环球体育 Global sports				
28集电视连续剧:梧桐雨 (三) Drama series: Rain of phoenix tree(3)	七彩琴 Children's program: Rainbow				
新闻 News 知音人生-董庄的故事- 一个癌症患者的亲身经历(上集) Lifestyle Interviews	英雄出少年-二次献宝 Young hero presents a treasure again. 新闻 News 爱的进行式-打手心 Progressive sense of love - pat palm				
120集电视连续剧:我爱我家(107,108) Drama Series: I love my home	120集电视连续剧:我爱我家(109,110) Drama Series: I love my home				
新唐人特别节目: 社论-九评共产党(2) 评中国共产党是怎样起家的 NCD special program: - Nine Commentaries on Chinese Communist Party (2)	新唐人特别节目: 社论-九评共产党(3) 评中国共产党的暴政 NCD Special program: - Nine Commentaries on Chinese Communist Party (3)				
社区-角 Community Life 一周新闻回顾(粤语) Weekly news review (Cantonese)	一周新闻回顾(国语) Weekly News Review 一周经济回顾 Weekly economic news review				
发现者-法老王的神秘 Discovery	发现者-三石文化 Discovery				
Total Time (minutes)	Total Time (minutes)	Week Total	%	Category	
345	345	2745	27.2	News	
390	285	1545	15.3	Documentary	
265	360	1530	15.2	Life/entertainment	
390	45	135	1.3	Sports	
60	390	3780	37.5	Drama/fiction/Comedy	
		60	0.6	Music/Arts	
		0	0	Religious	
		15	2.8	Other	
120		9165	90.9	Mandarin	
120	30	450	4.5	Cantonese	
	120	465	4.6	English	
		1440	100.0		

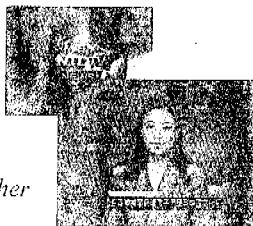


## NTDTV Programs

### NEWS PROGRAM

• **Global Direct**

Our daily one hour news program includes *Headline News*, *Window to the World*, *North America Focus*, *Asia Pacific news*, *Economic Briefing* and *Weather Report*. Through **live reports** from our correspondents in 41 major cities in the U.S. and around the globe this program provides viewers with comprehensive news and multi-angle analysis.



• **NTDTV Daily and Nightly News**

Updated six times throughout the day, NTDTV offers accurate, timely, reliable and objective news from around the world. We also keep our audience informed on international sports and entertainment. This program is in broadcast in both Mandarin and Cantonese to better serve our viewers.



• **Weekly News Review**

This program is a comprehensive report of important news of the week, including world news, North America news, Asia Pacific news, technology, health, finance, entertainment, and sports. This program is also in both Mandarin and Cantonese.



### BUSINESS & FINANCE

• **Weekly Economic Review**

This half hour economics show offers objective reports of China's economy, comprehensive insight into international financial dynamics, and in-depth analysis of important global economic events.



### SCIENCE AND TECHNOLOGY

• **The Unsolved Puzzles**

The fossil of human's footprint of 260 million year ago, the telepathy ability of plants, the third eye of man, the countless secrets of the immense universe, time-space and

the human body are all explored in this show, challenging our audience to explore and question the world as they know it.

### IN-DEPTH COMMENTARY

• **Focus On Line (Re Dian Hu Dong)**

This program provides multi-channel, multi-angle points of view on important topics from Taiwan, mainland China, North America and the other parts of the world. It also brings in reporters and commentators from major western media for in-depth discussion and independent and insightfully commentary.



• **Current Affairs Commentary**

The show's regular commentator Ms. Shen, Xue is an award-winning investigative journalist and news reporter. Using her sharp insights and rich knowledge, she provides fresh perspective and thoughtful analysis on major events and social issues as they concern all Chinese people who care about China.

### SOCIETY & HISTORY

• **Weekly Talk (Kan Kan Er Tan)**

One engaging topic a week, be it political, economic, scientific, environmental, or in some other area of interest, provides the focus of this lively and thoughtful conversation.



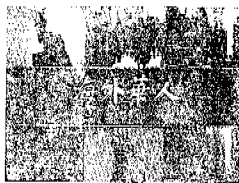
• **Inside China (Tou Shi Zhong Guo)**

This show presents multi-channel, multi-angle views of issues inside China. The Book Appreciation segment recommends influential books. Truthful Man and Truthful Talk introduces individuals in China's past and present who have had the courage to speak the truth. Economic Angle delves into China's economic development. Social Phenomenon explores people's life styles and Track History provides accurate historical information to help audiences fully examine the often distorted history they have been told.



• **Overseas Chinese**

This 15-minute weekend program explores the lives, culture, and concerns of overseas Chinese people from all walks of life. Personal, national and global issues are all covered.



• **North America Time**

(Bei Mei Shi Kong)

This program explores the concepts of human rights, freedom and democracy, and how they relate to traditional Asian values. The show interviews government officials, human rights organizations and other nonprofit organizations. Voice dubbing in Chinese enables our English speaking guest speakers to communicate with our Chinese audience.

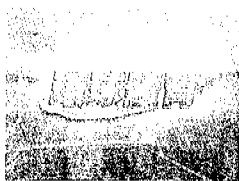
• **A Century of China**

This program explores in-depth the past one hundred years of China's history. China has experienced regime changes several times during this century and each regime recorded history differently. The show's hosts interview historians and other specialists, revealing the true facts layer by layer.

**SPORTS PROGRAM**

• **A World of Sports**

A professional play-by-play sportscaster takes the audience to basketball, football, soccer, swimming, track, and other major sporting events around the world.



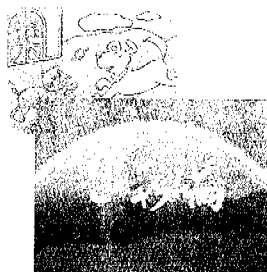
• **Sports Field**

*Sports Field* is an all around family-oriented sports program including sports and leisure activities. Apart from reporting on the latest news in sports, this series provides step-by-step instruction on how to play various sports and games.



**CHILDREN'S PROGRAM**

Our daytime children's shows have won rave reviews from parents and children alike because they are not only good, clean, wholesome fun; they also encourage children to be bilingual and to appreciate both Eastern and Western cultures.



• **Rainbow Bridge**

*Rainbow Bridge* combines learning and fun and enhances children's ability to observe and understand their world. Children hear stories, learn Chinese, and learn children's songs, painting, animation, and how to make crafts and puppets. The content of the show explores the traditional virtues of honesty, kindness and tolerance, and inspires children's mind.

**EDUCATIONAL PROGRAM**

• **"Hello"- Learning English**

*Hello* is designed specifically for new immigrants and those who know little English. It emphasizes spoken English in daily life.

Two experienced teachers host the show. Texts that accompany the curriculum are also available.



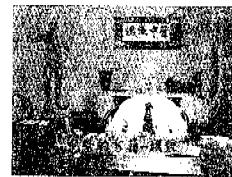
• **Let's Speak English and Studio Classroom**

*Let's Speak English* and *Studio Classroom* offer our audiences the chance to improve their English, at intermediate and advanced levels respectively.

**HEALTH**

• **Chinese Medicine**

A well-known Chinese herbalist Doctor Naiwen Hu from Shanghai Tongdetang Clinic presents a series of programs on traditional Chinese medicine, including herbal medicine, acupuncture, Qigong, health care, and more. Dr. Hu shares with his audience the profound yet simple practice and path of Chinese herbal medicine. A 5-minute Q&A is provided in each segment.



• **Happy to be Healthy**

This program invites different doctors from various fields of study who have training in western and Chinese medicine to talk about some common illnesses and provide suggestions on preventive care. Doctors also provide their viewers with advice and insight into how to live a happy and healthy life.

**ENTERTAINMENT**

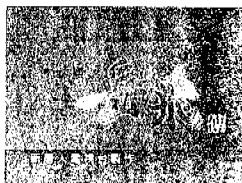
• **Star Light**

This show gives audiences the latest scoop on movies, music, theatre, and movie stars.



• **Story House**

*Story House* is a weekly program that shares stories from classic Chinese novels and short story books that explore traditional values. Historical stories also show the many thrilling plots and battles and court intrigues with the changing of dynasties in Chinese history.



• **Classic Movies**

Classic movies with subtitles in Chinese, featuring timeless masterpieces with the actors we all know and love, always a favorite with the whole family.



• **NTDTV Drama Series**

This program offers various dramas, including historical costume and modern dramas. This series will be aired at prime time, daily and weekly, popular times for our Chinese audience.



process with these artists. This series is a feast for the eyes and mind.

• **Dinning Out Everyday**

The development of Chinese cuisine has a long history and offers a way into the rich culture of China. Each segment of *Dinning Out Everyday* introduces our audience to one elegant main course and several home made dishes. Our audience can surely enliven their dinner tables with our daily menu.

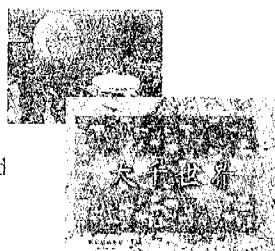


NTDTV offers much, much more. We invite you to come and watch New Tang Dynasty TV via dish or cable. We hope you enjoy our programs and look forward to your feedback.

**THE WORLD AND TRAVEL**

• **Colorful World**

Our world is diverse, colorful and filled with unique people with inspiring stories. *Colorful World* brings you the varied landscapes, cultures, and stories from around the world.



• **Travel**

This program explores the most popular natural landscapes and cultural hot spots from around the world. Our audiences learn about the world without ever leaving their homes.

• **Taiwan Perspective**

This show introduces Taiwan's diverse cultures and life styles, offering our audiences a taste of Taiwan.



**LIVING**

• **Culture Walk**

This series introduces Chinese and western artists and their work. Through rich images and music, our audience explores the creative





NTD

## NEW TANG DYNASTY TV (NTDTV)

The first independent, non-profit,  
global Chinese-language TV network

### NTDTV Canada

Registered as a non-profit organization in Canada in July 2003, NTDTV Canada is operated by over 30 volunteers who are committed to delivering programs to Chinese Canadians in alignment with its Mission Statement.

In addition to regular programming, NTDTV provides production support to Mandarin Times for Rogers Television.

NTDTV was established in February 2002 by a group of Chinese Canadians and Americans who share the vision of a TV network that will bring peace, compassion and freedom to Chinese people all over the world. Since then, NTDTV has attracted like-minded individuals who contribute their talents, time and energy to the network's programming. Headquartered in New York, NTDTV now has more than 40 operational branches in North America, Europe, Australia, and Asia. The TV Network broadcasts through satellite, cable and on the Internet, and it covers North America, Europe, Australia and Asia.

### Mission Statement:

To serve global Chinese communities through

- providing accurate and objective information to enrich knowledge and to enhance quality of life
- promoting the universal values of peace, compassion and freedom
- fostering understanding between Chinese communities and mainstream society
- assisting Chinese people outside China to adapt to, and integrate into, mainstream societies

NTDTV is enjoying a growing international reputation for

- objective and timely global news reporting
- a variety of quality programs on lifestyle, culture, entertainment and economics
- presenting and bridging the best of both Chinese and Western cultures

In November 2003, NTDTV won two awards at the 51st Columbus International Movie Festival. Among the 600 movies submitted, *The legend of Leilei Ye* won a bronze plaque, and *False Fire* won a Certificate of Honorable Mention. *The legend of Leilei Ye* focused on a Chinese artist who used public art to improve an African American community in the United States. *False Fire* analyzed a self-immolation incident in Tiananmen Square, Beijing in 2001 and revealed that the incident was highly likely directed by the Chinese authority to frame Falun Gong and to fabricate excuses for the persecution of the spiritual practice.

**New Tang Dynasty Television Canada**

1750 Steeles Ave. West, Unit 16, Concord, ON. L4K 2L7 Tel: 416-618-9264 Fax: 416-493-5149





## Our Organization



**New Tang Dynasty TV (NTDTV)** is the first independent international, nonprofit Chinese language TV broadcaster established by North Americans. NTDTV began broadcasting via satellite in North America in February 2002. Since July of 2003, NTDTV has extended its 24 hour broadcasting to cover Asia, Europe, and Australia. Headquartered in New York City, NTDTV has 41 reporting stations worldwide.

At NTDTV, our mission is to serve Chinese communities around the world, bridging the cultural differences between the East and the West. We are a dedicated and visionary team of media specialists, TV professionals, and volunteers. Through unbiased standing, enlivening contents, dedicated and rigorous team work, our programs aim to foster understanding between Chinese and Western communities, and at the same time open a window to Chinese culture, its people, and its history to Western audiences. We provide an opportunity to people of different backgrounds and with different viewpoints to have their voices heard.

NTDTV, combining the essence of tradition with modern creativity, connecting the past with the present, offers the viewers a new world and a new view.

### OUR AUDIENCE

The Chinese population is the largest in the world and the fastest growing ethnic group outside China, with more than 2.3 million people in the United States and one million in Canada. In Australia and Europe, the Chinese population is also increasing rapidly with new immigrants arriving daily. Most overseas Chinese continue to use Mandarin or another

dialect as their language of choice at home; no matter how long they have lived in their adopted country.

In mainland China, approximately 40 to 60 million families can receive overseas satellite TV programs. In North America, at least 100,000 families have access to NTDTV broadcast. NTDTV is free-to-air and therefore available to all who receive Ku-band. Since going worldwide we have received a large number of inquiries from Australia, Europe, and Asia for our programming.

NTDTV programs can also be accessed via the Internet. At present, our website receives an average of 80,000 hits daily and the average viewing of online programs is 4,000 viewers daily, with our numbers growing rapidly.

### OUR PROGRAMS

Our programs cover News, Health, Science and Technology, Education, Learning English, Economics, Sports, China and Chinese Culture, Travel, Children's shows, and much much more...

### BROADCASTING TIME AND CHANNEL

NTDTV is available 24 hours a day, 7 days a week in Asia, Europe, Australia, and North America, free of charge.

Area Covered	Satellite	Frequency	Symbol Rate	FEC	Polarization
North America	Telstar-5	11836	20.770	2/3	Vertical
Europe	Telstar-12	11494.5	17.4687	3/4	Vertical
Asia	NSS-6	11543	27.500	7/8	Vertical
Australia	NSS-6	12729	27.500	7/8	Vertical

Please visit our website at [www.ntdtv.com](http://www.ntdtv.com) for information on how to install a dish to receive NTDTV via satellite and receive our free-satellite service.

NTDTV is also available on cable in most metropolitan areas in North America.

## 新唐人電視台

### New Tang Dynasty Television

229 W. 28th Street, Suite 1200

New York, NY 10001, U.S.A.

Website: [www.ntdtv.com](http://www.ntdtv.com)

Tel: 212-736-8535 Fax: 212-736-8536

Feedback Email: [feedback@ntdtv.com](mailto:feedback@ntdtv.com), Business: [business@ntdtv.com](mailto:business@ntdtv.com)

# **Phoenix North American Chinese Channel**



鳳凰衛視(美國)有限公司  
Phoenix Satellite Television (U.S.) Inc.  
12803 Schabarum Avenue  
Irwindale, CA 91706  
Tel: (626) 388-1188  
Fax: (626) 388-1118

February 9, 2005

Ms. Mary Lemon  
Director, Policy & Regulatory Research  
Canadian Cable Telecommunications Association  
Suite 1010  
360 Albert Street  
Ottawa, Ontario  
K1R7X7

Dear Ms. Lemon:

**Re: Sponsorship application for Phoenix North American Chinese Channel**

This letter serves as evidence that Phoenix North American Chinese Channel ("PNACC") has agreed to be sponsored by the Canadian Cable Telecommunications Association ("CCTA") for inclusion on the digital lists of Eligible Satellite Services ("the Lists"). We understand that, should our service be added to the Lists, the service would be available to all distribution undertakings in Canada.

**Description of Service**

PNACC is a general-interest service offering programming primarily in Mandarin with a very small offering each week in Cantonese. Now PNACC has about 1.49% of programming per week in Cantonese which will be phased out entirely after the expiry of the existing licenses. PNACC is PRIMARILY carried by both DirecTV and Echostar, the two largest direct-to-home satellite television broadcasting platforms in the United States. It is also carried by Charter Communications Cable Systems in the Los Angeles area. Since its launch four years ago, PNACC has grown in reach, covering more than 80,000 Chinese homes by satellite or cable television in the U.S. Its objective is to reach 600,000 Chinese families in North America, the single largest Chinese expatriate group outside East and South-East Asia.

The channel provides 24 hours of news, documentaries, current affairs, culture, travel, lifestyle, educational, variety shows and locally produced programs featuring in-depth reports and live interviews on issues of concern to Chinese communities in North American and Latin American countries.

In addition, programs from television stations in China are broadcast on a weekly basis, including Beijing TV Week, Shanghai TV Week, and Hu Bci TV Week and programming from other provincial and municipal television services.

PNACC is one of a suite of television services owned and operated by Phoenix Satellite Television Company Limited ("Phocnix"). These services include the Phoenix InfoNews Channel, the Phoenix Chinese Channel, the Phoenix Chinese News and Entertainment Channel, the Phocnix Movies Channel and the PNACC. Phoenix has extended its reach globally to enable communities around the world to access Mandarin news and entertainment programs.

The first of these, the Phoenix Chinese Channel, was launched on 31 March 1996, aiming to offer quality content to Chinese communities around the world. The dynamism of this massive market, combined with successful expansion strategies, has allowed Phoenix to develop a comprehensive multi-channel platform. Today, Phoenix Chinese Channel, Phoenix Movies Channel, Phoenix InfoNews Channel, Phoenix Chinese News and Entertainment Channel and PNACC together broadcast to audiences in the Asia Pacific, covering more than 30 countries and regions, as well as in Europe and North America.

The mission of Phoenix is to offer varied, high-quality content to the 1.3 billion global Chinese population. Phoenix is a wholly owned subsidiary of Phoenix Satellite Television Holdings Limited, which is listed on the GEM board of The Stock Exchange of Hong Kong Limited and is an associate of The News Corporation Limited.

### **Programming**

The following is a detailed breakdown of programming by genre, expressed as both the total number of hours per week, and as a percentage of the overall weekly programming schedule.

<b>Program Genre Schedule</b>	<b>No. of hours/week</b>	<b>% of Total Program</b>
News & Public Affairs	63	37.5
Documentaries	34.6	20.7
Lifestyle/human interest/ recreation & leisure	26.3	15.6
Sports	nil	nil
Drama	35.2	20.9
Music	2.4	1.4

Religious	nil	nil
Other	6.5	3.9

Attached is a program schedule for first quarter of 2005 with descriptions of the programs broadcast in a typical weekly period. While some of the program descriptions refer to the European Channel as well, it is to be noted that Phoenix' European Channel and PNACC are sharing the same programming except the local news. None of PNACC's programming is accompanied by subtitles and/or Secondary Audio Programming (SAP) in English or French.

### **Demand for Service**

The fact that the CCTA, on behalf of the Canadian cable industry, has requested that PNACC be added to the Lists demonstrates the potential demand for our service in Canada. The popularity of PNACC and its related services elsewhere in North America and around the globe provide testimony of the attractiveness of the programming and its appeal to viewers.

### **Rights for Distribution of Programming in Canada**

PNACC confirms that it has obtained all necessary rights for distribution of its programming in Canada.

### **Non-Preferential or Non-Exclusive Programming Rights**

PNACC confirms that it does not hold, and will not obtain, nor will it exercise preferential or exclusive programming rights in relation to the distribution of programming in Canada. More particularly, PNACC does not currently, nor will it in future, deal in rights to programming in a manner that unduly precludes a Canadian programming undertaking from acquiring that programming.

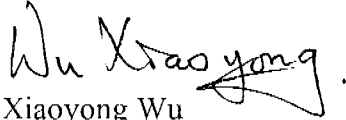
### **Programming Supply Agreement**

PNACC does not have, nor has it ever had, a programming supply agreement with a Canadian programming service.

## Conclusion

We appreciate the CCTA's support for PNACC. We believe that PNACC can add substantially to the diversity of programming being offered by Canadian cable operators as part of their digital cable service.

Sincerely,

A handwritten signature in black ink that reads "Wu Xiaoyong". The signature is written in a cursive style with a large, stylized "W" and "X".

Xiaoyong Wu

CEO

Phoenix Satellite Television (US) Inc.

January thru March Phoenix North America Chinese Channel Program Guide

LA NY	Sun	Mon	Tue	Wed	Thur	Fri	Sat
08:00-11:00	Studio Classroom						
08:15-11:15	Fashion Circles						
08:30-11:30	The Art of Chinese Opera (Cantonese)	On The Bund	Discovery of China	Artful China	Here and Now Zhejiang	China Sichuan	Rainbow Delight
08:45-11:45	Belle Gourmet	Web Buster					Guangdong Today (Cantonese)
09:00-12:00	Passion on China	Li Ao's Standpoint					Unique Touch
09:45-12:45	Peach on Earth (R)	Music Video Selection					
10:00-13:00	Phoenix Action - A Voyage To The Western Oceans	Phoenix Tonight					
10:10-13:10	Phoenix Action - A Voyage To The Western Oceans	Behind the Headlines with Wan Tao					The Story of City: About Tian Jin
10:15-13:15							This is Beijing
10:30-13:30							
11:00-14:00		Phoenix Global Report					
11:05-14:05		Weather Forecast					
11:15-14:15	Starface (RP)	Celebrated China Heritage					Interview with Glitterati II
12:00-15:00	China Neighbouring Countries Special	Phoenix Theatre In The Winter Dark He Shen, The Billionaire Legend (Mandarin ver.)					Superstar Q&A
12:50-15:50							
13:00-16:00	Sis's News	A Date with Lu Yu (II)					Travel Around China
13:25-16:25							
13:30-16:30	Health Express (R)	Health Express II					Health Express (R)
13:35-16:35							
13:40-16:40	Next Time I Marry (RP)	Phoenix Global Report					Chinese The World Is Not Enough (26)
13:45-16:45							
13:55-16:55		Weather Forecast					
14:00-17:00		Let's Hurrah for the World Heritage					
14:10-17:10							
14:15-17:15	Family Studio	Phoenix Drama Common Supremacy Chinese Style Divorce					Music Evolution
15:00-18:00							
15:15-18:15	Belle Gourmet	News Hacker Zhao Shao Kang	Secret Documentary	Panoramic Eyeshot of Phoenix	Social Watch	Oral History	The Secret Files of The Forbidden City
15:30-18:30	China Line	Peace on Earth					
15:50-18:50							
16:00-19:00		Good Morning China					Weekend Spectacular (or Special Programme)
16:30-19:30							
16:50-19:50							Business Journey
17:00-20:00							The Intellectual Life
17:05-20:05	Passion on China (RP)	Celebrated China Heritage (RP)					Observation Post of Military Situation
17:35-20:35		Asian Theatre (RP)					
18:00-21:00	Peach on Earth (R)(RP)						This is Beijing (RP)
18:05-21:05	Phoenix Action - A Voyage To The Western Oceans (RP)	Music Video Selection (RP)					
18:10-21:10		Phoenix Tonight (RP)					Superstar Q&A (RP)
18:45-21:45							
19:00-22:00	China Neighbouring Countries Special (RP)	Phoenix North America News					Next Time I Marry
19:30-22:30							Health Express (R)(RP)
20:00-23:00	Passage to Wall Street (RP)						Starface
20:05-23:05	Health Express (R)(RP)	News Hacker Zhao Shao Kang (RP)	Secret Documentary (RP)	Panoramic Eyeshot of Phoenix (RP)	Social Watch (RP)	Oral History (RP)	Chinese The World Is Not Enough (RP)
20:10-23:10							
20:15-23:15	Sis's News (RP)	Behind the Headlines with Wan Tao (RP)					The Secret Files of The Forbidden City (RP)
20:40-23:40		Phoenix Drama (RP)					Interview with Glitterati II (RP)
21:05-00:05	Family Studio (RP)						
21:10-00:10		Phoenix Journal					Music Evolution (RP)
22:05-01:05	Travel Around China	Weather Forecast					
22:25-01:25		A Date with Lu Yu (II) (RP)					Weekend Spectacular (or Special Programme) (RP)
22:30-01:30	The Story of City: About Tian Jin (R)						
22:35-01:35	China Forum (RP)	Asian Theatre (RP)					This is Beijing (RP)
23:05-02:05	Belle Gourmet (RP)						
23:25-02:25		Summary of Press					The Intellectual Life (RP)
00:29-03:29							
00:55-03:55	Super Gourmet (R)	Newsline					Unique Touch (RP)
01:15-04:15		Li Ao's Standpoint (RP)					Travel Around China (RP)
01:25-04:25							
01:45-04:45		Health Express II (RP)					Observation Post of Military Situation (RP)
01:55-04:55							
02:00-05:00		Phoenix Bulletin					Runnaga Around the Central Kingdom
02:25-05:25		Weather Forecast					Starface (RP)
02:30-05:30	Passion on China (RP)	Phoenix Tonight (RP)					Chinese The World Is Not Enough (RP)
02:55-05:55							
03:15-06:15	China Line (RP)	News Hacker Zhao Shao Kang (RP)	Secret Documentary (RP)	Panoramic Eyeshot of Phoenix (RP)	Social Watch (RP)	Oral History (RP)	Passage to Wall Street
03:20-06:20		Peach on Earth (RP)					
03:30-06:30	Travel Around China (RP)	Phoenix Drama (RP)					Interview with Glitterati II (RP)
04:00-07:00	The Art of Chinese Opera (Cantonese) (RP)						The Secret Files of The Forbidden City (RP)
04:30-07:30							
05:00-08:00		Asian Journal					Asian Journal
05:20-08:20		Weather Forecast					Belle Gourmet (R)
05:35-08:35	The Story of City: About Tian Jin (R)	Newsline (RP)					Super Gourmet
05:50-08:50							
06:15-09:15	Select Theatre	Emperor Kang Si's Private Visits (II) (Madrina) (R)					Business Journey (RP)
06:30-09:30		Zhongnan & Zhu (II) (R)					Guangdong Today (Cantonese) (RP)
06:45-09:45							
07:00-10:00		Let's Talk in English					Fashion Circles
07:15-10:15							
07:45-10:45		Studio Classroom					China Forum
08:00-11:00							

First Run R= Reply RP = 24hrs Reply net duration / timeslot All prog details subjected to change.

**PHOENIX SATELLITE TELEVISION CO. LTD.**

**NORTH AMERICAN/EUROPEAN CHANNEL**

**PROGRAM TIMETABLE FROM JANUARY TO MARCH, 2005**

*\*The names and times of the following programs are subject to changes and to be finalized in the last notice.*

**NEW PROGRAM FOR THIS SEASON**

**NEWS REPORT**

**Phoenix Global Report**

First Broadcast: Daily, 19:00 – 19:25 (UK time)

First Broadcast: Daily, 20:00 – 20:25 (Euro time)

**Phoenix Bulletin**

First Broadcast: Monday through Friday, 10:00 – 10:25 (UK time)

First Broadcast: Monday through Friday, 11:00 – 11:25 (Euro time)

**Phoenix World News**

First Broadcast: Daily, 21:30– 21:55 (UK time)

First Broadcast: Daily, 22:30 – 22:55 (Euro time)

**Phoenix Journal**

First Broadcast: Every Tuesday through Saturday, 06:00 – 06:25 (UK time)

First Broadcast: Every Tuesday through Saturday, 07:00 – 07:25 (UK time)

The foregoing 4 news programs captivates audience with fast, hot and valuable up-to-date news across the world in each and every second.

Phoenix Satellite TV which is a satellite TV medium has reached audience from different parts of the world. It produces newscast covering local and international news. As our varied fare news information moves in the same pace as that of the world, Accuracy, Timcly, Speedy, Lively are what Phocnix News Report can offer its audience.



## **Information Programs**

### **Surfing On Net/Web Buster**

First Broadcast: Every Monday through Friday, 0845-09:15 (Eastern Time)

First Broadcast: Every Monday through Friday (UK Time)

Host: Leung Man Dao

Further to the popularity of the two programs entitled "Summary of Press" and "Saturday Commentary", Phoenix TV produces another program "Web Buster" – a news program from surfing the world-wide Internet.

"Web Buster" researches and provides the audience daily with varied and privileged news information and updates you from thousands of sources around the net. From the BBS commentary talk, voices and thoughts from the public are heard and shared. Our audience can watch and chat using MP3 and Flash media on the Internet via the TV screen.

There is one special thing about the program – "Different Voices but One World". While focusing on one issue, voices from the audience are heard directly. For example, the views on a football competition can be heard from audience from China, Japan or different parts of the world.

The program can be watched every Monday through Friday. Interesting, organized and up to date news information is what the program offers.

Our host, Leung Man Dao, is a well-known talk show host and knowledgeable person in different cultural arts. Not only does he participate in different cultural art activities, he a commentator for different magazines newspapers. He is only director, chair or consultant of various cultural or art associations or lecturer of several sessions in universities. He is also active in social communities.

With his great ideas and views while looking at different perspectives, he is a talented and compelling speaker who is able to inspire, motivate, challenge, encourage and entertain listeners on every occasion.

### **Yang's Info-Parlo**

#### Eastern Time

First Broadcast: Every Monday, 15:15 – 15:55

Repeated Broadcast: 20:00 – 20:40

#### UK Time

First Broadcast: Every Monday, 23:15 – 23:55

Repeated Broadcast: 11:20 – 12:00

Host: Yang Kam Lun

After the programs “Summary of Press” and “Yang’s Info-Parlor”, the potential of Yeung Kam Lun. can be seen further in this program. Mr. Yang’s dual image of “The First Person to Read the Paper” and “The Sexiest old Yang” has made him more inspiring and entertaining to his audience. His compelling blend of unique experience and expert knowledge, unique perspective and his sense of humour provides his audience with plenty of solid and cutting-edge information and refreshing transparency.

## **Social Watch**

### Eastern Time

First Broadcast: Every Thursday, 15:15 – 15:55

Repeated Broadcast: 20:00 – 20:40

### UK Time

First Broadcast: Every Thursday, 23:15 – 23:55

Repeated Broadcast: 11:20 – 12:00

Host: Tsang Chi Mak

“Social Watch” saw an important and great breakthrough in the Phoenix programs on financials. In this program, the focus covers from financials to people’s daily lives. Ms. Tsang continues her expertise for hard hitting and objective commentary about social and political issues.

The essence of this program is that it addresses and analyzes issues that has impacted the lives of many, covering conflicting and argumentative issues which may inspire deeper thinking among the audience.

Ms. Tsang possess a high academic qualification with enriched life experience. Her unique thinking and personality creates an endearing and motivating connection with all who hear her, including the senior executives and professionals across the country. She was nominated as the best host of financial program by “The Top Chinese Program List of 2002” of New Magazine.

## **Narration of History/Oral History**

### Eastern Time

First Broadcast: Every Friday, 15:15 – 15:55

Repeated Broadcast: 20:00 – 20:40

### UK Time

First Broadcast: Every Friday, 23:15 – 23:55

Repeated Broadcast: 11:20 – 12:00

In “Oral History” different historical events are narrated by those who eye-witnessed the occurrence of such events. For example, past political leaders describing events which occurred

in the cultural revolution. As such stories are delivered by those who experienced them, each historical pictures are brought into life in front of the audiences.

### **Celebrated China Heritage**

#### Eastern Time

First Broadcast: Every Monday through Friday, 11:30 – 11:35

Repeated Broadcast: 17:00 – 17:05

#### UK Time

First Broadcast: Every Friday, 19:30 – 19:35

Repeated Broadcast: 01:00 – 01:05

Host: Hui War Fei

This program is a five-minute program on Chinese history, culture and heritage. It is a combination of culture and heritage in both ancient and modern times. Although short, the program provides an inspiring and interesting time for the audience.

### **Wen Qian's Forum/Sisy's News**

#### Eastern Time

First Broadcast: Every Sunday, 12:50 – 13:40

Repeated Broadcast: 20:15 – 21:05

#### UK Time

First Broadcast: Every Sunday, 20:50 – 21:40

Repeated Broadcast: 04:15 – 05:05

Host: Chan Man Sai

Ms. Chan Man Sai, a political and social commentator and columnist, is the host of many popular talk-shows in Taiwan. In addition to her PHD degree, she is also the manager of a music record company as well as the promotion coordinator of a political party in Taiwan. She is a very influential and significant figure in the social, commercial and political circle. Her understanding of the relationship between China and Taiwan and international political issues has given her deep insights and unique perspectives. In “Wen Quian’s Forum”, her wisdom, humour, talent, persuasiveness, etc. further inspired her audience.

This program, through the use of video-conferencing, encompasses the discussion of social and political issues among well-known political and social commentators from different parts of the world, thus delivering broad range of views and perspectives to the audience.

## ENTERTAINMENT PROGRAMS

### **Entertainment Whirlwind**

#### Eastern Time

First Broadcast: Every Monday through Friday, 09:50 – 10:35

Repeated Broadcast: 18:00 – 19:00

#### UK Time

First Broadcast: Every Friday, 17:50 – 18:35

Repeated Broadcast: 10:35 – 11:15

Host: Shum Sing

This is a 40-minute interesting program on entertainment news from different sources in Hong Kong, Taiwan, China and Europe. It keeps the audience abreast with what's happening in the show business, breaking entertainment news about their familiar stars, etc.

Ms. Shum Sing has hosted different entertainment shows and large scale live programs. Her talents and skills enable her to communicate easily with her audience. She was the front cover of different magazines and she was nominated in the third place of the most popular host of TV programs in 2003.

### **Belle Gourmet**

#### Eastern Time

First Broadcast: Every Sunday, 15:15 – 15:30

Broadcast repeated the next day: 0:05 – 0:25

#### UK Time

First Broadcast: Every Sunday, 23:15 – 23:30

Broadcast repeated the next day: 08:05 – 08:25

Host: Shum Sing

Guest Host: featuring both male and female hosts and commentators

Every Sunday, the audience can share the joy of how our hosts enjoy different Chinese foods from different parts of China. All styles of tasty Chinese foods, including hot entrée, spicy foods, desserts, etc. can be seen in different restaurants and cafes.

“*Hot Appetizers*”: Ms. Shum will introduce to the audience new ways of cooking Chinese food.

“*Gourmet across China*” : Here comes our host and the commentators introducing to the audience different types of Chinese gourmet food.

*“What story behind”*: There is a story behind each entrée and our host is going to tell the audience such story behind it.

**PHOENIX SATELLITE TELEVISION CO. LTD.**  
**NORTH AMERICAN/EUROPEAN CHANNEL**

**PROGRAMMES HIGHLIGHT**

**A date with Luyu**

Eastern Time

First Broadcast: Every Monday through Friday, 12:30 – 13:25

Repeated Broadcast: 22:30 – 23:25

UK Time

First Broadcast: Every Monday through Friday, 20:30 – 21:25

Repeated Broadcast: 06:30 – 07:25

Host: Chan Lu Yu

This is a completely new version in the year of 2005. It is changed from a weekly program to a daily program and the quality of the program is much more improved .

In this program, our host interviews familiar movie stars such as Jacky Chan, famous basketball player and sports star, comediest, During their interviews, these famous figures share their life experience and thoughts with the audience. As audience will be invited to attend the actual interview, the program will be turned into life-like sceneries for the audience.

Ms. Chan was nominated by the News Magazine as the best talk show host in 2003. Ms. Chan really uses her “heart” to host her show as she expressed how her mood and feeling are shared with her audience.

**Phoenix Action**

Eastern Time

First Broadcast: Every Sunday, 09:30 – 10:00

Repeated Broadcast: 18:00 – 18:30

UK Time

First Broadcast: Every Sunday, 18:15 – 19:00

Repeated Broadcast: 02:00 – 02:45

On August 8, 2004, “Phoenix” started to sail on its journey in its effort of searching for Cheng Woo who went on his trip to the “West Ocean”. This journey lasted for about 8 months. During the journey, they encountered adverse weather conditions e.g. thunderstorm and stormy sea but such obstacles could not stop their spirit to seek for adventure and to achieve their final goal.

## **China Neighbouring Countries Special**

### Eastern Time

First Broadcast: Every Friday, 15:15 – 15:55

Repeated Broadcast: 19:00 – 19:55

### UK Time

First Broadcast: Every Friday, 20:00 – 20:50

Repeated Broadcast: 03:00 – 03:55

It is a documentary program on what's happening in the neighbouring countries of China (for example, Korea, India, Pakistan, Thailand, Vietnam, etc.). These documentary films are on different aspects, say social, economic, political and military changes that have occurred. Historical and current events are brought to life in front of the audience.

**PHOENIX SATELLITE TELEVISION CO. LTD.**

**NORTH AMERICAN/EUROPEAN CHANNEL**

**January to March, 2005**

**NEW PROGRAMMES**

**News Hacker Zhao Shao Kang**

Eastern Time

First Broadcast: Every Monday, 18:15 – 18:55

Repeated Broadcast: 23:05 – 23:55

UK Time

First Broadcast: Every Monday, 23:15 – 23:55

Repeated Broadcast: 11:30 – 12:00

This program connects different commentators, political scientists, reporters to discuss different aspects of different social, political and/or economic issues.

**Chinese The World Is Not Enough**

Eastern Time

First Broadcast: Every Sunday, 13:40 – 14:10

Repeated Broadcast: 20:10 – 20:40

UK Time

First Broadcast: Every Sunday, 21:40 – 22:10

Repeated Broadcast: 10:55 – 11:30

This program is delivered in the form of oral description through documentary films. It reveals the success story shared by famous Chinese nationals, including Chief Executive Officers, the scientists who invented cell phones, spaceman, Nobel Prize and Oscar winners, etc.



**PHOENIX SATELLITE TELEVISION CO. LTD.**

**NORTH AMERICAN/EUROPEAN CHANNEL**

**PROGRAM TIMETABLE FROM JANUARY TO MARCH, 2005**

*\*The names and times of the following programs are subject to changes and to be finalized in the last notice.*

**PHOENIX DRAMA**

**Common Supremacy**

*Every Monday through Friday, from February 9, 2005 to March 9, 2005*

UK Time

First Broadcast: 22:15 – 23:15

Repeated Broadcast: 12:00 – 13:00

Euro Time

First Broadcast: 23:15 – 0:15

Repeated Broadcast: 13:00 – 14:00

Actors:

The Story

The background of this comedy happened during the times of the Ching Dynasty when young men were given chances to positions in the government once they were successful in the annual exams. There was this lay-back Chinese fellow who was so lazy to sit for such exams but rather would want to stay at home doing farm work. However, he has a very fierceful and fat wife who gave him a lot of troubles by helping the “victims” to fight against the “wicked”.

**Chinese Style Divorce**

*Every Monday through Friday, from March 10, 2005 to April 8, 2005*

UK Time

First Broadcast: 22:15 – 23:15

Repeated Broadcast: 12:00 – 13:00

Euro Time

First Broadcast: 23:15 – 0:15

Repeated Broadcast: 13:00 – 14:00

Actors:

The story is how an ordinary couple face their problem in their marriage. Living in this world full of challenges and declining moral values, it described the pain and hurt experienced by the man and wife brought by their marriage.

**ASIAN THEATRE**

**He Shen, The Billionaire Legend**

*Every Monday through Friday, from February 16, 2005 to April 22, 2005*

UK Time

First Broadcast: 19:35 – 20:30

Broadcast repeated next day: 07:25 – 08:25

Euro Time

First Broadcast: 20:35 – 21:30

Broadcast repeated next day: 08:25 – 09:25

Actors:

This is a historical story about the collapse of the Ching Dynasty – a story of the bankruptcy of those greedy government officials versus the loyalty of those dedicated ones – and ultimately a historical drama giving the audience a vivid picture of such historical characters and events

# Connecting Chinese Worldwide



Phoenix North American Chinese Channel

JAN 2005

# **Phoenix North American Chinese Channel**



# Phoenix Satellite Television

- Launched in 1996, IPO on June 30, 2000
- A Joint Venture
  - STAR Group 37.6%
  - Today's Asia Ltd 37.6%
  - China Wise International Ltd 8.3%
  - Public 16.5%
- Top Western & Chinese media expertise



# One-stop Integrated Marketing Opportunities



Phoenix Chinese



Phoenix CNE



Phoenix N.A.



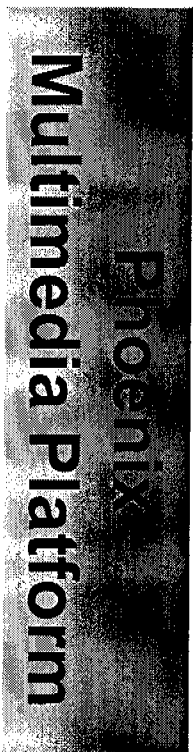
Phoenix Movie



Phoenix Infonews

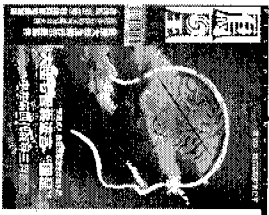
資訊台

On-air



In-print

On-line



Phoenix Weekly



Phoenix Ad Information



PhoenixTV.com

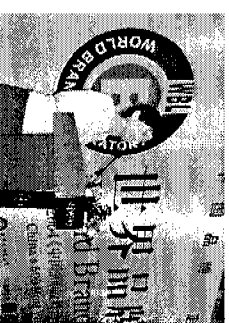


## **Phoenix's Brand Valued at 22.83 Billion Made to China's top 30 Brand**

Phoenix was named one of the China's 500 most valuable brands in the World Brand Summit on June 28, 2004, revealed by the World Brand Laboratory, one of the world's leading brand evaluation organizations.

Phoenix, valued at 22.83 billion and ranked 23<sup>rd</sup> in the list, is one of the two media made to top 30.

In conjunction with World Economic Forum, World Brand Laboratory organized this award for the first time in China. A total of 27 trades such as household electronic appliances, garment, food and beverage are covered.







## Phoenix : China Branding Heavyweight

Phoenix is singly picked in media arena in a newly-published book "Brand Warriors China" by two leading brand strategists and consultants Ms. Fiona Gilmore and Mr. Serge Dumont. Other top brands selected are China Mobile, TCL and Legend, which are all super brands ascending in China market in the last decade.

25,000 copies were sold in the first six weeks after the book was published in Chinese in January, 2003.

The authors are influential speakers and consultants in brand positioning, migration strategy, innovation and identity programs for international clients such as IBM, Nike, Walt Disney and Armani. Both are recognized for their expertise and experience in China and Asian markets and Ms. Gilmore gives regular talks and appears in TV programs including *The Money Program* and *Question Time*.





# Phoenix Achieves 36% Brand Awareness



Brand power Percent who have heard of...

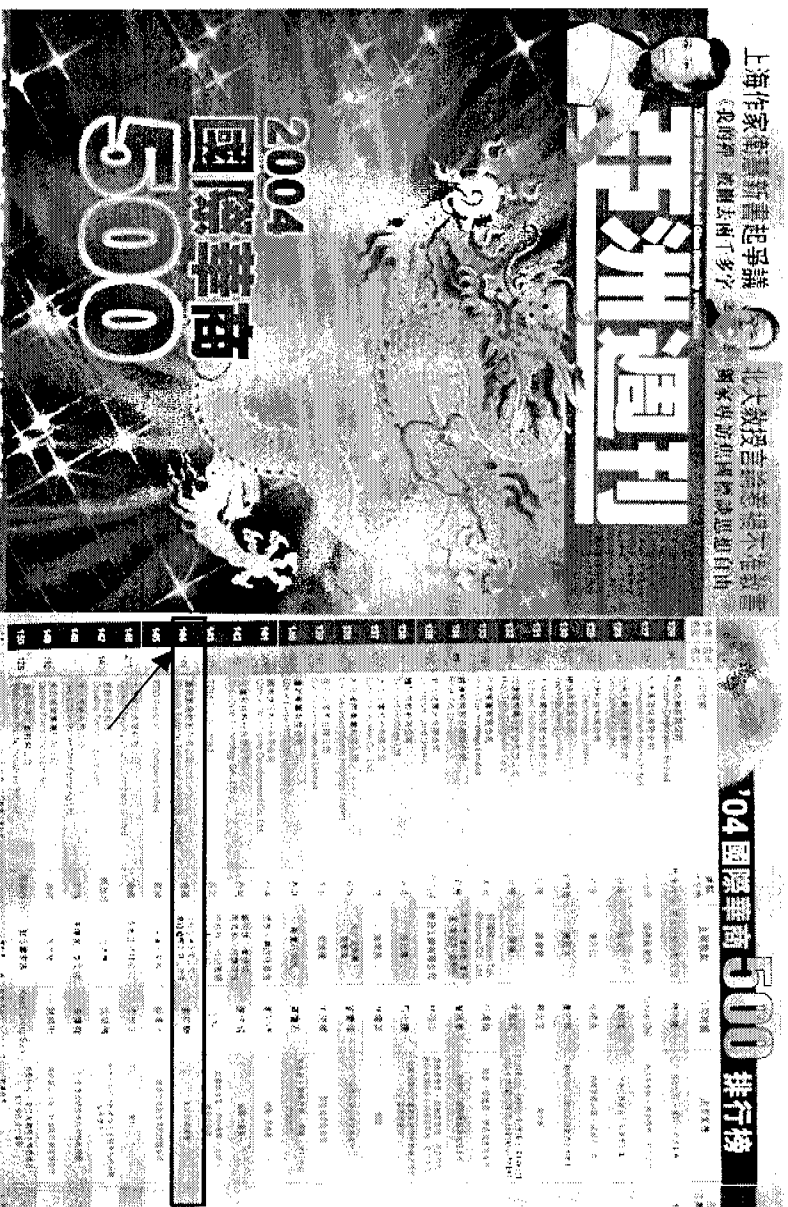
Crocodile	44%
Sanyo	42%
Nestle	42%
Volkswagen	42%
Hilton	42%
Fuji	42%
Sony	42%
Procter & Gamble	41%
Boeing	41%
Sharp	38%
<b>Star TV/Phoenix</b>	<b>36%</b>
McDonald's	36%
K.F.C.	35%
Ericsson	32%
BMW	32%
San Miguel	32%
Ford	31%
Playboy	30%
Hyundai	29%
Hong Kong & Shanghai Bank	28%
GM/General Motors	28%

Source : Fortune, Oct 1999

**36%**  
Awareness



# Phoenix selected as International Top 500 Chinese companies, 5 years in a row



Phoenix is selected as one of the International Top 500 Chinese companies by Yazhou Zhoukan, the international Chinese News-weekly. It is the fifth consecutive years since 2000 that Phoenix is being selected. This honor affirms the popularity Phoenix enjoys in the Chinese community worldwide.

Source : Yazhou Zhoukan October 10, 2004 issue



## **Phoenix Awarded “Best Value For Money” Broadcasting Media in China**

The inaugural election of the “Best Value-for-Money Media” took place at the China’s Media Investment Annual General Meeting in April, 2004. Phoenix came top among the ten best TV & Radio broadcasters.

The event was jointly organized by China Media Forum and an International Media Research Centre. The year-long evaluation took in participants’ social credibility, core management, strategic resources, brand reputation, market operation mechanism, target market and financial status. Tens of thousands of internet users started polling online from May, 2003. On top of that, about 100 experts and scholars of the media and investments fields cast their votes in person.

50 companies were elected for the five categories: TV & Radio broadcasters; Newspapers; Magazines & Periodicals; Internet Media and Media Corporation.

*Source: Sohu website, April 24, 2004*



## Phoenix made to Top 5 Most Respected Companies in China



Source:  
*Economic Observer*  
China, May 30, 2004



Phoenix was rated the fifth "Most Respected Companies in China, 2003-04", alongside other well-known brand names including Haier, China Merchant Bank in the result announced at the end of May, 2004. Phoenix was the only media corporation to have received this honor.

Phoenix has already received this title for the third year running, leaping from 12th in 2001 to 10th 2002 and to the top five this year.

Jointly organized by Economic Observer and Business Management Research Centre of Beijing University, the award is one of the most authoritative titles in all of China. The selection committees were made up of nationally renowned economists, expert researchers working for governmental departments, famous professors as well as celebrated personnel of the financial media. 200 nominees were whittled down to 50 finalists, out of which came the top 20 most respected companies.








## **Phoenix in the United States**

**Phoenix North America Chinese Channel (PNAC)** is carried over DirectTV and EchoStar, the two large direct-to-home broadcasting platforms in the United States with more than 22million subscribers. In addition, PNAC also is carried over Charter, the mainstream cable platform in Los Angeles.

Since it launched in 2000, the PNAC has grown in reach and today aims at reaching almost 1 million Chinese households in North America, the single largest Chinese expatriate group outside East and South East Asia. The Channel provides 24 hours of news, documentaries, current affairs, culture, travel, lifestyle, movies, and locally produced programs featuring in-depth reports and Live interviews on issues of concern to expatriate Chinese communication in North American and Latin American Countries.



# Distribution of PNAC Channel

	Service Providers	Coverage	Total Homes Passed	Chinese Household
DTH	 Ch 456  Ch 581 680	National	22 Million HH	30,189 HH
Cables	 Ch 282 Charter Communications Cable (Cover over 47% Chinese Population in Los Angeles Area)	Los Angeles Area	350,000 HH	90,000 HH
Hotels	 RENAISSANCE  MAVFLOWER HOTEL <small>WASHINGTON, DC</small>	Washington D.C.	600 Rooms	N/A
Others	Senior Homes, Restaurants	National	N/A	7240 HH

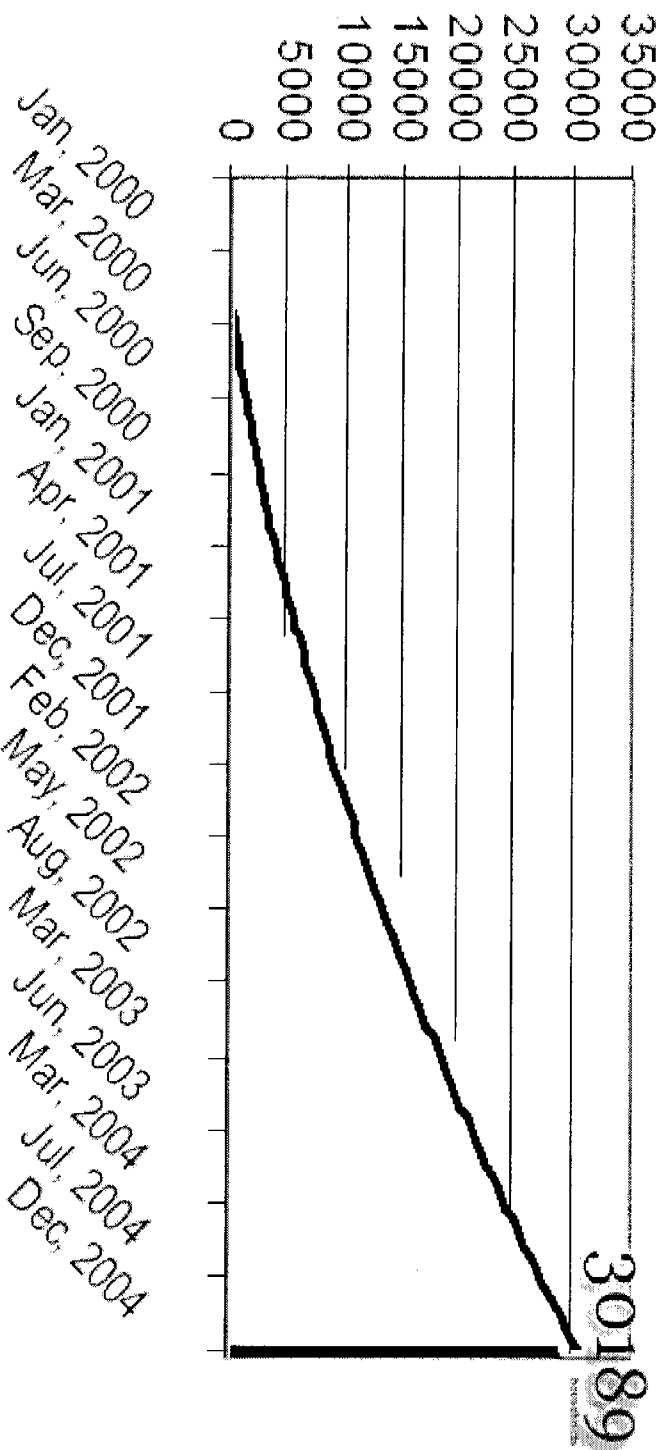
Source: PNAC Channel Marketing Department, Jan 2004

**Did you know?**

*The total Chinese population in the U.S. is more than 2.4 million or 600,000 households.*



## Strong Growth of Viewers in North American Region

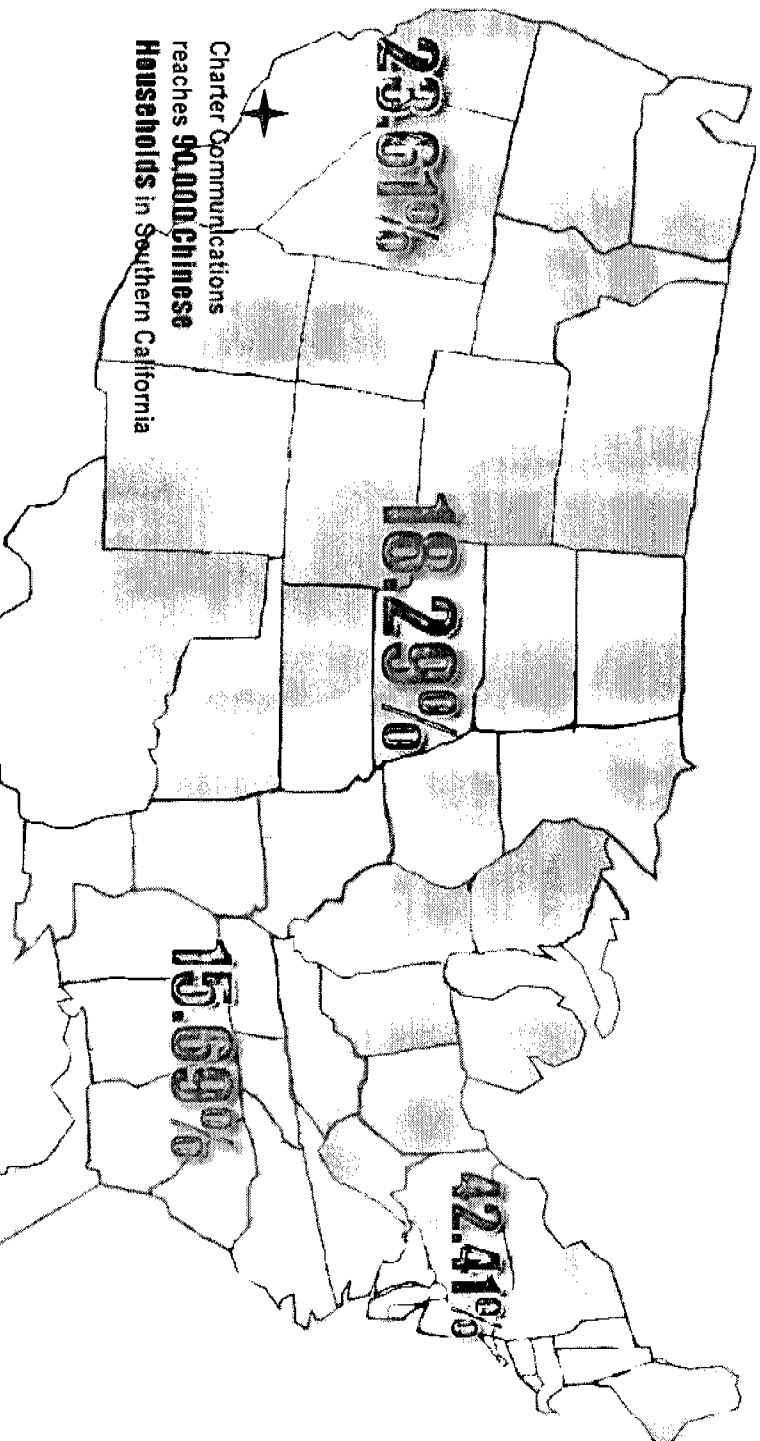


Starting from November 2000 through Dec. 2004, Phoenix Satellite Television has increased more than 30,000 programming subscriptions as time progressed according to the graph on above





## Strong Growth of Viewers in North American Region

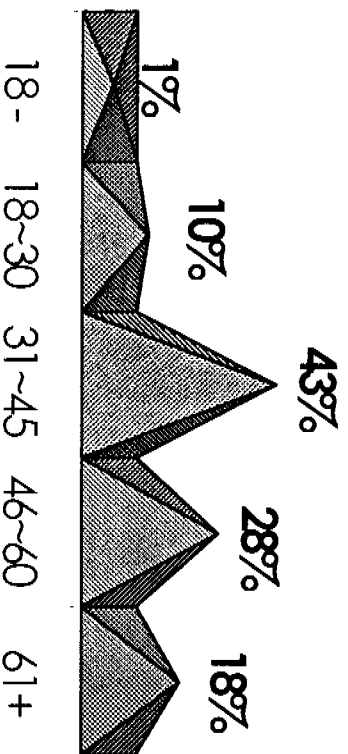


Phoenix North America Chinese Channel (PNAC) is carried on DIRECTV and ECHOSTAR, the largest direct-to-home satellite broadcasting platforms; on Charter, the largest cable broadcasting platforms in Los Angeles area. PNAC launches its programs throughout the entire North American Regions in the percentages, as illustrated by the map above.



# Viewer's profile in North America

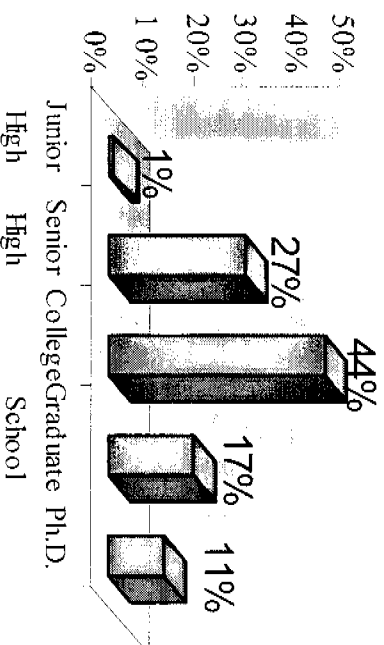
## Phoenix Viewers' Age



### Phoenix has Younger-Age viewers

81% of Phoenix North America Viewers are in the age group of 18-60 years; however, the majority of the audience group consists of younger than the age of 60.

## Education Completed



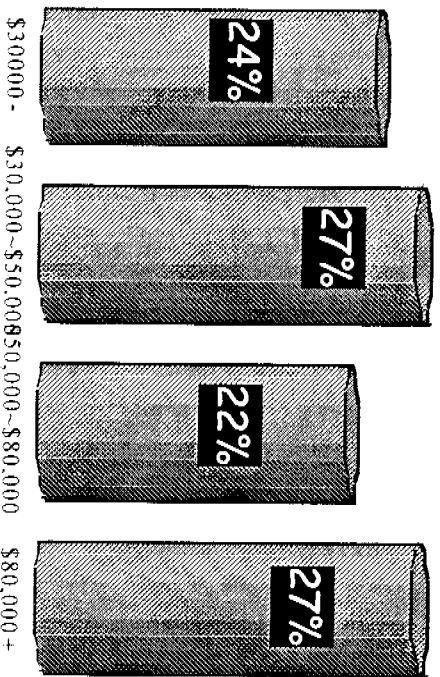
### Phoenix has Higher-Educated viewers

72% of Phoenix North America Viewers are well educated.



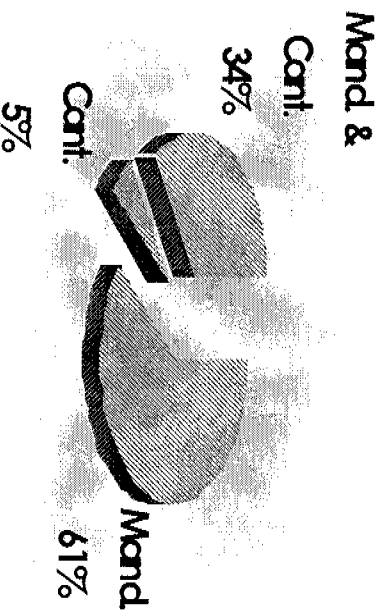
# Viewer's profile in North America

## Annual Income Level Mandarin Speaking Households



### Phoenix has Higher-Income-Level viewers

49% of Phoenix North America Viewers have a family annual income of over US \$50,000.00, which makes PNAC a stronger provider of programming services and an appealing attraction the audience group



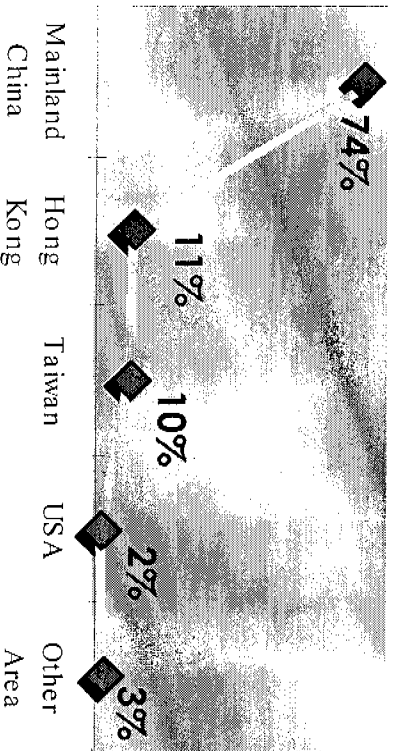
### Phoenix has Bilingual-Speaker viewers

34% of Phoenix North America Viewers speak Mandarin and Cantonese; therefore, PNACC has the unique superiority compared to other channels.



# Viewer's profile in North America

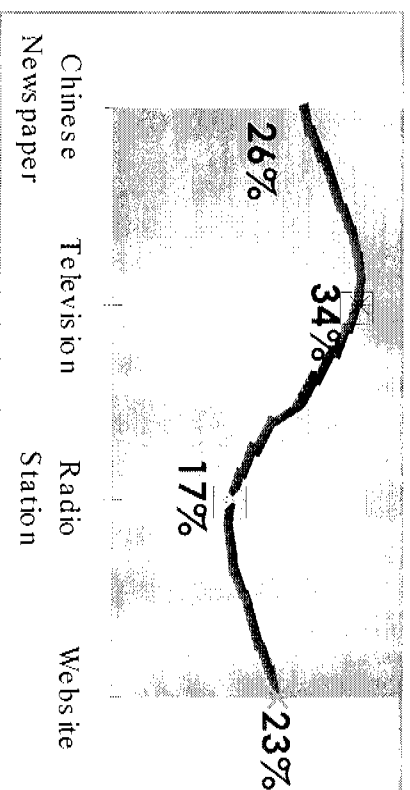
## Targeting Mainland China Viewership



## Majority Phoenix viewers from Greater China

According to the 2004 survey, 74% of Phoenix North America Viewers are from Mainland of China.

## Media Sources



## Majority Phoenix viewers utilize TV program

34% of Phoenix North America Viewers utilize television as the media source of gathering information.



## The Power of PNAC Channel

**The Chinese Connection** - The channel is available on mainstream DTH platforms and cable networks which already covered more than 43% of the total Chinese population in the U.S.

**Content is King** - Leveraging on the high-quality programming from Phoenix, PNAC provides the best news, current affairs, drama and general entertainment to the overseas Chinese residing in the U.S.

**Local Relevance** – Backed by strong reporting team (PNAC has several news bureaus in the major cities around the States) and state-of-the-art production facilities (PNAC has 20 thousands feet studio which is located in Los Angeles) PNAC produces the best live local news in Chinese-language, a 60-minute daily North America News in prime time at night.

**Broad Appeal** – The dual-dialect programming (in Cantonese and Mandarin) has the broadest appeal to Chinese coming from mainland China, Hong Kong, Taiwan and other Asian countries.

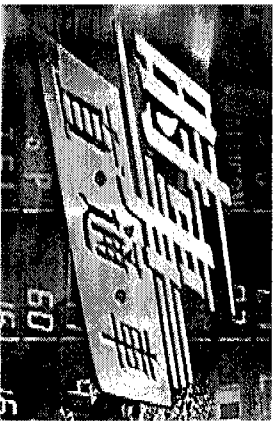
### ***Did you know?***

*Majority of new Chinese immigrants into the U.S. are from the mainland and PNAC is becoming the most desirable television product in the Chinese community.*



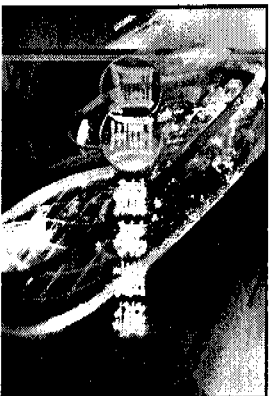
# Programs on PNAC in 2005

## News around world



### Asian Journal

Sun-Thur: 5:05-5:45am (PST)



### Phoenix Global Report

Daily 11:00-11:30am (PST)



### Phoenix Bulletin

Sun-Thur: 1:30-2:00pm (PST)



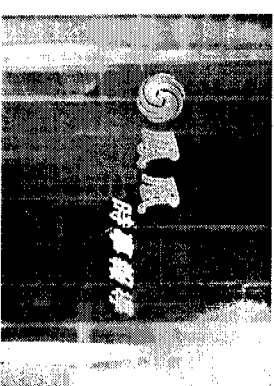
### Good Morning China

Sun-Thur: 4:00-5:00pm (PST)



### North American News

M-F: 7:00-8:00pm (PST)



### Phoenix Journal

M-F: 10:10:30pm (PST)

*Did you know?*

*PNAC Channel produces the best local news in the U.S., with strong reporting team backed by bureaus in New York and Washing D.C., and an state-of-the-art production studio in Los Angeles.*



# Programs on PNAC in 2005

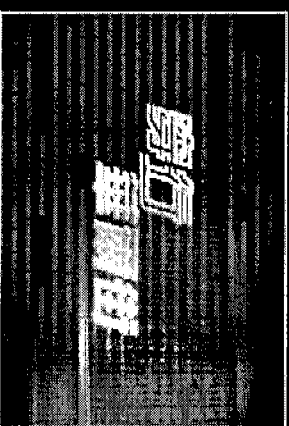
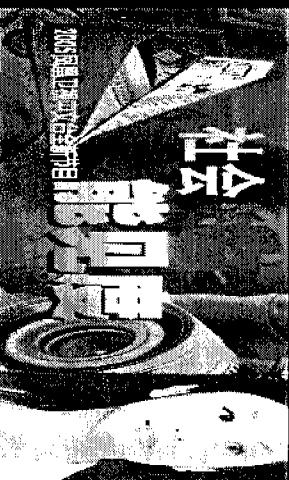
## Business Current Affairs

Newsline

Summary of Press

Society in perspective

Passage to Wall Street



**Mon-Fri: 0:55-1:25am (PST)**

Every week day from Monday to Friday, key issues from Mainland China, Hong Kong, Taiwan and around the globe are discussed on Newsline, with Dong Jia-yao and a guest anchor.

**Sun-Thur: 1225-1255am (PST)**

Summary of Press provides a concise review of what's in the press and highlights the headlines and editorial from respected publications. In 2003 Summary of Press was awarded "Program of the year".

**Thur: 8:00-8:40 pm (PST)**

Phoenix sets new standard for social program in Society in Perspectives with the extension of political and social features to the national economy and the people's livelihood. Presenter Zeng Zi Mo looks into controversial subjects and information news that may fall into grey areas with in-depth reports and analysis.

**Sun: 7:35-8:10pm (PST)**

this is the program that captures key moments and provides audiences with first-hand financial information from the traditional hub of the world economy.

***Did you know?***

*Passage to Wall Street is a production of PNAC Channel that provides first-hand information from the world business hub.*



## Programs on PNAC in 2005 The Best Documentary from China



Narration of history

Secret Documentary

Panoramic Eyeshot of  
Phoenix

A Date with Lu Yu

Fri 8:00-8:40pm (PST)

Tue 8:00-8:40pm (PST)

Wed 8:00-8:40pm (PST)

M-F 10:30-11:30pm (PST)

***Did you know?***

*Phoenix, in collaboration with the provincial stations in China, brings you the best local documentaries and gets you connected with the homeland.*





# Programs on PNAC in 2005

## The Most Incredible Talkshows



Li Ao's Standpoint

M-F: 9:10-9:40am (PST)

Sisy's News

Sun: 8:10-9:05pm (PST)

Behind the Headline with  
Wen Tao

M-F: 8:40-9:10pm (PST)

StarFace

Sat: 7:35-8:05pm (PST)

### ***Did you know?***

*In addition to infotainment programmers produced by Phoenix Chinese Channels, PNAC Channel also offers a wide varieties of Cantonese- and Mandarin-language acquisition programmers.*



## Programs on PNAC in 2005 The No.1 Entertainment



Phoenix Action



Belle Cournet



Phoenix Tonight



Weekend Spectacular

Sun 6:00-6:45pm (PST)

Sun: 3:15-3:30pm (PST)

M-F 6:10-7:00pm (PST)

Sat: 22:30-23:55pm (PST)

### *Did you know?*

*In addition to infotainment programmers produced by Phoenix Chinese Channels, PNAC Channel also offers a wide varieties of Cantonese- and Mandarin-language acquisition programmers.*



## **Programs on PNAC in 2005**

### **The Best Asian Dramas**



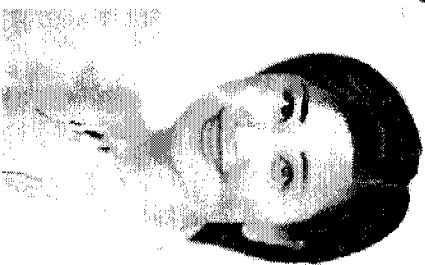
**Phoenix Drama**  
**M-F 9-10pm (PST)**



**Asian Theatre**  
**M-F 5-6pm (PST)**

#### ***Did you know?***

*PNAC channel brings you both Cantonese- and Mandarin-language drama appealing to Chinese coming from different geographic locations.*



## Sally Wu 吳小莉 (Presenter)

Top presenter of Phoenix, publicly regarded by China's top national leader in international press conference. In 2003, Wu was appointed as the "Media Ambassador" by the 7<sup>th</sup> World Chinese Entrepreneurs Convention. She has been considered as one of the "Most Important Chinese People You Have to Get Acquainted With" awarded by "Yazhou Zhoukan". In 2001, Wu was voted one of the "Top 20 Most Influential Females in the World" by 'Globe' magazine.

## Rose Luqiu 閻丘露薇 (Reporter)

The first Chinese female reporter entered Baghdad, delivering updated reports on Iraq War. Her professional performance and brilliant reportage was remarkable and set an outstanding example in the field. Rose is then awarded "Reporter of the Year" presented by Sohu, one of the most significant web portals in China. Rose is also selected as the "20 Most Envious Chinese Women in China" and one of the "100 Top Chinese Celebrities" by Forbes, Chinese Edition released on February 10, 2004. Her book named "Reporting Journal of Rose Luqiu" is also awarded The 2nd Chinese Reporting Literature Award Zheng Tai Prize in 2003.





**Anthony Yuen** 阮次山  
**(Commentator)**

His program is considered as a must-see by social elite, high rank officials, experts and entrepreneurs.



**Chen Luyu** 陳魯豫  
**(Presenter)**

Engaging presenter, awarded "The Female Presenter of the Year" in 2001 by "New Weekly". She is selected as one of the "100 Top Chinese Celebrities" by Forbes, Chinese Edition released on February 10, 2004.



## Zeng Zimo 曾子墨 (Presenter)



Unmatched reporter with solid finance and investment background. She is awarded "The Best Financial Program Presenter" in 2002 by "New Weekly".

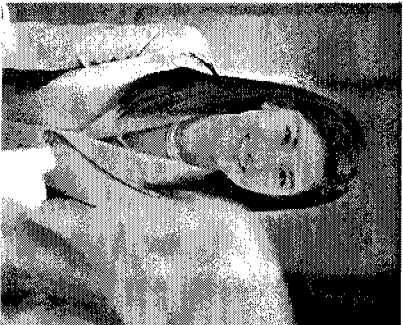
## Tiger Wu 胡一虎 (Presenter)



Popular presenter with amiable personality, appealing to audience of all ages. He is awarded "The Best Cultural, Lifestyle and Special Feature Programme Presenter" in 2002 by "New Weekly".



## Presenters, Commentators and Reporters



### Chow Ying Chi 周瑛琦 (Presenter)

Talented, experienced and down-to-earth, Chow Ying Chi is selected by the Miss World Committee as one of the three hosts of “the 53<sup>rd</sup> Miss World Pageant ” held in Sanya in 2003, the first in China. Angela is currently co-hosting Phoenix famous program “Magazine Critique” with Yang Jin Lin.



### Yang Jin Lin 楊錦麟 (Commentator)

With his witty and sarcastic presentation in “Summary of Press”, Yang becomes one of the most popular presenters in China. The program was awarded “the Program of the Year” in “2003 China Forging Ahead Awards” organized by “New Weekly”.



# Summary of Press Awarded “Program of the Year 2003”

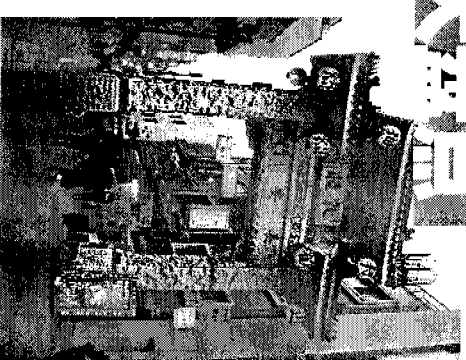
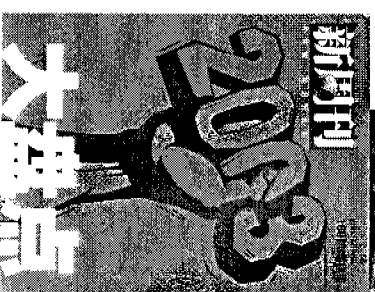
Phoenix’s Summary of Press was awarded “the Program of the Year” in “2003 China Forging Ahead Awards” organized by “New Weekly”.

Hosted by insightful and penetrating Yang Jin Lin, the program scans global mainstream media and important newspapers, to bring deadline news from around the world to the audience.

## “China Town” Awarded Documentary Academic Award, Special Prize

China Town is awarded “The 9th China TV Documentary Academic Award, Special Prize” in 2003.

The program traces the stories and struggles of the overseas Chinese. There are four production crews covering approximately 40 countries. It is both appealing and revealing to give a glimpse of the real lives of Chinese fellows all over the world.







# China TV Program Award 2002



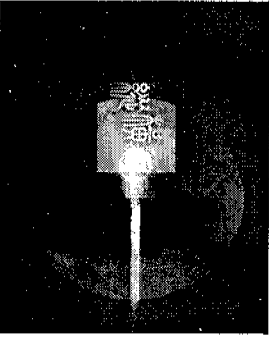
中国电视年度  
中国电视名家  
中国电视精品  
中国电视名流  
中国电视名家  
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The nominees for the 'China TV Programme Award 2002', came from the 2,000 broadcasters and 4,000 channels over China. With the involvement of the four major media (newspaper, magazine, TV and internet), rating statistics from authoritative research company, 100 TV experts, 50 senior reporters and a total number of 20 awards were given including 'Best Programme of the Year', 'Best Presenter' and 'Best Financial Programme' etc.



**Newsline – Best Current Affairs Programme**



**Passion On China – Best Cultural, Lifestyle and Special Feature Programme**



**Tiger Hu – Best Cultural, Lifestyle and Special Feature Programme Presenter**



**Zeng Zi Mo – Best Financial Programme Presenter**



**Liang Dong – Best Entertainment Programme Presenter**

## All From Phoenix!!



## Special Programs



- **Miss Chinese Universe Pageant** – Setting a new benchmark of beauty blending international outlook, cultural heritage and novel vogue
- **War on Iraq** – quick to respond the ever-changing world, 6 squads of reporters were dispatched to give a comprehensive reportage. Rose Luqiu made an exceptional move to be the first Chinese female reporter entering Baghdad.
- **SARS Special Programs** – full-fetched social care and alert, Chinese national leaders gave high regard to our heart-felt program - Tributes to the SARS Heroes.
- **China Town** – Connecting Chinese across the globe
- **Pole-to-Pole Expedition** - Explore and exposure, first and foremost in Chinese media to attempt undertaking of such scope and scale.
- **911 Live coverage** – Up-to-the-minute Reportage of world-shaking event