

**ROGERS™
CABLE**

Rogers Cable Communications Inc.
Regulatory
333 Bloor Street East, 9th Floor
Toronto, ON M4W 1G9
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**FAX
TRANSMITTAL**

TO: Ms. Diane Rhéaume **FAX:** (819) 994-0218
CC: **FAX:**
FROM: Peter Kovacs **DATE:** February 23, 2006
RE: Sponsorship of Phoenix InfoNews Channel
PAGES: 10 (including cover)

Urgent **For Review** **Please Comment** **Please Reply** **Please Recycle**

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Pamela Dinsmore
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VIA FAX: (819) 994-0218
ELECTRONICALLY VIA: e-Pass

February 23, 2006

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

Dear Ms. Rhéaume:

Re: Sponsorship of Phoenix InfoNews Channel

1. Rogers Cable Communications Inc. (Rogers), in our capacity as a Canadian sponsor, requests Phoenix InfoNews Channel (Phoenix InfoNews) be added to the Lists of Eligible Satellite Services for distribution on a digital basis (the digital lists).
2. On December 16, 2004, the Commission announced a new approach to assessing requests for non-Canadian third-language television services to be added to the digital lists¹. Rogers notes that requests for foreign third-language services that provide narrowly targeted or niche programming will be assessed on a case-by-case assessment to determine whether the service is partially or totally competitive with Canadian services. There is currently no Canadian licensed service that offers programming in the same language and format of Phoenix InfoNews. To assist the Commission in its assessment, and as required in BPN 2004-96, the information respecting Phoenix InfoNews is provided in the attachment.
3. Phoenix InfoNews is a 24-hour niche news service based in Hong Kong providing a comprehensive menu of news and information on world events, current affairs and financial developments in Mandarin. It offers a programming from the following categories: news, analysis and Interpretation, long-form documentary,

¹ Broadcasting Public Notice CRTC 2004-96 – *Improving the diversity of third-language television services – A revised approach to assessing requests to add non-Canadian third-language television services to the lists of eligible satellite services for distribution on a digital basis (BPN 2004-96)*:
<http://www.crtc.gc.ca/archive/ENG/Notices/2004/ph2004-96.htm>.

reporting and actualities, information education/recreation and leisure and sports. Approximately 85% of the service's programming schedule consists of programming that is within the news, analysis and interpretation genres.

4. Launched in January 2001, Phoenix InfoNews was the first 24 hours satellite news channel in Mandarin serving audiences in the Asia Pacific. It is currently uplinked to the Galaxy 3C satellite covering North America and is also available in the U.S. on DIRECTV and EchoStar. Phoenix InfoNews is owned and operated by 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 and Today's Asia Limited.
5. Rogers is Canada's largest cable television distributor. Our 150 cable systems located in Ontario, New Brunswick and Newfoundland pass 3.4 million homes and serve approximately 2.3 million customers. This represents more than a third of all cable subscribers in Canada, and more than a fifth of the total number of Canadian homes that currently receive television services from a licensed broadcast distribution undertaking (BDU) in Canada. Rogers' systems are clustered in major markets which include the Greater Toronto Area (GTA), Ottawa, London and the Kitchener/Guelph corridor. We are Canada's leading distributor of third-language programming services.
6. The fact that Rogers is requesting that Phoenix InfoNews be added to the digital lists demonstrates the potential demand for this service in Canada. Rogers 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.
7. Rogers 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, Rogers believes that carriage of Phoenix InfoNews 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 our subscribers and Canadian programming services.
8. If our application is gazetted, Rogers will make a copy of it available for inspection by the public at 333 Bloor Street East, 7th Floor, M4W 1G9, Toronto, Ontario. The following e-mail address and fax number should appear in the Commission's Public Notice:

e-mail: cable.regulatory@rci.rogers.com
fax: 416-935-4875

9. Should the Commission have any questions, please do not hesitate to contact me directly at (416) 935-4818.

Sincerely,

Handwritten signature of Pamela Dinsmore in cursive script.

Pamela Dinsmore,
Vice President, Regulatory

Attach.

*** End of Document ***



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

By courier

February 22, 2006

Ms. Pamela Dinsmore
Vice-President, Regulatory
Rogers Cable Communications Inc.
333 Bloor Street E., 9th Floor,
Toronto, Ontario,
M4W 1G9

Dear Ms. Dinsmore:

Re: Sponsorship application for the Phoenix InfoNews Channel

This letter serves as evidence that the Phoenix InfoNews Channel ("Phoenix InfoNews") has agreed to be sponsored by the Rogers Cable Communications Inc. (Rogers) 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

Phoenix InfoNews is a niche news service providing a comprehensive menu of news and information on world events, current affairs and financial developments in Mandarin 24 hours a day, seven days a week.

Established in 2001, Phoenix InfoNews is widely regarded as the premier Mandarin Chinese news service. Besides interviewing key world leaders, including President Bush and Prime Minister Blair, Phoenix InfoNews provides a comprehensive menu of news and information on world events, current affairs and financial developments 24 hours a day, seven days a week. Its first hand live coverage of major international events, such as the violence in Iraq, the ongoing tension in Israel-Palestinian relations, and the terrorist attacks on London, matches the coverage the major international news services.

Phoenix InfoNews also covers regional issues, such as the visit to mainland China of key Taiwan political figures, last December's elections in Taiwan, the humiliation of female

Chinese visitors to Malaysia, and the evolution of Japanese policy towards China, Taiwan and East Asia more broadly, that are of direct interest to the global Chinese audience but which are rarely covered by any other international television news services. No other Mandarin language broadcaster combines international and regional, China-related news as comprehensively as Phoenix InfoNews does.

Programming

Attached please find 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.

Program Genre	No. of hours/week	% of Total Program Schedule
News	90.87hr	54%
Documentaries	41.2hr	25.1%
Lifestyle/human interest/ recreation & leisure	20.67hr	12.3%
Sports	3.85hr	2.3%
Drama/Fiction/Comedy	Nil	
Music/Variety	Nil	
Religious	Nil	
Other	10.51hr	6.3%

Attached is a program schedule for the first quarter of 2006. In order to allow ready comparisons with the Commission's program categories, the staff at Phoenix Infonews has broken down the programming for the week of February 6-February 12, 2006 in that manner and the result is shown below:

	# of Programs	Weekly Dur. (Hr)	%
News	43	108.1	64.3
Analysis and Interpretation	12	33.6	20.2
Long-form documentary	2	2.8	1.7%
Reporting and Actualities	1	7.5	4.5%

Information Education/Recreation and Leisure	3	7.0	4.2%
Sports	4	1.8	1.1%
Interstitials	1	0.4	0.2%
Infomercials, promotional and corporate videos	4	3.3	2.0%
Other-Ad Mag	2	3.5	2.1%

Other than Category 1 News and Category 2(a) Analysis and Interpretation, the total of all other genres is 15.7% and no one other genre exceeds 5% of the program schedule.

There are no English subtitles and no SAP. All programming is in Mandarin..

Demand for Service

The fact that Rogers, as the largest broadcasting distributor in Canada, has requested that Phoenix InfoNews be added to the digital lists demonstrates the potential demand for our service in Canada. Rogers added the Phoenix North America Chinese Channel at the end of November, 2005 and already the power and prestige of the Phoenix brand and the high quality of the programming is attracting Canadians. And the Phoenix InfoNews service has already proven its value in other major markets such as the United States (where it is carried on both EchoStar and DirecTV) and in mainland China, where it was admitted in 2003. The popularity of the service in other markets supplies additional ample proof of the popularity of the Phoenix InfoNews service.

Rights for Distribution of Programming in Canada

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

Non-Preferential or Non-Exclusive Programming Rights

Phoenix InfoNews 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

Phoenix InfoNews does not have, nor has is it ever had, a program supply agreement with a Canadian service.

Competitiveness with Canadian licensed services

There is currently no Canadian licensed service in the Mandarin language in the format of Phoenix InfoNews. Phoenix InfoNews notes that the Commission previously approved an application by Fairchild Media Group (OBCI) in Decision CRTC 2000-709 for a national Category 2 specialty service to be known as the Fairchild News Channel to provide a service consisting of news, information, public affairs and financial planning. The Commission's approval has now lapsed and the service never launched.

Conclusion

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

Yours truly,



Xiaoyong Wu
CEO

Phoenix Satellite Television (U.S.) Inc.



Attachment

如悼往事

1 1 首播 周一至周五 0655-0700

<贊助期: 10/1/06-12/1/06>

Ru Yan Memories Of The Past

鳳凰原紀錄 Phoenix Archive	24	2	首播 重播(1)	周一至周五 周一至周五	1030-1100 1630-1656	
方正集團特約之李敖有話說 Founder Computer Presents: Li Ao's Standpoint	22	2	首播 重播(1)	周一至周五 周二至六	1130-1155 0025-0050	<贊助期: 2/1/06-30/12/06>
大中華新聞1700 Great China News 1700	24	2	首播 重播(1)	周一至周五 周二至六	1700-1727 0200-0230	
康恩貝新聞今日談 Conba News Talk	24	2	首播 重播(1) 重播(2) 重播(3)	周一至周五 周一至周五 周一至周五 周一至周五	1735-1800 2230-2300 0230-0300 0630-0655	<贊助期: 1/1/06-31/12/06> 周六及周日 0630-0700
快聞快語 Opinion Express	12	1	首播	周一至周五	1815-1830	
長城潤滑油金石財經 Sinopec Finneial Journal	24	2	首播 重播(1) 重播(2)	周一至周五 周二至六 周二至六	1830-1900 0130-0200 1330-1400	<贊助期: 2/1/06-30/12/06>
白沙華聞大直播 Bai Sha China News Live	36 12	3 1	首播 首播 重播(1) 重播(1)	周一至周五 周六及日 周二至六 周日及一	1900-1945 1900-1915 0800-0845 0800-0815	<贊助期: 1/1/06-31/12/06>
鳳凰資訊榜 Phoenix News Billboard	12	1	首播 重播(1) 重播(2) 重播(3) 重播(4)	周一至周五 周二至六 周二至六 周六 周日	1945-2000 0845-0855 1430-1445 1030-1100 & 1130-1155 0215-0230 & 1430-1500	
時事辯論會 Current Affairs Debate	24	2	首播 重播(1) 重播(2)	周一至周五 周二至六 周二至六	2030-2100 0330-0400 1230-1300	
體育新聞 Sports News	8	1	首播 重播(2)	周一至周五 周二至六	2150-2200 1445-1500	
娛樂新聞報導 Show Biz Report	24	2	首播 重播(1) 重播(2)	周一至周五 周二至六 周二至六	2330-2355 0530-0600 1530-1600	
奧運短訊 Olympic Express	3	1	首播	周一至周五	2355-0000	
財經點對點 Finance Point To Point II	22	2	首播 重播(1) 重播(2) 重播(3)	周六 周日 周日 周一	1630-1656 1030-1100 2135-2200 0430-0500	
快聞快語 (綜合版) Opinion Express (Compilation)	36 24	3 2		周日 周日	0815-0855 0930-1000	(重播周一至三版本) (重播周四及五版本)
投資收藏 The Auction	36	3	首播 重播(1)	周六 周日	1915-2000 0115-0200	
財智人生 The Intellectual Life	24	3	首播 重播(1) 重播(2) 重播(3)	周六 周日 周日 周一	2030-2100 0025-0050 1330-1400 1230-1300	
世界體育簡報 World Sports Weekly	22	2	首播 重播(1) 重播(2)	周六 周日 周一	2135-2200 1630-1656 1430-1500	
新聞駭客趙少康 News Hacker Zhao Shao Kang	36	3	首播 重播(1) 重播(2) 重播(3)	周六 周日 周日 周一	2315-0000 1115-1155 1915-2000 0815-0855	
穿行華爾街 Passage To Wall Street	24	2	首播 重播(1) 重播(2)	周日 周日 周一	0430-0500 1830-1900 0930-1000	
商旅衝動 Business Journey	24	3	首播 重播(1) 重播(2)	周日 周日 周一	1230-1300 2030-2100 0025-0050	
台灣一周重點 Taiwan Weekly Focus	24	2	首播 重播(1)	周六 周日	1830-1900 2330-0000	
廣告雜誌: 橡果國際購物快車道 Xiang Guo Advertising Magazine				周一至周五 周一至周五	0925-0930, 1155-1200, 1525-1530, 1730-1735 0050-0100	
新聞12點 News At 12:00AM	24	2	首播	周一至周五	00:00-00:25	
新聞12點 News At 12:00PM	24	2	首播	周一至周五	1200-1230	

鳳凰正點播報
News On The Hour

24	2	首播: 週一至六 0100-0127 / 重播 (1): 週一 0130-0156, 週二 0200-0227
12	1	首播: 周日 0100-0115 / 重播 (1): 周日 0200-0215
24	2	首播: 週一至日 0500-0527 / 重播 (1): 週一及日 0530-0556 / 重播 (2): 週一至日 0600-0627 首播: 週一至日 0900-0925 首播: 週一至週日 1000-1027 首播: 週一至週日 1400-1427 首播: 週一至週日 1500-1525 / 重播 (1): 週一 1530-1556

鳳凰國際新聞
Phoenix International News

24	2	首播: 週一至日 0300-0327 / 重播 (1): 周日及一 0330-0356 / 重播 (2): 週一至日 0400-0427 首播: 週一至六 1100-1127
12	1	首播: 周日 1100-1115
24	2	首播: 週一至日 1300-1327 / 重播 (1): 週一 1330-1356 首播: 週一至週日 1600-1627 / 重播 (1): 週六及週日 1700-1727

鳳凰焦點新聞
Phoenix Focus

12	1	首播: 週一至五 1800-1815
24	2	首播: 週六及日 1800-1827 首播: 週一至日 2000-2027

遠大新聞報導2200

24	2	首播: 週一至日 2200-2227 <具名贊助: 1/1/06-31/12/06>
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Broad Air Bulletin 2200

遠大新聞報導2300

12	1	首播: 週六 2300-2315 <具名贊助: 1/1/06-31/12/06>
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Broad Air Bulletin 2300

24	2	周日 2300-2327
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遠大新聞報導之總編輯時間

24	2	首播: 週一至五 2300-2330 <具名贊助: 1/1/06-31/12/06> 重播(1): 週一至六 0430-0500 重播(2): 週二至六 0930-1000
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Broad Air Bulletin: Chief Editor's Time

鳳凰早班車

51	7	首播: 週一至五 0700-0800
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Good Morning China

週末晨早播報

24	2	首播: 週六至日 0700-0727 重播(1): 週六至日 0730-0755
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Weekend Morning News

週末正午播報

24	2	首播: 週六至日 1200-1230
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The World This Week

時事直通車 (週一至五)

33	6	首播: 週一至五 2100-2145
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Asian Journal (M-F)

時事直通車 (週六至日)

20	4	首播: 週六至日 2100-2130
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Asian Journal (S-S)