CCTA·ACTC

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August 23, 2005

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

Dear Ms. Rhéaume:

**Re: Sponsorship of Sahara One**

1. On behalf of its members, the Canadian Cable Telecommunications Association (CCTA), in its capacity as a Canadian sponsor, requests that Sahara One 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 Sahara One is provided in the attachment.

3. Sahara One is a general-interest service offering programming in Hindi. Sahara One offers a wide variety of high quality programming including dramas, comedies, children's shows, movies, music, game shows, talk shows and sports.

4. In 2000 Sahara One began operations in India and was recently launched in the US on the Dish Network.

**Demand for Service**

5. The fact that CCTA, on behalf of the Canadian cable industry, is requesting that Sahara One 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 Sahara One 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

Michael Hennessy
President, CCTA

Attachment

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