



333 Bloor Street East  
Toronto, Ontario M4W 1G9  
rogers.com

**VIA FAX: (819) 994-0218**  
**ORIGINAL BY COURIER**

April 14, 2005

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

Dear Ms. Rhéaume:

**Re: Sponsorship of *Canal de las Estrellas Latinoamérica***

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In our capacity as a Canadian sponsor, Rogers Cable Communications Inc. (Rogers) is pleased to submit this application for the addition of *Canal de las Estrellas Latinoamérica* (the Channel) to the Digital List of Eligible Satellite Services pursuant to Public Notice CRTC 2004-96. The Channel is a family-oriented, general interest programming service that is broadcast entirely in the Spanish language. It is distributed in Mexico and Latin America and is operated by Visat S.A. de C.V., a Mexican broadcasting company, which is a wholly-owned subsidiary of Grupo Televisa S.A. The Channel features programming from a wide variety of genres, including sports and special events, news from Mexico, variety shows, telenovelas, feature films, documentaries, comedies, dramas and entertainment information programs.

Authorization of the distribution of the Channel within Canada will be a significant benefit to the Canadian broadcasting system, Spanish-speaking Canadians and all Canadians interested in the Spanish language and Mexican and Latin American culture. We believe that the Channel will be of interest to Rogers' Spanish-speaking customer base within our systems, particularly those serving the Greater Toronto Area.

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

Yours truly,

A handwritten signature in cursive script that reads "Pam Dinsmore".

Pam Dinsmore  
Vice President, Regulatory



April 11, 2005

Mr. Edward S. Rogers.  
President & Chief Executive Officer  
Rogers Cable Inc.  
333 Bloor Street East  
Toronto Ontario  
M4W 1G9  
Canada

Dear Mr. Rogers:

**Re: Application by Rogers Cable Inc. to add Canal de las Estrellas Latinoamérica to CRTC Lists of Eligible Satellite Services.**

Canal de las Estrellas Latinoamérica is operated by Visat S.A. de C.V. ("Visat"), a Mexican broadcasting company, which is a wholly-owned subsidiary of Grupo Televisa S.A. ("Televisa"). All programs provided by the television channel "Canal de las Estrellas Latinoamérica" ("the "Channel") are broadcast in the Spanish language, without subtitles. The Channel includes a general interest programming and is currently available to Spanish speaking communities in Mexico and Latin America. We are excited to have this opportunity to provide our Channel to Canada's Spanish-speaking community.

Visat is pleased that Rogers Cable Inc. ("Rogers") has agreed to sponsor the application to the Canadian Radio-television and Telecommunications Commission ("CRTC") to include the Channel on the CRTC's digital Lists of Eligible Satellite Services (the "Lists"). We understand that Rogers will be filing an application sponsoring our request to be added to the Lists later this month, in accordance with the policy outlined in Broadcasting Public Notice CRTC 2004-96.

Visat has reviewed that Public Notice carefully, and understands that, if the Commission adds the Channel to its digital Lists, the 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.

### **Canal de las Estrellas Latinoamérica – Nature of Service**

The Channel is currently distributed to more than 30 (thirty) million households in Mexico and Latin America. The Channel provides programming to Spanish speaking audiences in those countries on a 24 hour per day, 7 days per week basis.

The Channel features the best of Televisa's top rated productions and includes programming from a wide-variety of genres, including sports and special events, live news directly from Mexico, variety shows, telenovelas, an excellent Mexican film selection, documentaries of historical and cultural significance, comedy and drama programs and entertainment information programs that provide up-to-date news on the entertainment industry. The leading Mexican and Latino entertainers, which include many who are international stars, are seen on The Channel.

Our vision is to provide the family oriented programming of the Channel to Spanish speaking communities throughout the Americas. Visat wants to ensure that those communities are able to access a variety of programs that are designed to inform, enlighten, entertain and amuse all audiences and all age groups.

### **Demand for the Channel.**

The fact that Rogers, Canada's largest cable distributor, has agreed to sponsor the Channel for inclusion on the Lists is evidence that there is demand for our service in Canada.

According to data collected by Statistics Canada in the *2001 Census of Canada*, there are currently more than 600,000 Spanish speaking residents of Canada. We believe that, in fact, the number of individuals living in Canada that can speak and understand the Spanish language is considerably higher than that, and could be as many as 700,000 to 1 million.<sup>1</sup> Most Spanish speaking Canadians live in Canada's three largest metropolitan markets – Toronto, Montreal, and Vancouver – but there are also sizeable Spanish speaking communities in other smaller Canadian cities.

In addition, it should be noted that the *2001 Census of Canada* indicates that more than 170,000 Canadians identify their ethnic origins as being in Latin, Central and South America.

Visat is also aware that the CRTC authorized five non-Canadian Spanish-language services for distribution in Canada in August 2004 in Broadcasting Public Notice CRTC 2004-50. We would assume that the decision to add those services to the Lists was based in part on the fact that the applicants provided evidence of demand for Spanish language services in Canada.

### **Programming**

As indicated above, the Channel is a general interest that is distributed in Mexico and Latin America. A more detailed breakdown of the service's 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:

| <b><u>Program Genre</u></b> | <b><u>No. of Hours Per Week</u></b> | <b><u>% of Total Program Schedule</u></b> |
|-----------------------------|-------------------------------------|---|
| • news and public affairs   | 27.5                                | 16.4%                                     |

<sup>1</sup> In the CRTC proceeding initiated by Public Notice CRTC 2003-36, *Call for comments on proposals for the addition of non-Canadian satellite services to the list of services eligible for digital distribution*, the CRTC received comments from the Canadian Hispanic Congress (CHC) in which it was stated that Canada is home to between 700,000 and 1,000,000 Spanish speaking people. The CRTC referred to the CHC's estimate of Spanish speaking people in Broadcasting Public Notice CRTC 2004-50, *Requests to add non-Canadian third-language services to the lists of eligible satellite services for distribution on a digital basis*.

|  |      |       |
|--|------|-------|
| • documentaries                            | 2.0  | 1.2%  |
| • lifestyle/recreation/leisure             | 0.5  | 0.3%  |
| • sports                                   | 18.5 | 11%   |
| • drama and comedy                         | 64   | 38.1% |
| • music and variety                        | 27.5 | 16.4% |
| • General Entertainment<br>/Human Interest | 28.0 | 16.7% |

Attached as Appendix A is a program schedule for the week of February 28 to March 6, 2005. We have also provided as Appendix B, a description (in the English language) of the programs that are listed on the schedule.

#### **Programming Supply Agreement**

Visat does not have any agreements to supply programming to any Canadian services. However, a company that is affiliated with Visat, Televisa, S.A. de C.V., has for several years had programming supply agreements with Teletino. These programming supply agreements, which are identified below, will not be effected in any way by a decision by the CRTC to add the Channel to the Lists. Moreover, we would note that only one of the programs identified, "Apuesta por un amor", is currently broadcast on the Channel. Any programming overlap that might exist between the Channel and Teletino, therefore, will be extremely small. The programs that are provided to Teletino, the terms of the agreements and the number of hours of Spanish language programming are the following:

| Program                 | Date of expiration       | Number of hours | Number of episodes |
|-------------------------|--------------------------|-----------------|--------------------|
| Entre el Amor y el Odio | 12/12/2002 to 12/12/2005 | 124             | 124                |
| Ramona                  | 01/06/2003 to 31/05/2006 | 69              | 79                 |
| Amor Real               | 01/08/2003 to 31/07/2006 | 95              | 95                 |

|                                    |                          |     |     |
|------------------------------------|--------------------------|-----|-----|
| Bajo la Misma Piel                 | 15/09/2003 to 14/09/2006 | 95  | 95  |
| Mariana de la Noche                | 12/01/2004 to 11/01/2007 | 135 | 135 |
| Rubi                               | 23/08/2004 to 22/08/2007 | 115 | 115 |
| Primer Impacto                     | 01/08/2004 to 31/05/2005 | 175 | 175 |
| Lucha Libre                        | 01/09/2004 to 30/08/2005 | 26  | 26  |
| Lucha Libre CMLL                   | 07/03/2005 to 31/12/2005 | 9   | 9   |
| Apuesta por un Amor                | 17/01/2005 to 16/01/2008 | 125 | 125 |
| Primero lo Nuestro y Alfombra Roja | 01/03/2005 to 31/03/2005 | 4   | 4   |

### **Rights for Distribution of Programming**

Visat hereby confirms to Rogers, and to the CRTC, that it has obtained, and will in the future obtain, all necessary rights to allow for the distribution of the Channel's programming in Canada.

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

Visat 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 the Channel's programming in Canada. Visat does not currently, nor will it in the future, deal in rights to programming in a manner that would unduly preclude a Canadian programming undertaking from acquiring that programming.

### **Summary**

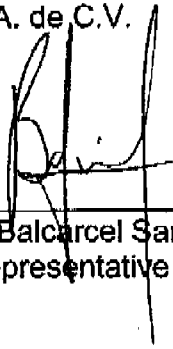
Visat believes that the addition of the Channel to the Commission's digital Lists will contribute significantly to enhancing diversity and choice in the Canadian broadcasting system. There are more than 600,000 Spanish speaking Canadians, many of whom are descended from Mexico or other Spanish speaking countries in Latin, Central and South America. Visat is confident that a large percentage of those individuals are eager to have the opportunity to receive the Channel.

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

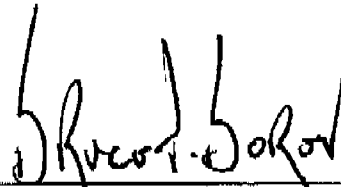
We wish to thank Rogers for its support and for agreeing to act as the sponsor for this application.

Yours truly,

Visat, S.A. de C.V.



Joaquin Balcarcel Santa Cruz  
Legal Representative



Bruce Patrick Boren Krause  
Legal Representative

Attach.





## APPENDIX A CANAL DE LAS ESTRELLAS LATINOAMERICA

Program schedule for the week of February 28 to March 6, 2005

| HORA<br>DE LA<br>SEÑAL | PROGRAMA   | DESCRIPCIÓN                      | GENERO                                    | PAIS DE ORIGEN                                    | COMENTARIOS   | HORA<br>DE LA<br>SEÑAL                    | HORA<br>DE LA<br>SEÑAL   | HORA<br>DE LA<br>SEÑAL |       |       |
|------------------------|--|----------------------------------|---|---|---|---|--|------------------------|-------|-------|
| 00:00                  | LA MAJAS   |                                  |   |   |   | 00:00                                     | 01:00  | 02:00                  |       |       |
| 00:20                  | MEXICO NUEVO<br>MEXICO<br>"TV LA VOCACION<br>DE ENTRETENER"                            |                                  | (SIN)<br>CON TODO                         |   |   | 00:20                                     | 01:20  | 02:20                  |       |       |
| 01:00                  |  |                                  |   |   | OTRO ROLLO<br>CON ADAL<br>RAMONES<br>INVITADO:<br>"EXTASIS" | 01:00                                     | 02:00  | 03:00                  |       |       |
| 01:30                  | LA OREJA CALIENTE  |                                  | LA OREJA                                  |   |   | 01:30                                     | 02:30  | 03:30                  |       |       |
| 02:00                  |  |                                  |   |   |   | 02:00                                     | 03:00  | 04:00                  |       |       |
| 02:30                  |  |                                  |   |   |   | 02:30                                     | 03:30  | 04:30                  |       |       |
| 03:00                  | CINE MEXICANO:<br>"JUAN GUERRERO"  | CINE MEXICANO:<br>"CINCO NEGROS" | CINE MEXICANO:<br>"RITMO EL<br>FORASTERO" | CINE MEXICANO:<br>"EL SECRETO DE<br>LA SOLTERONA" | CINE MEXICANO:<br>"LA MADRINA DEL<br>DIABLO"                | CINE MEXICANO:<br>"EPOPEYA DEL<br>CAMINO" | CINE MEXICANO:<br>"TAN BUENO EL<br>QUIERO COMO EL<br>COLORADO" | 03:00                  | 04:00 | 05:00 |
| 03:30                  |  |                                  |   |   | DR. CANDIDO PEREZ   |   |  | 04:30                  |       |       |
| 04:00                  |  |                                  |   |   |   |   |  | 05:00                  |       |       |
| 04:30                  |  |                                  |   |   | EL CHAPULIN COLORADO  |   |  | 05:30                  |       |       |
| 05:00                  |  |                                  |   |   |   |   |  | 06:00                  |       |       |
| 05:30                  |  |                                  |   |   | EL CHAVO  |   |  | 06:30                  |       |       |
| 06:00                  |  |                                  |   |   |   |   |  | 07:00                  |       |       |
| 06:30                  |  |                                  |   |   | CINE INFANTIL:<br>"EL CIRCO DE<br>CAPULINA"                 |   |  | 07:00                  |       |       |
| 07:00                  |  |                                  |   |   |   |   |  | 08:00                  |       |       |
| 07:30                  | PRIMERO NOTICIAS<br>(EN VIVO)  |                                  |   |   | EL CHAPULIN<br>COLORADO                                     |   |  | 08:30                  |       |       |
| 08:00                  |  |                                  |   |   |   |   |  | 09:00                  |       |       |
| 08:30                  |  |                                  |   |   | CHEBRITO  |   |  | 09:30                  |       |       |
| 09:00                  |  |                                  |   |   |   |   |  | 10:00                  |       |       |
| 09:30                  |  |                                  |   |   |   |   |  | 10:30                  |       |       |
| 10:00                  |  |                                  |   |   |   |   |  | 11:00                  |       |       |
| 10:30                  |  |                                  |   |   |   |   |  | 11:30                  |       |       |
| 11:00                  |  |                                  |   |   |   |   |  | 12:00                  |       |       |
| 11:30                  |  |                                  |   |   |   |   |  | 12:30                  |       |       |
| 12:00                  |  |                                  |   |   |   |   |  | 13:00                  |       |       |
| 12:30                  |  |                                  |   |   |   |   |  | 13:30                  |       |       |
| 13:00                  |  |                                  |   |   |   |   |  | 14:00                  |       |       |
| 13:30                  |  |                                  |   |   |   |   |  | 14:30                  |       |       |
| 14:00                  |  |                                  |   |   |   |   |  | 15:00                  |       |       |
| 14:30                  | NOTICIERO CON LOLITA AYALA (EN VIVO)   |                                  |   |   |   |   |  | 15:30                  |       |       |
| 15:00                  |  |                                  |   |   |   |   |  | 16:00                  |       |       |
| 15:30                  | A LAS 3 (EN VIVO)  |                                  |   |   |   |   |  | 16:30                  |       |       |
| 16:00                  |  |                                  |   |   | PELÍCULA:<br>"CANASTA DE<br>CUANTOS<br>MEXICANOS"           |   |  | 17:00                  |       |       |
| 16:30                  | TELENOVELA<br>"SUEROS Y CARAMELOS"   |                                  |   |   |   |   |  | 17:30                  |       |       |
| 17:00                  |  |                                  |   |   |   |   |  | 18:00                  |       |       |
| 17:30                  | TELENOVELA<br>"INOCENTE DE TI"   |                                  |   |   |   |   |  | 18:30                  |       |       |
| 18:00                  |  |                                  |   |   |   |   |  | 19:00                  |       |       |
| 18:30                  | LA OREJA (EN VIVO)   |                                  |   |   |   |   |  | 19:30                  |       |       |
| 19:00                  |  |                                  |   |   |   |   |  | 20:00                  |       |       |
| 19:30                  | MUJER CABOS DE LA VIDA REAL  |                                  |   |   |   |   |  | 20:30                  |       |       |
| 20:00                  |  |                                  |   |   |   |   |  | 21:00                  |       |       |
| 20:30                  | TELENOVELA<br>"AFUESTA POR UN AMOR"  |                                  |   |   | REVELACIONES  |   |  | 21:30                  |       |       |
| 21:00                  |  |                                  |   |   |   |   |  | 22:00                  |       |       |
| 21:30                  | TELENOVELA<br>"LA MADRASTRA"   |                                  |   |   | LA PARODIA  |   |  | 22:30                  |       |       |
| 22:00                  | EL PRIVILEGIO DE<br>MANDAR   | LA CASA DE LA RIBA               | PAR DE ASES                               | LA HORA PICO                                      | XH DREZ   |   |  | 23:00                  |       |       |
| 22:30                  |  |                                  |   |   |   |   |  | 23:30                  |       |       |
| 23:00                  | NOTICIERO CON JOAQUIN LOPEZ BORRIGA / (SIN) NOTICIERO TELEVISION DEPORTES<br>(EN VIVO) |                                  |   |   |   |   |  | 23:30                  |       |       |
| 23:30                  |  |                                  |   |   |   |   |  | 00:00                  |       |       |
| 24:00                  |  |                                  |   |   | OTRO ROLLO<br>CON ADAL RAMONES<br>INVITADO: "EXTASIS"       | (SIN)<br>LAS MAJAS                        |  | 00:30                  |       |       |

PROGRAMACIÓN SUJETA A CAMBIOS

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> 1 - News -> 16.4%                           | <input type="checkbox"/> 2b - Long Form Documentary -> 1.2% |
| <input type="checkbox"/> 6b - Informal Education/Recreation & Leisure -> 0.3%   | <input checked="" type="checkbox"/> 8 - Sports -> 11%       |
| <input type="checkbox"/> 7 - Drama and Comedy -> 33.1%                          | <input checked="" type="checkbox"/> 9 - Variety -> 18.4%    |
| <input type="checkbox"/> 11 - General Entertainment and Human Interest -> 16.7% |   |





**Televisa**  
NETWORKS

## APPENDIX B

Description (in the English language) of the programs that are listed on the schedule (Appendix A).

**Canal**  
**Estrellas**

Latinoamérica



### Cine Mexicano (Mexican films)

**Telecast:** Monday through Sunday

Presents an excellent Mexican film selection, from the classic cinema of Mexico's golden era to contemporary favorites.

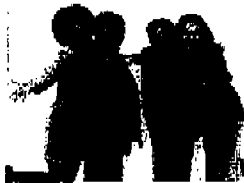


### Otro Rollo

**Telecast:** Saturday

**Host:** Adal Ramones

With the irreverent Adal Ramones, *Otro Rollo* features candid discussions that range from controversial to amusing. The best talk show for the Latino youth that shows you celebrity interviews and comedy sketches.



### La Oreja

**Telecast:** Monday through Friday (Live)

**Host:** Juan José Origel, Flor Rubio, Verónica Gallardo

Show business gossip and news are retaken by three audacious hostesses with renewed and stinging remarks.

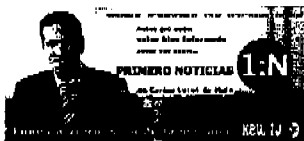


### Las Hijas

**Telecast:** Sunday

**Host:** Montserrat Oliver – Yolanda Andrade

Montserrat Olivier and Yolanda Andrade, two audacious hostesses, will show you the best celebrity interviews, exclusive images from every place they visit the world over and the latest news from the famous Latin International artists.



### Primero Noticias

**Telecast:** Monday through Friday (Live)

**Host:** Carlos Loret de Mola

*Primero Noticias* lead by the vision of Carlos Loret de Mola from 6:00 am to 9:00 am CT. The program goes beyond in-depth covering the news, delivering a wide range of interviews and allowing Spanish speaking viewer's an inside perspective on the world over.



**Televisa**  
NETWORKS

## APPENDIX B

Description (in the English language) of the programs that are listed on the schedule (Appendix A).

**Canal de las Estrellas**

Latinoamérica



### **Noticiero con: LOLITA AYALA**

**Telecast:** Monday through Friday (Live)

Weekdays from 2:30pm to 3:00pm CT, is a hard news format geared towards providing more news and less talk.



### **Noticiero con: JOAQUIN LOPEZ DORIGA**

**Telecast:** Monday through Friday (Live)

Is the channel signature evening newscast which brings viewers an in-depth exploration of the day's top news within the popular culture. Expert analysis of events and interviews with key newsmakers provide expanded coverage of the day's top news for the Spanish-speaking audience. Anchored by the vibrant personality of Joaquín López Dóriga, this hour-long newscast presents stories in a fair and balanced manner – showing all sides of issues and events.



### **Noticiero a las Tres**

**Host:** Lourdes Ramos

**Telecast:** Monday through Friday (Live)

*A las tr3s*, is a hard-hitting news format geared towards providing the day's top news in a very simple and dynamic way. Including sections about Healthcare, First aid and Economy-Domestic tips.



### **Sports (La Jugada, Acción, Más Deporte & Noticiero TD(Live))**

**Telecast:** Monday through Sunday

Canal de las Estrellas Latin America offers the best in sports from live action to expert analysis. As proud host of First Division Mexican League Soccer, Canal de las Estrellas Latin America Channel offers more than 100 action-packed regular and championship games throughout the year. Live sports line-up while *La Jugada*, *Acción*, *Más Deporte* and *Noticiero TD* provide the most comprehensive Spanish-language sports coverage available.



**Televisa**  
NETWORKS

## APPENDIX B

Description (in the English language) of the programs that are listed on the schedule (Appendix A).

**Canal de las Estrellas**

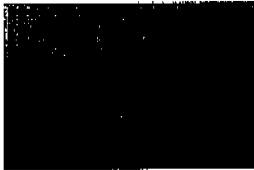
Latinoamérica



### Variety (Hoy & Vida TV)

**Telecast:** Monday through Saturday (Live)

Show business gossip, games, contests or music, Canal de las Estrellas Latin America's exclusive first-run variety shows have it all. The live morning news magazine shows *Hoy* and *VidaTV*, keep the audience entertained with the charmed of their good looking hostesses.



### Comedy (EL PRIVILEGIO DE MANDAR, LA CASA DE LA RISA, PAR DE ASES, LA HORA PICO, XH DERBEZ, LA PARODIA)

**Telecast:** Monday through Friday

Family oriented programming for Spanish speaking audiences, Canal de las Estrellas Latin America presents the best of Televisa's productions and programming.

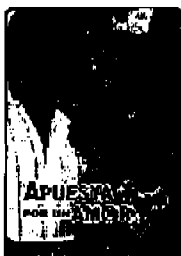
Mexico's funniest comic actors and actresses of all times are part the different comedy shows.



### Telenovelas

**Telecast:** Monday through Friday

Blockbuster teen and family telenovelas, the most popular television genre among Hispanics viewers of all ages. The unmatched popularity of this uniquely Latin genre comes not only from the storyline, but also the star studded casts, popular music and top quality of Televisa's productions which includes dramas of intrigue, betrayal, love and romance, history-based plots and educational themes. The multi-generational appeal keeps all of the Spanish-speaking audience tuned in every evening and night of the week.





**Televisa**  
NETWORKS

## APPENDIX B

Description (in the English language) of the programs that are listed on the schedule (Appendix A).

**Canal 5**  
**Estrellas**

Latinoamérica



### **Mujer casos de la vida real**

**Host:** Silvia Pinal

**Telecast:** Monday through Friday

With the unique style of Silvia Pinal, you will experience all the drama of women's life stories in a touchy style.



### **En Familia**

**Host:** Xavier López

**Telecast:** Sunday

Throughout three generations, the Mexican public has known and enjoyed the magical presence of Xaveir López "Chabelo".

*En Familia*, is a fun-filled game show that entertains children and adults with his exclusive mixture of fun, contest and games.



### **El Chavo**

**Host:** Roberto Gómez Bolaños

**Telecast:** Monday through Friday

*El Chavo*, the Mexican astonishingly successful comedy show base on quirky characters. Amusing and illustrative where the adventures of this funny character constitute one of the most watched series, not only in Mexico but also around the globe.



### **Con Todo**

**Telecast:** Monday through Friday

**Hosted:** Verónica Bastos, Gerardo Alfaro, Fabián Lavalle

Entertainment magazine, show business gossip and news are retaken by three polemic hostesses. Including attractive fashion sections and interviews with famous Latin celebrities.



## APPENDIX B

Description (in the English language) of the programs that are listed on the schedule (Appendix A).



Latinoamérica



### Código F.A.M.A.

**Host:** Ernesto Laguardia

**Telecast:** Saturday

Código F.A.M.A is a Kids Reality Show where more than 40 thousand children have participated in different auditions. Singing and dancing kid's contest. Only 16 kids will have the opportunity to live the greatest adventure of their life and prepare themselves to compete in *El Musical* (The Musical)



### Burbujas

**Telecast :** Sunday

A dynamic and amusing program that combines the fantastic and symbolic world of the kids with their reality. Hosted by 6 funny and fancy characters.



### Revelaciones / Tras La Verdad

**Host:** Mara Patricia Castañeda

"Revelaciones" is a 30 minutes series of journalistic investigation about the Latin show business celebrities.

Mara Patricia Castañeda tells us the latest news from the famous Latin international artists.



### La Línea de la Salud

**Host:** Diane Pérez

A whole program dedicated to the latest information on health and wellness topics. Hosted by an experienced doctor, includes special interviews.



### Mexico Nuevo Siglo

Find out cultural, political, economic, historical and up to date contents of Mexico during the century.



**Televisa**  
NETWORKS

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Description (in the English language) of the programs that are listed on the schedule (Appendix A).

**Canal las Estrellas**

Latinoamérica



### Encadenate

From leisure activities to nature adventures around Quintana Roo-Mexico (Cancun, Cozumel, Isla Mujeres), *Encadenate* is a program that captures and embodies the fascination, freedom and fun of traveling that makes any Quintana Roo's journey a true experience.

## Eventual Programming



### Teleton

27 hour of non-stop live programming with the objective to raise funds for Mexico's disabled children.

A team of well known personalities, national and international artists, get together to invite the audience to participate in the fund raising for helping this noble cause



### Specials

The best of the best in Latin music, television shows and beauty contests, *Premios OYE*, *Premios Furia Musical*, *Nuestra Belleza Mexico*, *Premios TV y Novelas*. Gorgeous productions with the world-famous Latin celebrities.

**TV Novelas**



**zona**  
ABIERTA

### Reporting Actualities

Programs focusing on the coverage of conferences, political conventions, opening/closing of events (including awards dinners) and political debates, as well as programs of a non-entertainment nature. Programs like: *Zona Abierta*, *Un voto por la democracia* and *Elecciones*.

### Music and dance

Programs comprised primarily of live or pre-recorded performances of music and/or dance, bringing fans to the world's most popular Latin music in Mexico and Latin America like : *Divas Latinas*, *Fiesta Musical* and *El Gran Musical* .



**ROGERS  
CABLE**

**Rogers Cable  
Communications Inc.**  
Regulatory  
333 Bloor Street East, 9<sup>th</sup> Floor  
Toronto, Ontario M4W 1G9  
Fax: (416) 935-4875

**FAX  
TRANSMITTAL**

**TO:** Diane Rhéaume  
Secretary General  
CRTC

**FAX:** 819-994-0218

**FROM:** Pamela Dinsmore  
Vice President, Regulatory

**DATE:** April 14, 2005

**CC:** Robert Bowman  
CRTC

**FAX:**

**PAGES:** 15

**Urgent**

**For Review**

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## APPENDIX A CANAL DE LAS ESTRELLAS LATINOAMERICA

Program schedule for the week of February 28 to March 6, 2005

| HORA MEX | LUNES 28   | MARTES 01                    | MIÉRCOLES 02                         | JUEVES 03                                   | VIERNES 04                             | SABADO 05                           | DOMINGO 06   | HORA MEX  | HORA ARG | HORA VEN |       |
|----------|--|------------------------------|--------------------------------------|---|--|-------------------------------------|--|---|----------|----------|-------|
| 00:00    | LA HIJAS   | (23:45) CON TODO             |                                      |   |  |                                     | OTRO ROLLO CON: ADAL RAMONES INVITADO: 'EXTASIS'   | 00:00   | 03:00    | 02:00    |       |
| 00:30    | MEXICO NUEVO SIGLO 'TV LA VOCAACION DE ENTRETENER'                                   |                              |                                      |   |  |                                     |  | 01:00   | 04:00    | 03:00    |       |
| 01:00    | LA OREJA CALIENTE  | LA OREJA                     |                                      |   |  |                                     |  | 01:30   | 04:30    | 03:30    |       |
| 02:00    |  |                              |                                      |   |  |                                     |  | 02:00   | 05:00    | 04:00    |       |
| 02:30    |  |                              |                                      |   |  |                                     |  | 02:30   | 05:30    | 04:30    |       |
| 03:00    | CINE MEXICANO: 'JUAN GUERRERO'   | CINE MEXICANO: 'OJOS NEGROS' | CINE MEXICANO: 'RUTILO EL FORASTERO' | CINE MEXICANO: 'EL SECRETO DE LA SOLTERONA' | CINE MEXICANO: 'LA MADRINA DEL DIABLO' | CINE MEXICANO: 'EPOPEYA DEL CAMINO' | CINE MEXICANO: 'TAN BUENO EL SIRO COMO EL COLORADO'  | 03:00   | 06:00    | 05:00    |       |
| 03:30    |  |                              |                                      |   |  |                                     |  | 03:30   | 06:30    | 05:30    |       |
| 04:00    |  |                              |                                      |   | DR. CANDIDO PEREZ                      |                                     | ENCADENATE   | 04:00   | 07:00    | 06:00    |       |
| 04:30    | EL CHAPULIN COLORADO   |                              |                                      |   |  |                                     |  | 04:30   | 07:30    | 06:30    |       |
| 05:00    | EL CHAVO   |                              |                                      |   |  |                                     | LA GUEREJA Y ALGO MAS  | 05:00   | 08:00    | 07:00    |       |
| 05:30    |  |                              |                                      |   |  |                                     | EL CHAPULIN COLORADO   | 05:30   | 08:30    | 07:30    |       |
| 06:00    |  |                              |                                      |   |  |                                     | CHESPIRITO   | 06:00   | 09:00    | 08:00    |       |
| 06:30    |  |                              |                                      |   |  |                                     | EL CHAVO   | 06:30   | 09:30    | 08:30    |       |
| 07:00    | PRIMERO NOTICIAS (EN VIVO)   |                              |                                      |   |  |                                     | EL CHAPULIN COLORADO   | 07:00   | 10:00    | 09:00    |       |
| 07:30    |  |                              |                                      |   |  |                                     | CHESPIRITO   | 07:30   | 10:30    | 09:30    |       |
| 08:00    |  |                              |                                      |   |  |                                     | CODIGO FAMA: 'EL MUSICAL'  | 08:00   | 11:00    | 10:00    |       |
| 08:30    |  |                              |                                      |   |  |                                     |  | 08:30   | 11:30    | 10:30    |       |
| 09:00    |  |                              |                                      |   |  |                                     |  | 09:00   | 12:00    | 11:00    |       |
| 09:30    |  |                              |                                      |   |  |                                     |  | 09:30   | 12:30    | 11:30    |       |
| 10:00    | HOY (EN VIVO)  |                              |                                      |   |  |                                     | BURBUJAS   | 10:00   | 13:00    | 12:00    |       |
| 10:30    |  |                              |                                      |   |  |                                     | LA LINEA DE LA SALUD   | 10:30   | 13:30    | 12:30    |       |
| 11:00    |  |                              |                                      |   |  |                                     | MAS DEPORTE  | 11:00   | 14:00    | 13:00    |       |
| 11:30    |  |                              |                                      |   |  |                                     |  | 11:30   | 14:30    | 13:30    |       |
| 12:00    | EL CHAVO   |                              |                                      |   |  |                                     | CORRIDA DE TOROS DESDE LA PLAZA MEXICO TEMPORADA 2004-2006 DÉCIMA OCTAVA CORRIDA CÉXAR CASTAÑEDA (POR MÉXICO) LEOPOLDO CASABOLA (POR MÉXICO) CHRISTIAN ORTEGA (POR MÉXICO) GANADERÍA: CUATRO CAMINOS 6 (REP. DOM ANTERIOR) | (11:50) FUTBOL MEXICANO TORNEO DE CLAUSURA UNAM VS ATLAS (EN VIVO)  | 12:00    | 15:00    | 14:00 |
| 12:30    |  |                              |                                      |   |  |                                     |  |   | 12:30    | 15:30    | 14:30 |
| 13:00    | VIDA TV (EN VIVO)  |                              |                                      |   |  |                                     |  |   | 13:00    | 16:00    | 15:00 |
| 13:30    |  |                              |                                      |   |  |                                     |  |   | 13:30    | 16:30    | 15:30 |
| 14:00    | NOTICIERO CON: LOLITA AYALA (EN VIVO)  |                              |                                      |   |  |                                     |  | FUTBOL MEXICANO TORNEO DE CLAUSURA ATLANTE VS. CRUZ AZUL (EN VIVO)  | 14:00    | 17:00    | 16:00 |
| 14:30    |  |                              |                                      |   |  |                                     |  |   | 14:30    | 17:30    | 16:30 |
| 15:00    | A LAS 3 (EN VIVO)  |                              |                                      |   |  |                                     |  |   | 15:00    | 18:00    | 17:00 |
| 15:30    |  |                              |                                      |   |  |                                     |  |   | 15:30    | 18:30    | 17:30 |
| 16:00    | TELENOVELA 'SUEÑOS Y CARAMELOS'  |                              |                                      |   |  |                                     | PELICULA: 'CANASTA DE CUENTOS MEXICANOS'   | CORRIDA DE TOROS DESDE LA PLAZA MEXICO TEMPORADA 2004-2006 DÉCIMA NOVENA CORRIDA SERGIO VEGAS (POR ESPAÑA, A CABALLO) | 16:00    | 19:00    | 18:00 |
| 16:30    |  |                              |                                      |   |  |                                     |  |   | 16:30    | 19:30    | 18:30 |
| 17:00    | TELENOVELA 'INOCENTE DE TI'  |                              |                                      |   |  |                                     | FUTBOL MEXICANO TORNEO DE CLAUSURA MONTERREY VS. PUEBLA (EN VIVO)  | CARLOS RONDERO (POR MÉXICO) ALBERTO HUERTA LUIS RICARDO MEDINA (CONFIRMA) GANADERÍA: 7 LOS GONZÁLEZ 7 (EN VIVO)       | 17:00    | 20:00    | 19:00 |
| 17:30    |  |                              |                                      |   |  |                                     |  |   | 17:30    | 20:30    | 19:30 |
| 18:00    | LA OREJA (EN VIVO)   |                              |                                      |   |  |                                     |  |   | 18:00    | 21:00    | 20:00 |
| 18:30    |  |                              |                                      |   |  |                                     |  |   | 18:30    | 21:30    | 20:30 |
| 19:00    | MUJER CASOS DE LA VIDA REAL  |                              |                                      |   |  |                                     | (18:50) FUTBOL MEXICANO TORNEO DE CLAUSURA GUADALAJARA VS. DORADOS (EN VIVO)   | ACCION  | 18:00    | 22:00    | 21:00 |
| 19:30    |  |                              |                                      |   |  |                                     |  |   | 18:30    | 22:30    | 21:30 |
| 20:00    | TELENOVELA 'APUESTA POR UN AMOR'   |                              |                                      |   |  |                                     |  | REVELACIONES  | 20:00    | 23:00    | 22:00 |
| 20:30    |  |                              |                                      |   |  |                                     |  |   | 20:30    | 23:30    | 22:30 |
| 21:00    | TELENOVELA 'LA MADRASTRA'  |                              |                                      |   |  |                                     | FUTBOL MEXICANO TORNEO DE CLAUSURA NECAVA VS. SANTOS   | LA PARODIA  | 21:00    | 00:00    | 23:00 |
| 21:30    |  |                              |                                      |   |  |                                     |  |   | 21:30    | 00:30    | 23:30 |
| 22:00    | EL PRIVILEGIO DE MANDAR  | LA CASA DE LA RISA           | PAR DE ASES                          | LA HORA PICO                                | XH DRBZ                                |                                     | LA JUGADA (EN VIVO)  | 22:00   | 01:00    | 00:00    |       |
| 22:30    | NOTICIERO CON: JOAQUIN LOPEZ DORIGA / (23:20) NOTICIERO TELEVISIA DEPORTES (EN VIVO) |                              |                                      |   |  |                                     |  |   | 22:30    | 01:30    | 00:30 |
| 23:00    |  |                              |                                      |   |  |                                     |  |   | 23:00    | 02:00    | 01:00 |
| 23:30    | (23:45) CON TODO   |                              |                                      |   |  |                                     | OTRO ROLLO CON: ADAL RAMONES INVITADO: 'EXTASIS'   | (23:15) LAS HIJAS   | 23:30    | 02:30    | 01:30 |

PROGRAMACIÓN SUJETA A CAMBIOS

- |   |   |
|---|---|
| <input type="checkbox"/> 1 - News -> 16.4%                                      | <input type="checkbox"/> 2b - Long Form Documentary -> 1.2% |
| <input type="checkbox"/> 5b - Informal Education/Recreation & Leisure -> 0.3%   | <input type="checkbox"/> 6 - Sports -> 11%                  |
| <input type="checkbox"/> 7 - Drama and Comedy -> 38.1%                          | <input type="checkbox"/> 9 - Variety -> 16.4%               |
| <input type="checkbox"/> 11 - General Entertainment and Human Interest -> 16.7% |   |



11 May 2005

Rogers Cable Communications Inc.  
333 Bloor Street East  
Toronto, Ontario  
M4W 1G9  
Facsimile: (416) 935-4875

Dear Ms. Dinsmore:

Rc: Sponsorship of *Canal de las Estrellas Latinoamérica*

After having reviewed Rogers' request for the addition of the above non-Canadian third language service to the digital lists, the Commission requires a response to the following questions:

In the Appendix to Broadcasting Public Notice CRTC 2004-96, the Commission required that sponsors provide 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. The programming categories were listed in the Appendix to the public notice in the following manner:

news (categories 1, 2a and 3)  
documentaries (category 2b)  
lifestyle/human interest/recreation and leisure (categories 5b and 11)  
sports (categories 6a and 6b)  
drama/fiction/comedy (category 7)  
music/variety (categories 8 and 9)  
religious (category 4)  
other (e.g. categories 5a and 10)

The breakdown of programming information submitted by Rogers is not consistent with the breakdown provided in Public Notice 2004-96 in the following ways:

- specifies hours and percentages as a separate category for "General Entertainment/Human interest" but both of these types of programming should be included in the figures for "lifestyle/human interest/recreation and leisure" as indicated in the Appendix;

Vancouver  
580 Hornby St.  
Suite 530  
Vancouver, BC  
V6C 3B6  
(604) 666-2111  
TDD: 666-0778  
Fax: 666-8322

Winnipeg  
275 Portage Av.  
Suite 1810  
Winnipeg, MB  
R3B 2B3  
(204) 983-6306  
TDD: 983-8274  
Fax: 983-6317

Montréal  
405, boul. de Maisonneuve est  
Suite B2300  
Montréal (QC)  
(514) 283-6607

Halifax  
Metropolitan Place  
Suite 1410  
99 Wyse Road  
Dartmouth, NS  
B3A 4S5  
(902) 426-7997  
TDD: 426-6997  
Fax: 426-2721

Toronto  
55 St. Clair Av. East  
Suite 624  
Toronto, ON  
(416) 952-9096

Regina  
Cornwall Professional Bldg  
2125, 11th Avenue  
Suite 103  
Regina, SK  
(306) 780-3422

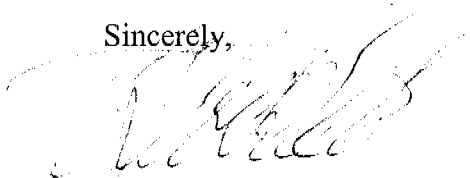
Edmonton  
10405 Jasper Avenue  
Suite 520  
Edmonton, AB  
(780) 495-3224

- does not specify the hours and percentages for the “religious” category or the “other” category listed in the Appendix;
- specifies hours and percentages for the “drama and comedy” category, whereas the Appendix refers to “drama/fiction/comedy”.

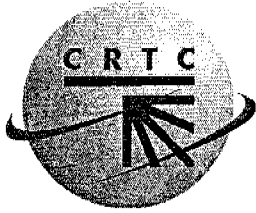
1) Please address the inconsistencies noted above by providing the Commission with a revised breakdown of programming in the genres specified in the Appendix to Public Notice CRTC 2004-96, expressed as both the total number of hours per week and as a percentage of the overall weekly programming schedule, excluding any programming containing subtitles or secondary audio programming (SAP) in English or French.

2) In the Appendix to Public Notice CRTC 2004-96, the Commission required that the sponsor provide a breakdown of the amount of time during which the service is accompanied by subtitles and/or SAP in English or French, expressed as both the total number of hours per week and as a percentage of the overall weekly programming schedule. In the request, it is stated that Canal de las Estrellas is “broadcast in the Spanish language without subtitles.” Please indicate the amount of programming accompanied by an English or French language SAP.

Sincerely,



Cynthia Stockley  
Director  
Distribution and Competitive Policy



# fax

DATE 12/10/2004

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

Adresse postale/  
Mailing Address  
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K1A 0N2

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TDD: (604) 666-0778  
Fax: (604) 666-8322

Winnipeg  
275 Portage Avenue  
Suite 1810  
Winnipeg, MB  
R3B 2B3  
(204) 983-6306  
TDD: (204) 983-8274  
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2125, 11th Avenue  
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Regina, SK  
S4P 3X3  
(306) 780-3422

Edmonton  
10405 Jasper Avenue  
Suite 520  
Edmonton, AB  
T5J 3N4  
(780) 495-3224

Renseignements généraux : (819) 997-0313  
Sans frais 1-877-249-2782  
ATME : 1-877-909-2782 (Sans frais)  
Télécopieur : (819) 994-0218  
www.crtc.gc.ca

General Inquiries: (819) 997-0313  
Toll-free 1-877-249-2782  
TDD: 1-877-909-2782 (Toll-free)  
Fax: (819) 994-0218  
www.crtc.gc.ca

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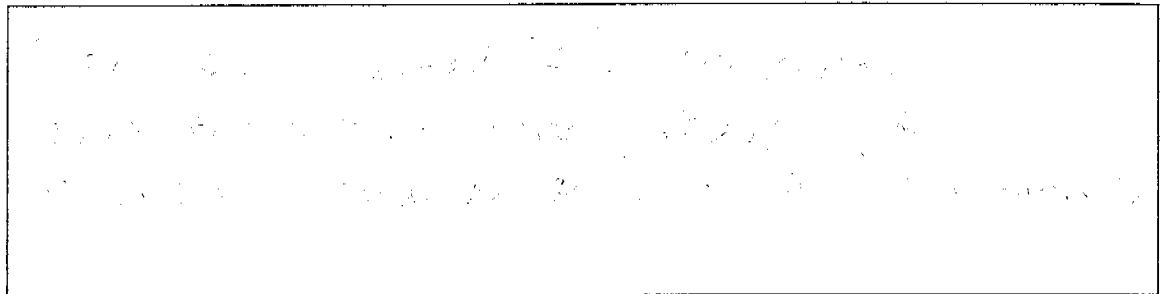
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(INTERNATIONAL)

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NAME/NUMBER : 14169354875  
PAGE : 3  
START TIME : MAY-11-2005 09:40AM WED  
ELAPSED TIME : 01'04"  
MODE : STD ECM  
RESULTS : [ O.K ]

---



DF

333 Bloor Street East  
Toronto, Ontario M4W 1G9  
rogers.com

**VIA FAX: (819) 994-0218**  
**ORIGINAL BY COURIER**

May 19, 2005

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

Dear Ms. Rhéaume:

**Re: Sponsorship of *Canal de las Estrellas Latinoamérica* –  
*Response to Deficiency Questions***

---

On May 11, 2005, the Commission sent to Rogers Cable Communications Inc. (Rogers) several questions related to our application for the addition of *Canal de las Estrellas Latinoamérica* (the Channel) to the Digital List of Eligible Satellite Services. Attached to this letter is a letter from Visat S.A. de C.V., dated May 13, 2005, which responds to the Commission's questions.

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

Yours truly,

A handwritten signature in cursive script that reads "Pam Dinsmore".

Pam Dinsmore  
Vice President, Regulatory



May 13, 2005

Ms. Pamela Dinsmore  
Vice President, Regulatory  
Rogers Cable Inc.  
333 Bloor Street East  
Toronto Ontario  
M4W 1G9  
Canada

Dear Ms. Dinsmore:

**Re: Response to CRTC Deficiency Questions – Application by  
Rogers Cable Inc. to add Canal de las Estrellas  
Latinoamérica to CRTC Lists of Eligible Satellite Services**

Visat S.A. de C.V. ("Visat") is in receipt of the letter, dated May 11, 2005, that was sent to you by Cynthia Stockley, Director Distribution and Competitive Policy, Canadian Radio-television and Telecommunications Commission (CRTC) in regard to the above-referenced application. The letter contains two general questions. We are providing the following answers to the CRTC's questions.

**Question #1**

Lifestyle/human interest/recreation and leisure (categories 5b and 11) programs make up 17% of the schedule filed with the CRTC. This equals 28.5 hours per week.

There are no programs on the schedule that fall under the "religious" or "other" program categories.

As noted in the application, drama and comedy programs (which include drama/fiction/comedy) make up 38.1% of the programs listed on the schedule filed with the CRTC. This equals 64 hours per week.

Av. Vasco de Quiroga # 2000  
Edificio C, 3er. Piso Col. Santa Fe  
México 01210



**Question #2**

The programming provided by Canal de las Estrellas Latinoamérica is not accompanied by an English or French language secondary audio program (SAP).

We trust that this letter adequately addresses the CRTC's questions. Please contact the undersigned if you require any additional information.

Yours truly,

Visat, S.A. de C.V.

Joaquín Balcárcel Santa Cruz  
Legal Representative

Bruce Patrick Boren Krause  
Legal Representative



Av. Vasco de Quiroga #2000  
Edificio C, 3er. Piso Col. Santa Fe  
México 01210

MODE = MEMORY TRANSMISSION

START=MAY-19 17:00

END=MAY-19 17:05

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-ROGERS CABLE REGULATORY -

\*\*\*\*\* - \*\*\*\*\* - 416 935 4875 - \*\*\*\*\*



Rogers Cable Communications Inc. Regulatory 333 Bloor Street East, 9th Floor Toronto, Ontario M4W 1G8 Fax: (416) 935-4875

FAX TRANSMITTAL

TO: Diane Rhéaume Secretary General CRTC

FAX: 819-994-0218

FROM: Pamela Dinsmore Vice President, Regulatory

DATE: May 19, 2005

CC:

FAX:

PAGES: 4

Urgent  For Review  Please Comment  Please Reply

If you have any trouble with this transmission please contact Rosanna Di Vita at (416) 935-4820.

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