TV ASIA
"Home Away From Home"

March 21, 2006

Pamela Dinsmore
Vice President, Regulatory
Rogers Cable Communications Inc
9th Floor, 333 Bloor Street East
Toronto, ON M4W 1G9

Re: Sponsorship Application for TV ASIA

Dear Ms. Dinsmore:

This letter is in response to the request from the Canadian Radio-television and Telecommunications Commission (CRTC), dated March 17, 2006. The CRTC has asked for a revised breakdown of programming, by genre, offered by TV Asia over the course of one week. This breakdown is to exclude any programming that contains subtitles or secondary audio programming (SAP) in English and French.

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. The following breakdown is for a total of 165 hours/week that excludes 3 hours of English sub-titled programming.

Program Genre	No. of hours/week	% of Total Program Schedule (excl. sub-titles)
News	23.5	14.24 %
Documentaries	0.0	0.00 %
Lifestyle/human interest/ recreation & leisure	25.0	15.15 %
Sports	0.0	0.00 %
Drama/Fiction/Comedy	41.0	24.85 %

ASIA STAR BROADCASTING, INC.
76 National Road, Edison, New Jersey 08817♦Telephone: (732) 650-1100♦Fax: (732) 650-1112

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Program Genre	No. of hours/week	% of Total Program Schedule (excl. sub-titles)
Music/Variety	20.0	12.12 %
Religious	25.5	15.45 %
Other (includes Movies)	30.0	18.18 %

Attached is a program schedule, for the week of February 27, 2006, with descriptions of the programs that were broadcast during that week.

TV Asia currently has 3 hours per week of programs that are subtitled in English, which is 1.79% of the weekly programming schedule and TV Asia does not distribute any programming with SAP.

If you need any further information, please contact me at (732) 319-0973.

Sincerely,

Jaideep Janakiram
Vice President

Copy to: H.R. Shah- Chairman

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