ethnic channels group

September 26, 2005

Ms. Diane Rhéaume
Secretary General
Canadian Radio-television and
Telecommunications Commission
1 Promenade du Portage
Gatineau, Quebec
J8X 4B1

Dear Ms. Rhéaume:

Re: Request to Add *ProSiebenSat.1 Welt* to CRTC Lists of Eligible Satellite Services

Ethnic Channels Group Limited ("ECGL") is pleased to sponsor this request to the CRTC to add the German-language general interest satellite service *ProSiebenSat.1 Welt* ("P7S1") to the Lists of Eligible Satellite Services maintained by the Commission. This request is made in accordance with the Commission's policy set out in *Broadcasting Public Notice CRTC 2004-96*.

Evidence of Consent to Sponsorship and of Programming Rights

A letter from ProSiebenSat.1 Welt GmbH confirming ECGL's authority to sponsor this request, as well as the rights of that company to distribute the programming contained in P7S1 in Canada is attached as Appendix "1" to this letter.

Description of P7S1 Service

P7S1 is a general interest third-language programming service that provides all of its programs in German.

Programming on the service is intended for a worldwide German-speaking audience. It consists of leading television programs from four different television services operated Germany's leading commercial television broadcaster: *Sat.1*, *ProSieben*, *kabel eins* and *N24*.

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The following table sets out the approximate amount of time that is devoted, each week, on P7S1 to the broadcast of programming by programming category based on the CRTC's program categories set out in *Public Notice CRTC 1999-205*:

Programming Category	Hours Per Week	Percentage
News (categories 1, 2(a) and 3)	11:58 h	7,8%
Documentaries (category 2(b))	2:40 h	1,7%
Lifestyle/human interest/recreation and leisure (categories 5(b) and 11)	49:18 h	31,9%
Sports (categories 6(a) and 6(b))	12:38 h	8,2%
Drama/fiction/comedy (category 7)	77:54 h	50,4%
Music/variety (categories 8 and 9)	-	-
Religious (category 4)	-	-
Other (e.g. categories 5(a) and 10)	-	-

The foregoing analysis is based on the programming actually provided on P7S1 during the week of 27th August – 2nd September.

Programming Schedule and Description

A programming schedule for the week of 12th – 18th September, together with a description of programming offered, is attached as Appendix "2" to this letter. The programming offered during this week is representative of the programming that will be offered on the service over the course of the year.

Subtitling and SAP

None of the programming on the service will be accompanied by subtitles or SAP channels in English or French.

Evidence of Potential Demand

ECGL and ProSiebensat.1 Welt GmbH have evaluated the potential demand for P7S1 in Canada through an evaluation of the German-speaking population (and potential audience) in Canada, discussions with potential distributors and an analysis of the existing distribution enjoyed by the non-Canadian German-language programming service that is already on the lists of eligible satellite services: *Deutsche Welle* (now known as "German TV").

A substantial proportion of the Canadian population is comprised of German immigrants, and descendants of German immigrants. More than 2,700,000 Canadians identified "German" as an ethnic origin in the 2001 census compiled by Statistics Canada. In other words, "German" descendants represent the largest single "ethnic" group in Canada -- following the Commission's definition for "ethnic" persons, which excludes individuals with Aboriginal, French or British Isles ancestry. Also, Germany ranks within the top ten countries of origin for Canada's existing immigrant population (i.e. residents not born in Canada).[1] Accordingly the population of immigrants from Germany, and of descendants of these immigrants now living in Canada is substantial. It is certainly sufficient to support a German-language satellite service providing popular German-language programming.

In evaluating the potential for P7S1 in Canada, ECGL has taken into account the existing distribution of German TV by several distributors including Rogers Digital Cable, Cogeco, Amtelecom and Bell ExpressVu. German TV (previously known as Deutsche Welle) has announced that is will be discontinuing its operations this year. As a result, distribution undertakings that currently distribute German-language television programming in Canada will no longer have an authorized source for this programming. P7S1 will meet the demand in Canada that is currently met by German TV.

Preferential Programming Rights and Programming Supply Agreement

As indicated in the letter attached at Appendix "1", the distributor of P7S1 has confirmed that it does not hold, will not obtain, nor will it exercise, preferential or exclusive programming rights in relation to the distribution of programming in Canada. Indeed, ProSiebenSat.1 Welt GmbH has entered into a programming supply agreement with ECGL that contemplates the establishment of a Canadian German-language general interest programming service that would include programming that is currently broadcast on P7S1. This programming supply agreement will permit ECGL to launch a Canadian version of P7S1 upon the receipt of CRTC approval. Until the launch of such service, the programming included in the P7S1 service may be licensed by ProSiebenSat.1 Welt GmbH to Canadian programming services for Canadian distribution on a program-by-program basis without restriction.

Conclusion

We trust that this letter has provided the Commission with the information that it requires to process our sponsorship request. As noted above, it is to be kept in mind that the current source for Canadian programming in Canada, "German TV", has already announced the discontinuance of this service this year. Accordingly, we request that the Commission process this current sponsorship request on a timely basis to ensure continuity of service to German-speaking Canadians.

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[1] Statistics Canada, 2001 Census.

We would be pleased to provide the Commission with any additional information that it may require.

Yours truly,

Slava Levin
President

ethnic channels group

APPENDIX "1"

PROSIEBENSAT.1 WELT GMBH LETTER

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ProSiebenSat.1 Welt GmbH

Mr. Slava Levin
President
Ethnic Channels Group Limited
907 Alness Street
Toronto, Ontario
M3J 2N2

September 19, 2005

Dear Mr. Levin,

Re.: Sponsorship Request to add ProSiebenSat.1 Welt to CTRC Lists of Eligible Satellite Services

This letter will confirm that ProSiebenSat.1 Welt GmbH (the "Company"), the distributor of ProSiebenSat.1 Welt ("P7S1") agrees with the sponsorship request to the CRTC being made by Ethnic Channels Group Limited to add P7S1 to the CRTC's Lists of Eligible Satellite Services for distribution in Canada.

This letter will also confirm that the Company has the necessary rights for the distribution in Canada of the programming contained in P7S1, and that Company undertakes that it does not hold, will not obtain, nor will it exercise, preferential or exclusive programming rights in relations to the distribution of programming in Canada. Indeed, as you know, P7S1 has already entered into a programming supply agreement with ECGL that would permit ECGL to distribute the programming contained in P7S1 within a licensed Canadian programming service.

Yours truly,

Jan David Frouman
Managing Director
ProSiebenSat.1 Welt GmbH

Hans Fink
Managing Director
ProSiebenSat.1 Welt GmbH

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APPENDIX "2"

PROGRAMMING SCHEDULE AND DESCRIPTIONS

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