

**FAX TRANSMISSION / TÉLÉCOPIE**  
**CANADIAN CABLE TELEVISION ASSOCIATION**  
**ASSOCIATION CANADIENNE DE TÉLÉVISION PAR CÂBLE**

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Date: April 14, 2004

TO / À: Ms. Diane Rhéaume, Secretary General  
Canadian Radio-television and Telecommunications Commission  
Fax#: 994-0218

FROM / DE: CCTA

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Number of page(s) to follow / Nombre de page(s) à suivre: 12

**COMMENTS / COMMENTAIRES:**

Sponsorship of FOX News Channel

A hard copy is being couriered to the Commission.

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**CANADIAN CABLE TELEVISION ASSOCIATION**  
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**ASSOCIATION CANADIENNE DE TÉLÉVISION PAR CÂBLE**

April 14, 2004

**VIA FACSIMILE & COURIER**

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

Dear Ms. Rhéaume:

**Re: Sponsorship of FOX News Channel**

1. On behalf of its members, the Canadian Cable Television Association (CCTA), in its capacity as a Canadian sponsor, requests that FOX News Channel be added to the Lists of Eligible Satellite Services (the "Lists") for distribution on a digital basis.
2. The CCTA submits that the FOX News Channel will provide Canadians with a unique innovative broadcasting service, delivering 24-hour year-round television programming for viewers interested in the coverage of American and international news presented in a fair and balanced manner. The FOX News Channel launched its service throughout the United States in October of 1996 and has become the most watched cable news channel in the United States for more than the last two years.
3. The FOX News Channel broadcasts original news and information programs including live breaking news stories and crisis coverage of significant events in United States and around the world.



CCTA's letter  
Re: FOX News Channel Sponsorship  
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4. The fact that CCTA, on behalf of the Canadian cable industry, is requesting that this service be added to the Lists demonstrates the potential demand for this service in Canada. Cable distributors appreciate that Canadian news viewers will want to watch the number one news service in the United States. Canadians not only express a strong interest in news and public affairs programming but they also pride themselves in being well informed about the world around them. CCTA believes that access to as many sources of news and opinion can only contribute to a better understanding of the diverse political, financial, social and environmental issues in a global world.
  
5. Moreover, CCTA submits that the FOX News Channel meets the Commission's requirement that an authorized service be neither totally nor partially competitive with a licensed Canadian specialty or pay television service. CCTA believes that this service will complement the news currently aired by Canadian broadcasters. By allowing distribution of this service in Canada, Canadian viewers will have the benefit of increased choice of appealing programming. Moreover, this increased choice will be an effective tool in combating the appeal of the black market.
  
6. The Commission has already recognized that non-Canadian news and information satellite services are not competitive with licensed Canadian services that operate with similar formats. For example, non-Canadian services, such as CNN, CNN Headline News, C-Span, EuroNews, and BBC World have all been added to the Eligible Satellite Lists despite the existence of Canadian services such as CBC Newsworld, CTV NewsNet and CPAC. These services all tend to complement rather than compete with Canadian sources and in doing so enrich the non-entertainment side of the television experience.

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7. Fox News is the U.S. partner in the Category 2 digital specialty service, FOX News Canada. However, as noted in the attached letter, Fox News does not intend to implement this service.
  
8. In conclusion, CCTA believes that carriage of this service will not only respond to consumer demand for increased choice but it will contribute to the growth of digital cable television to the benefit of both subscribers and Canadian programming services.

Yours truly

*Michael Hennessy*  
Michael Hennessy  
Acting President, CCTA

Attach.



1211 Avenue of the Americas  
New York, NY 10036

March 31, 2004

Mr. Michael Hennessy  
Acting President  
Canadian Cable Television Association  
360 Albert Street  
Suite 1010  
Ottawa, Ontario  
K1R 7X7  
Canada

Dear Mr. Hennessy:

**Re: Sponsorship for FOX News Channel**

1. This letter serves as evidence that FOX News Channel has agreed to be sponsored by the Canadian Cable Television Association (CCTA) for inclusion on the List of Eligible Satellite Services (the Lists) for distribution in Canada on a digital basis. We understand that, should our service be added to the Lists, the service would be available to all distribution undertakings in Canada including cable, all direct-to-home satellite undertakings and all multipoint distribution (MDS) undertakings.

**Description of FOX News Channel**

2. The FOX News Channel is a 24-hour per day / 7 day per week national cable news network devoted to delivering objective coverage of the day's events, Fair and Balanced.
3. FOX News Channel does not hold, will not obtain, nor will it exercise preferential or exclusive programming rights in relation to the distribution of programming in Canada that unduly precludes a Canadian programming undertaking from acquiring that programming.
4. FOX News has or will obtain all the appropriate clearances prior to being distributed in Canada.

5. The FOX News Channel is a wholly-owned subsidiary of The News Corporation Limited and provides millions of news viewers around the world with a network dedicated to objective reporting, Fair and Balanced. The network is distributed in more than 85 million homes in the U.S. and has coverage in more than fifty countries beyond the U.S. including Israel, Turkey, Spain, England, Australia, Japan and Italy.
6. The FOX News Channel is the news network for the next generation of news viewers. We offer viewers what they want from the news today: more information presented in an objective perspective, Fair and Balanced.
7. By providing live news updates 24 hours per day / 7 days per week, plus distinctive programming on every issue, from politics and family to sports and entertainment, from health and medicine to business and trends, FOX News Channel covers the events, the issues and the people changing the world today.
8. Our vision brings together all the components that make for a more innovative, more informed presentation of the news that affects us all. The FOX News Channel has become the new standard for television news in America. We've set our goal to be the premiere television news network in the 21st century.
9. FOX News Channel has been the number one news network in the U.S. for the past two years. FOX News dominates its competitors in the ratings.

#### **Demand in the Market**

10. Numerous e-mails have come in from Canadian citizens asking that FOX News Channel be distributed in Canada.
11. The fact that the CCTA, on behalf of the Canadian cable industry, has requested that FOX News Channel be added to the Lists demonstrates the potential demand for our service in Canada.

#### **Accompanying Documentation**

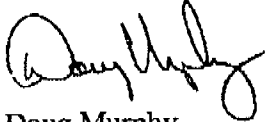
12. The following documents are attached:
  - Description of original programming aired on FOX News Channel
  - Current FOX News Channel schedule

#### **Conclusion**

13. We appreciate the CCTA's support for the FOX News Channel. We believe that the FOX News Channel can add substantially to the diversity of programming being offered by Canadian cable operators as part of their cable service.

14. The FOX News Channel is the U.S. partner in the category 2 digital specialty service, FOX News Canada, approved by the CRTC in 2000. FOX News does not intend to implement this service and therefore the service will not meet the extended deadline of November 24, 2004 to commence operations.

Yours truly,



Doug Murphy  
Vice President  
FOX News

Attach.

## Attachment 1

### Description of Original Programming

**FOX and Friends Weekdays** from 6am to 9am ET, FNC invites viewers to call-in and begin their day with FOX and Friends, an irreverent morning show where anchors E.D. Hill, Steve Doocy and Brian Kilmeade highlight the latest in news, weather, sports and entertainment with a casual and spontaneous discourse. The program's daily signature "Around the Watercooler" segment consists of a live chat about the lighter news stories of the day with radio talk show hosts (simulcast live), celebrities, pundits or newspaper columnists.

**FOX News Live** Every hour from 9am to 1pm & 2pm to 3pm ET, FNC presents a hard news format geared towards providing more news and less talk, led by anchors Jon Scott, Brigitte Quinn, David Asman, Linda Vester, and Shepard Smith. Expert analysis of events and interviews with key newsmakers provide expanded coverage of the day's top news stories.

Linda Vester hosts **DaySide with Linda Vester**, weekdays from 1pm to 2pm ET. The network's first interactive live studio audience program, covering everything from breaking news events to the hot topics of the day, no subject is off-limits.

**Studio B with Shepard Smith** Weekdays from 3pm to 4pm ET, is a hard news format geared towards providing more news and less talk. Expert analysis of events and interviews with key newsmakers provide expanded coverage of the day's top news stories.

#### Evening Programming:

Host Neil Cavuto provides one hour of financial news on **Your World with Neil Cavuto** from 4pm to 5pm ET, offering practical, usable information on the latest activities from Wall Street to Silicon Valley to Hong Kong. Cavuto, former anchor of CNBC's highest-rated program "Market Wrap," interviews the money managers and CEO's who shape the market.

John Gibson hosts **The Big Story** from 5pm to 6pm ET, examining all facets of the major news stories of the day. The show presents viewers with compelling interviews with newsmakers as well as discussions on breaking news events.

**Special Report with Brit Hume** from 6pm to 7pm ET, offers a daily in-depth look at the day's news and incisive discussion of the political issues impacting our lives. Anchored by Washington news veteran Brit Hume, the program plays host to newsmakers, political pundits and FOX News contributors, exposing the issues and presenting the bare facts.

**The FOX Report with Shepard Smith** from 7pm to 8pm ET, is the network's signature evening newscast which brings viewers an in-depth exploration of the day's top news events within the popular culture. Anchored by the vibrant former FNC daytime personality Shepard Smith, this hour-long newscast presents stories in a fair and balanced manner -- showing all sides of issues and events. The program goes beyond covering the news, delivering a wide range of interviews and allowing viewer's an inside perspective on the world in an entertaining and informative fashion.

**The O'Reilly Factor** from 8pm to 9pm ET, features veteran journalist Bill O'Reilly breaking through the spin and rhetoric of news events to reach the crux of the matter at hand. Reflecting O'Reilly's irreverent sensibilities, the program attacks both national and local stories.

**Hannity & Colmes** from 9pm to 10pm ET, pits conservative radio commentator Sean Hannity against liberal radio talk show host Alan Colmes in a nightly face-off on current political and social issues. Beyond a two-person debate, the show involves people "in the middle of the action" to bring "insider" points-of-view to the table.



**On the Record with Greta Van Susteren** from 10pm to 11pm ET, is a one-hour hard news driven program involving a diverse component of newsmaker interviews. The program utilizes Van Susteren's inquisitive manner in analyzing and exploring the issues of the day with each guest.

**Weekend Programming:**

FNC's weekend features a mix of more than 20 hours of original programming, news updates and "best of" selections from the previous week's schedule.

**FOX and Friends** (Saturdays & Sundays 6:00-10:00am ET) An irreverent morning show highlighting news, weather, sports & entertainment with live chat with radio talk show hosts, celebrities & columnists.

**Bulls and Bears** (Saturdays, 10:00-10:30am ET), hosted by Brenda Buttner, offers a wide range of views on market news and a look at the week ahead on Wall Street.

**Cavuto On Business** (Saturdays, 10:30-11am ET), features Neil Cavuto and his road map of the week ahead on Wall Street along with FNC's senior business correspondent Karen Gibbs and a roundtable of market analysts and experts.

**FORBES on FOX** (Saturdays, from 11-11:30am ET), with host David Asman is a weekly half-hour program that offers an informative look at the business week ahead in the FOX News style mixed with FORBES' contrarian viewpoints and insights.

**Cashin' In** (Saturdays, 11:30am-12pm ET), with host Terry Keenan, takes a practical hands on look at all aspects of personal money management from 401K plan investing to purchasing real estate to saving for children's college tuition.

**Weekend Live with Tony Snow** (Saturdays & Sundays 12-2pm ET) w/ host Tony Snow, provides live blocks of hard news with expanded coverage of the weekend's top news stories and newsmakers.

**FOX News Live** (Saturdays, 2-6pm & Sundays 10am-12pm & 2-6pm ET), provides live blocks of hard news with expanded coverage of the weekend's top news stories and newsmakers.

**The Beltway Boys** (Saturdays, 6-6:30pm ET), hosted by seasoned Washington journalists Fred Barnes and Morton Kondrake, takes a spin around the Washington political scene, focusing on the week's most memorable moments and hottest issues from the Beltway.

**FOX News Watch** (Saturdays 6:30-7pm ET), hosted by FNC's media critic Eric Burns exposes media bias in the coverage of weekly news events and features a panel of regular guests including syndicated columnists Jim Pinkerton and Cal Thomas, Jeff Cohen of *Fairness and Accuracy in Reporting* and Jane Hall of *American University*.

**FOX Report (Saturday & Sunday Edition)** (Saturday & Sundays 7-8:00pm ET), This signature newscast provides an in-depth exploration of top news events with a wide range of interviews for an inside perspective on the world in an entertaining & informative fashion.

**From the Heartland with John Kasich** (Saturdays from 8:00-9pm ET), Live from Columbus, Ohio, John Kasich reports the news of the day and touches on the topics of interest to America's heartland.

**Big Story Weekend Edition with Rita Cosby** (Saturdays, 9-10pm ET), With host Rita Cosby, senior correspondent for FNC, gets the most sought after interviews, the ones you don't want to miss!

**At Large with Geraldo Rivera** (Saturdays & Sundays 10-11pm ET), Geraldo Rivera reports from the heart of the conflict in Afghanistan. Field reporters Steve Harrigan, David Lee Miller, Rick Leventhal & provide updates and perspective from around the region.

**After Hours with Cal Thomas** (Saturdays 11pm ET), a lively, congenial and intimate late-night program, bringing Cal Thomas together with the top names in politics and entertainment.

**War Stories with Oliver North** (Sundays from 8-9pm ET), a series that takes viewers into the trenches of the greatest military battles in history through the eyes of men who survived them.

**Sunday Best** (Sundays 9-10pm ET), is a collection of the very best segments from the previous week on all dayparts of the Fox News Channel.

**FOX Magazine** (Sundays, 11pm ET), hosted by Jon Scott, takes an in-depth look at some of the most fascinating news stories that could affect your life.

## Attachment 2

### Network Schedules

Weekday Programming	
6:00-9:00 a.m.	FOX & Friends
9:00 a.m.-1:00 p.m.	FOX News Live
1:00 p.m.-2:00 p.m.	DaySide with Linda Vester
2:00 p.m.-3:00 p.m.	FOX News Live
3:00 p.m.-4:00 p.m.	Studio B with Shepard Smith
4:00-5:00 p.m.	Your World with Neil Cavuto
5:00-6:00 p.m.	The Big Story with John Gibson
6:00-7:00 p.m.	Special Report with Brit Hume
7:00-8:00 p.m.	The FOX Report with Shepard Smith
8:00-9:00 p.m.	The O'Reilly Factor
9:00-10:00 p.m.	Hannity & Colmes
10:00-11:00 p.m.	On the Record with Greta Van Susteren
11:00-12:00 a.m.	The O'Reilly Factor (r)
12:00-1:00 a.m.	Special Report with Brit Hume (r)
1:00-2:00 a.m.	Your World with Neil Cavuto (r)
2:00-3:00 a.m.	Hannity & Colmes (r)
3:00-4:00 a.m.	On the Record with Greta Van Susteren (r)

4:00-5:00 a.m.	The O'Reilly Factor (r)
5:00-6:00 a.m.	Your World with Neil Cavuto (r)

**SATURDAY PROGRAMMING**

6:00am - 7:00am	<u>Special Report w/ Brit Hume</u>
7:00am - 10:00am	<u>FOX &amp; Friends Saturday</u>
10:00am - 11:20am	<u>Bulls &amp; Bears (cc)</u>
11:30am - 12:00pm	<u>Cavuto on Business (cc)</u>
11:00am - 11:30am	<u>Forbes on FOX (cc)</u>
11:30am - 12:00pm	<u>Cashin' In (cc)</u>
12:00pm - 2:00pm	<u>Weekend Live</u>
2:00pm - 3:00pm	<u>FOX News Live</u>
3:00pm - 5:30pm	<u>The Beltway Boys</u>
6:30pm - 7:00pm	<u>FOX News Watch</u>
7:00pm - 9:00pm	<u>FOX Report Saturday (cc)</u>
8:00pm - 9:00pm	<u>Heartland w/ John Kasich (cc)</u>
9:00pm - 10:00pm	<u>The Big Story Weekend w/ Rita Cosby (cc)</u>
10:00pm - 11:00pm	<u>At Large w/ Geraldo Rivera</u>
11:00pm - 11:30pm	<u>After Hours w/ Cal Thomas</u>
11:30pm - 12:00am	<u>FOX News Watch (r)</u>

12:00am - 1:00am	<u>The Big Story Weekend w/ Rita Cosby (r) (cc)</u>
1:00am - 2:00am	
2:00am - 3:00am	<u>At Large w/ Geraldo Rivera (r) (cc)</u>
3:00am - 4:00am	
4:00am - 5:00am	<u>The Beltway Boys (r) (cc)</u>
5:00am - 6:00am	
6:00am - 7:00am	<u>FOX News Watch (r)</u>
7:00am - 8:00am	
8:00am - 9:00am	<u>FOX Report Saturday (r) (cc)</u>
9:00am - 10:00am	
10:00am - 11:00am	<u>Heartland w/ John Kasich (r) (cc)</u>
11:00am - 12:00pm	
12:00pm - 1:00pm	<u>The Big Story Weekend w/ Rita (r) (cc)</u>

SUNDAY PROGRAMMING

6:00am - 8:00am	<u>The Beltway Boys (r)</u>
8:00am - 9:00am	
9:00am - 10:00am	<u>FOX News Watch (r)</u>
10:00am - 11:00am	
11:00am - 12:00pm	<u>FOX &amp; Friends Sunday</u>
12:00pm - 1:00pm	
1:00pm - 2:00pm	<u>FOX News Live</u>
2:00pm - 3:00pm	
3:00pm - 4:00pm	<u>Weekend Live</u>
4:00pm - 5:00pm	
5:00pm - 6:00pm	<u>FOX News Live</u>
6:00pm - 7:00pm	
7:00pm - 8:00pm	<u>FOX News Sunday w/ Chris Wallace (r)</u>
8:00pm - 9:00pm	
9:00pm - 10:00pm	<u>FOX News Live</u>
10:00pm - 11:00pm	
11:00pm - 12:00am	<u>FOX Report Sunday (cc)</u>
12:00am - 1:00am	
1:00am - 2:00am	<u>War Stories (cc)</u>
2:00am - 3:00am	
3:00pm - 10:00pm	<u>Sunday Best (cc)</u>

11:00am - 11:05am	<u>At Large w/ Geraldo Rivera (cc)</u>
11:05am - 11:10am	[REDACTED]
11:10am - 11:15am	<u>FOX Magazine (r)</u>
11:15am - 11:20am	[REDACTED]
11:20am - 11:25am	<u>Special: Breaking Point: The Terrorists Next Door (r) (cc)</u>
11:25am - 11:30am	[REDACTED]
11:30am - 11:35am	<u>At Large w/ Geraldo Rivera (r) (cc)</u>
11:35am - 11:40am	[REDACTED]
11:40am - 11:45am	<u>FOX Magazine (r) (cc)</u>
11:45am - 11:50am	[REDACTED]
11:50am - 11:55am	<u>The Beltway Boys (r)</u>
11:55am - 12:00am	[REDACTED]
12:00am - 12:05am	<u>FOX News Watch</u>
12:05am - 12:10am	[REDACTED]
12:10am - 12:15am	<u>Bulls &amp; Bears (r) (cc)</u>
12:15am - 12:20am	[REDACTED]
12:20am - 12:25am	<u>Cavuto on Business</u>
12:25am - 12:30am	[REDACTED]
12:30am - 12:35am	<u>Forbes on FOX</u>
12:35am - 12:40am	[REDACTED]
12:40am - 12:45am	<u>Cashin' In</u>