



## Broadcasting Public Notice CRTC 2005-37

Ottawa, 22 April 2005

### **Call for comments on a request from South Asian Television Canada Limited to add Sony Entertainment Television Asia to the lists of eligible satellite services for distribution on a digital basis, and on the removal of The Scandinavian Channel**

#### **Request to add Sony Entertainment Television Asia**

1. In a letter dated 19 December 2002, South Asian Television Canada Limited (SATV Limited) requested that the Commission add Sony Entertainment Television Asia (SET Asia), a non-Canadian Hindi-language programming service, to the lists of eligible satellite services for distribution on a digital basis (the digital lists).
2. SATV Limited described SET Asia as a satellite-delivered, advertiser-supported, general entertainment television service that features Hindi-language programs, including feature films made for television, game shows, sports programs and drama serials. According to SATV Limited, SET Asia does not broadcast any subtitled and/or secondary audio programming in English or French.
3. In *Review of the approach to assessing requests to add non-Canadian third-language services to the lists of eligible satellite services for distribution on a digital basis – Call for comments*, Broadcasting Public Notice CRTC 2004-53, 15 July 2004 (Public Notice 2004-53), the Commission called for comments on various questions related to its assessment of requests to add non-Canadian third-language services to the digital lists. Consistent with the approach set out in Public Notice 2004-53, the Commission suspended consideration of SATV Limited's request to add SET Asia to the digital lists until the review was complete.
4. In *Improving the diversity of third-language television services – A revised approach to assessing requests to add non-Canadian third-language television services to the lists of eligible satellite services for distribution on a digital basis*, Broadcasting Public Notice CRTC 2004-96, 16 December 2004 (Public Notice 2004-96), the Commission set out its revised approach to the assessment of requests to add non-Canadian third-language television services to the digital lists, as well as specific information requirements that Canadian sponsors must file in support of their requests. The Commission will assess SATV Limited's request in light of the approach set out in Public Notice 2004-96.

## **Removal of The Scandinavian Channel from the digital lists**

5. The Scandinavian Channel, originally sponsored by the Canadian Cable Telecommunications Association (CCTA), was added to the digital lists on 13 July 2001.<sup>1</sup> The CCTA has indicated that, to the best of its knowledge, The Scandinavian Channel is no longer in operation. It is the Commission's understanding that The Scandinavian Channel ceased to operate on 30 April 2001.
6. Accordingly, the Commission proposes to delete The Scandinavian Channel from the digital lists.

## **Call for comments**

7. The Commission calls for comments on SATV Limited's request that SET Asia be added to the digital lists and on the Commission's proposal to remove The Scandinavian Channel from the digital lists. Parties submitting comments on the request by SATV Limited should also submit a true copy of their comments to the Canadian sponsor, SATV Limited, at the following address:

South Asian Television Canada Limited  
130 Pony Drive  
Newmarket ON  
L3Y 7B6  
Fax: 905-853-5212  
E-mail: [prakash@asiantelelevision.com](mailto:prakash@asiantelelevision.com)

8. In the case of SATV Limited's request, proof that comments have been sent to SATV Limited must accompany the original version of the comments sent to the Commission.
9. Comments on both SATV Limited's request to add SET Asia to the digital lists and the proposal to remove The Scandinavian Channel from the digital lists must be received by the Commission no later than 24 May 2005. In the case of SATV Limited's request, a copy of the comments must be received by SATV Limited no later than the deadline for receipt of comments by the Commission.
10. SATV Limited may file a written reply to any comments received concerning its request. This reply should be filed with the Commission, and a copy sent to the person who submitted the comments, by no later than 8 June 2005.
11. In the case of both SATV Limited's request and the proposal related to The Scandinavian Channel, the Commission will not formally acknowledge comments. It will, however, fully consider all comments and they will form part of the public record of the proceeding, provided that the procedures for filing set out below have been followed.

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<sup>1</sup> See *Revised lists of eligible satellite services*, Public Notice CRTC 2001-82, 13 July 2001.

## Procedures for filing comments

12. Interested parties can file their comments to the Secretary General of the Commission:
  - **by using the**  
[Broadcasting Intervention/Comments Form](#)
  - OR
  - **by mail to**  
CRTC, Ottawa, Ontario K1A 0N2
  - OR
  - **by fax at**  
(819) 994-0218
13. Submissions longer than five pages should include a summary.
14. Please number each paragraph of your submission. In addition, please enter the line \*\*\*End of document\*\*\* following the last paragraph. This will help the Commission verify that the document has not been damaged during transmission.
15. The Commission will make comments filed in electronic form available on its web site at [www.crtc.gc.ca](http://www.crtc.gc.ca) but only in the official language and format in which they are submitted. Such comments may be accessed in the *Public Proceedings* section of the CRTC web site. Copies of all comments, whether filed on paper or in electronic form, will also be placed on the public examination file.
16. The Commission encourages interested parties to monitor the public examination file and the Commission's web site for additional information that they may find useful when preparing their comments.

### **Examination of public comments and related documents at the following Commission offices during normal business hours**

Central Building  
Les Terrasses de la Chaudière  
1 Promenade du Portage, Room G-5  
Gatineau, Quebec K1A 0N2  
Tel: (819) 997-2429 - TDD: 994-0423  
Fax: (819) 994-0218

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

205 Viger Avenue West  
Suite 504  
Montréal, Quebec H2Z 1G2  
Tel: (514) 283-6607

55 St. Clair Avenue East  
Suite 624  
Toronto, Ontario M4T 1M2  
Tel: (416) 952-9096

Kensington Building  
275 Portage Avenue  
Suite 1810  
Winnipeg, Manitoba R3B 2B3  
Tel: (204) 983-6306 - TDD: 983-8274  
Fax: (204) 983-6317

Cornwall Professional Building  
2125 - 11<sup>th</sup> Avenue  
Room 103  
Regina, Saskatchewan S4P 3X3  
Tel: (306) 780-3422

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

530-580 Hornby Street  
Vancouver, British Columbia V6C 3B6  
Tel: (604) 666-2111 - TDD: 666-0778  
Fax: (604) 666-8322

Secretary General

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