



## Broadcasting Public Notice CRTC 2006-28

Ottawa, 6 March 2006

### **Call for comments on the proposed addition of NEW SAT to the lists of eligible satellite services for distribution on a digital basis**

1. The Commission received a request dated 4 January 2006 from the Canadian Cable Telecommunications Association (CCTA) for the addition of NEW SAT, a non-Canadian third-language service, to the lists of eligible satellite services for distribution on a digital basis (the digital lists). The CCTA described the service as follows:

NEW SAT is a 24-hour general interest service from Lebanon offering programming in Arabic without English subtitles or secondary audio program. NEW SAT offers a wide range of programming including news, political programs, talk shows, comedy, drama, music and sports.
2. On 13 February 2006, Rogers Cable Communications Inc. (Rogers) advised that, with the wind-up of the CCTA announced on 10 February 2006, it would take over as the Canadian sponsor of NEW SAT.
3. 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 that Canadian sponsors must file in support of their requests. The Commission will assess Rogers' request in light of the approach set out in Public Notice 2004-96.

### **Call for comments**

4. The Commission calls for comments on Rogers' request for the addition of NEW SAT to the digital lists. Parties submitting comments on the request should also submit a true copy of their comments to the Canadian sponsor, Rogers, at the following address:

Rogers Cable Communications Inc.  
Attention: Ms. Pamela Dinsmore  
7<sup>th</sup> Floor, 333 Bloor Street East  
Toronto, Ontario  
M4W 1G9  
Facsimile: (416) 935-4875

5. Proof that comments have been sent to Rogers must accompany the original version of the comments sent to the Commission.
6. Comments on Rogers' request must be received by the Commission no later than **Wednesday, 5 April 2006**. A copy of the comments must be received by Rogers no later than the deadline for receipt of comments by the Commission.
7. Rogers 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 **Friday, 21 April 2006**.
8. 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.

#### **Procedures for filing comments**

9. 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
10. Submissions longer than five pages should include a summary.
11. 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.

## **Important notice**

12. Note that all information that you provide as part of this public process, except information granted confidentiality, whether sent by postal mail, facsimile, e-mail or through the Commission's web site at [www.crtc.gc.ca](http://www.crtc.gc.ca), becomes part of a publicly accessible file and will be posted on the Commission's web site. This information includes your personal information, such as your full name, e-mail address, postal/street address, telephone and facsimile number(s), and any other personal information you provide.
13. Documents received electronically or otherwise will be put on the Commission's web site in their entirety exactly as you send them, including any personal information contained therein, in the official language and format in which they are received. Documents not received electronically will be available in PDF format.
14. The personal information you provide will be used and may be disclosed for the purpose for which the information was obtained or compiled by the Commission, or for a use consistent with that purpose.
15. 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 206  
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  
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Secretary General

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