



## Broadcasting Public Notice CRTC 2006-117

Ottawa, 8 September 2006

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

1. The Commission has received a request dated 23 June 2006 from Rogers Cable Communications Inc. (Rogers) for the addition of BabyFirstTV, a non-Canadian satellite service, to the lists of eligible satellite services for distribution on a digital basis (the digital lists). Rogers described the service as follows:

BabyFirstTV is a 24-hour-per-day commercial-free television channel which provides programming created specifically for the unique needs and abilities of viewers between six months and 3 years old. Eighty percent of the programming is original, designed by leading experts in child development, education and psychology. BabyFirstTV offers a safe and positive learning environment with an emphasis on enriching baby-parent interaction. There is no violence, no inappropriate content and no over-sensory stimulants.
2. The Commission's approach to requests for the addition of non-Canadian English- and French-language services to the digital lists was set out initially in *Call for proposals to amend the lists of eligible satellite services through the inclusion of additional non-Canadian services eligible for distribution on a digital basis only*, Public Notice CRTC 2000-173, 14 December 2000 (Public Notice 2000-173). In Public Notice 2000-173, the Commission indicated that it would assess such requests in the context of its general policy which, among other things, precludes the addition of a non-Canadian satellite service that can be considered either totally or partially competitive with Canadian specialty or pay television services. In applying this policy, the Commission stated that it would take into account all specialty and pay television programming services whose licence applications had been approved by the Commission, including all of the launched and unlaunched Category 1 and Category 2 specialty and pay television services.
3. Public Notice 2000-173 also set out specific information that the Canadian sponsors must file in support of their requests.
4. The Commission will rely primarily on the comments filed in identifying the Canadian pay and specialty services with which BabyFirstTV might compete, and which therefore should be included in its assessment of the competitiveness of the service. Parties wishing to argue that BabyFirstTV would be competitive should therefore name the specific Canadian pay or specialty services with which they consider BabyFirstTV would compete, and provide details, such as a programming comparison, to support their views.

## Call for comments

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

Rogers Cable Communications Inc.  
333 Bloor Street East, 9th Floor  
Toronto, Ontario  
M4W 1G9  
E-mail: [cable.regulatory@rci.rogers.com](mailto:cable.regulatory@rci.rogers.com)  
Fax: 416-935-4875

6. Proof that comments have been sent to the sponsor must accompany the original version of the comments sent to the Commission.
7. Comments must be received by the Commission no later than **10 October 2006**. A copy of the comments must be received by Rogers no later than the deadline for receipt of comments by the Commission.
8. 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 **24 October 2006**.
9. 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

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

12. 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**

13. 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.
14. 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.
15. 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.
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**

Toll-free telephone: 1-877-249-2782

Toll-free TDD: 1-877-909-2782

Central Building  
Les Terrasses de la Chaudière  
1 Promenade du Portage, Room 206  
Gatineau, Quebec K1A 0N2  
Tel: 819-997-2429  
Fax: 819-994-0218

Metropolitan Place  
99 Wyse Road  
Suite 1410  
Dartmouth, Nova Scotia B3A 4S5  
Tel: 902-426-7997  
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: 204-983-8274  
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: 604-666-0778  
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Secretary General

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