



Broadcasting Public Notice CRTC 2005-124

Ottawa, 16 December 2005

Call for comments on the proposed addition of nine non-Canadian Chinese-language services to the lists of eligible satellite services for distribution on a digital basis

1. The Commission has received a request dated 8 September 2005 from the Canadian Cable Telecommunications Association (CCTA) for the addition of nine non-Canadian general interest Chinese-language programming services to the lists of eligible satellite services for distribution on a digital basis (the digital lists). The nine services originate in mainland China and are operated by China International Television Corporation (CITVC). The CCTA noted that CITVC is a state-owned corporation and is a wholly-owned subsidiary of China Central Television (CCTV).
2. The CCTA described these non-Canadian services as follows:

CCTV-4 is a general interest service offering programming in Mandarin. It is a satellite channel mainly serving audiences from Hong Kong, Macao, Taiwan and overseas. It offers Chinese domestic news programs, drama, documentaries and talk shows.

The Satellite Channel of Southern Television Guandong is a general interest service offering programming in Cantonese. Its programming includes lifestyle, fashion, entertainment and drama, as well as news and information.

Southeast TV Station is a general interest service offering programming in the Fujianese dialect. Its programming includes news, entertainment, sports and financial information. Approximately 2.87 % of the overall weekly schedule is news programming in the English language.

Jiangsu International TV Channel is a general interest service offering programming in Mandarin. Its programming showcases the Wuyue culture along the southern Yangtse River and includes news and financial information, entertainment, education, TV dramas, cultural and travel programs. Approximately 2.87% of the service's weekly schedule is news programming in the English language.

Beijing TV is a general interest service offering programming in Mandarin, and has a domestic audience of more than 200 million. Its programming includes culture, history, fashion, lifestyle, travel, sports, technology, entertainment and children's programming.

CCTV Entertainment Channel is a general interest service offering programming in Mandarin. Its programming includes TV dramas, music including Chinese opera, folk arts, Chinese acrobatic shows and gala presentations.

Dragon TV is a general interest service offering programming in Mandarin. The service operates 24 hours a day, with more than 6 hours of news programming per day including some English-language news (approximately 0.5% of the overall weekly programming schedule). Its Mandarin programming also includes entertainment, sports, documentaries and drama.

China Yellow River Television Station is a general interest service offering programming in 100% Mandarin. It primarily features programs related to teaching and training, including Chinese-language learning, Chinese chess, painting, poetry, operas, local dancing, music, Chinese antiques, Chinese cuisine and cooking, Chinese Kung Fu and traditional Chinese medicine.

Hunan Satellite TV is a general interest service offering programming in Mandarin. Its programming includes mainly entertainment and informational programs which capture the pulse and essence of city living in China.

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 the CCTA's request in light of the approach set out in Public Notice 2004-96.

Call for comments

4. The Commission calls for comments on the CCTA's request for the addition of these nine Chinese-language services to the digital lists. Parties submitting comments on this request should also submit a true copy of their comments to the Canadian sponsor, the CCTA, at the following address:

Canadian Cable Telecommunications Association
360 Albert St., Suite 1010
Ottawa, Ontario
K1R 7X7
Facsimile: (613) 232-2137

5. Proof that comments have been sent to the CCTA must accompany the original version of the comments sent to the Commission.
6. Comments on the CCTA's request must be received by the Commission no later than **16 January 2006**. A copy of the comments must be received by the CCTA no later than the deadline for receipt of comments by the Commission.
7. The CCTA 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 **30 January 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. All information submitted, including email address, name and any other personal information, will be placed on the public examination file and can be examined on the Commission's web site at www.crtc.gc.ca.

13. Comments filed in electronic form or on paper will be available in the *Public Proceedings* section of the Commission's web site in the official language and format in which they are submitted. Paper versions will be converted to electronic versions by the Commission for this purpose. All comments will be placed on the public examination file.
14. 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 - 11th 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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