



Broadcasting Public Notice CRTC 2006-89

Ottawa, 19 July 2006

Call for comments on the proposed addition of MBC Channel (America) to the lists of eligible satellite services for distribution on a digital basis

1. The Commission has received a request dated 24 May 2006 from Rogers Cable Communications Inc. (Rogers) for the addition of MBC Channel (America), a non-Canadian third-language service, to the lists of eligible satellite services for distribution on a digital basis (the digital lists). Rogers described the service as follows:

MBC Channel (America) is a general-interest service offering programming primarily in Arabic. Broadcast from Dubai, it is a leading free-to-air, pan-Arab, service that is available 24-hours-a-day/7-days-a-week. MBC Channel (America) offers a wide range of programming, including programs in the news, documentary, lifestyle/human interest, sports, drama and music/variety genres.

2. *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. The Commission also specified the 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

3. The Commission calls for comments on Rogers' request for the addition of MBC Channel (America) 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.
333 Bloor Street East, 9th Floor
Toronto, Ontario
M4W 1G9
email: cable.regulatory@rci.rogers.com
facsimile: 416-935-4875

4. Proof that comments have been sent to Rogers must accompany the original version of the comments sent to the Commission.
5. Comments on Rogers' request must be received by the Commission no later than 18 August 2006. A copy of the comments must be received by Rogers no later than the deadline for receipt of comments by the Commission.
6. 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 1 September 2006.
7. 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

8. 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
9. Submissions longer than five pages should include a summary.
10. 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

11. 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, 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.
12. 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.
13. 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.
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

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 - 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: 604-666-0778
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Secretary General

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