



## Broadcasting Public Notice CRTC 2006-96

Ottawa, 28 July 2006

*The Commission has received the following applications. The deadline for submission of interventions/comments is 1 September 2006.*

### Item Applicant and Locality

1. **Alliance Atlantis Broadcasting Inc. and Astral Broadcasting Group Inc.**  
Across Canada
2. **Astral Broadcasting Group Inc.**  
Across Canada
3. **Astral Broadcasting Group Inc.**  
Across Canada
4. **TELETOON Canada Inc.**  
Across Canada
5. **Astral Broadcasting Group Inc.**  
Eastern Canada
6. **Rogers Cable Communications Inc.**  
Various locations in New Brunswick, Newfoundland and Labrador and Ontario
7. **Société de télédiffusion du Québec**  
Montréal, Quebec
8. **Pellpropco Inc.**  
St. Catharines, Ontario
9. **TELUS Communications Inc.**  
Various locations in British Columbia, Alberta and Quebec

### 1. Across Canada Application Nos. 2006-0606-4 and 2006-0611-3

Applications by **Alliance Atlantis Broadcasting Inc. and Astral Broadcasting Group Inc.**, partners in a general partnership carrying on business as **Historia & Séries+**, s.e.n.c. to amend the broadcasting licences of the national specialty programming undertakings known as **Historia** and **Series+**.

The licensee proposes to make the above-noted services available for distribution in high definition format.

In accordance with the framework set out in *Regulatory framework for the licensing and distribution of high definition pay and specialty service* Broadcasting Public Notice CRTC 2006-74, 15 June 2006, programming on the analog services and on the upgraded services will be comparable, that is, not less than 95% of the video and audio components will be the same, exclusive of the commercial messages and of any part of

the service carried on a subsidiary signal. Further, all programming making up the 5% allowance will be provided in HD.

*Licensee's address:*

Astral Broadcasting Group Inc.  
2100 Sainte-Catherine Street West  
Suite 700  
Montréal, Quebec  
H3H 2T3  
Fax: 514-939-3136  
E-Mail: [proy@chaines.astral.com](mailto:proy@chaines.astral.com)

*Examination of application:*

At the licensee's address

[\[Broadcasting intervention/comments form\]](#)

2. **Across Canada**  
**Application Nos. 2006-0607-2, 2006-0608-0, 2006-0609-8 and 2006-0610-6**

Applications by **Astral Broadcasting Group Inc.**, to amend the broadcasting licences of the national specialty programming undertakings known as Canal Vie, VRAK-TV, Ztélé and Canal D.

The licensee proposes to make the above-noted services available for distribution in high definition format.

In accordance with the framework set out in *Regulatory framework for the licensing and distribution of high definition pay and specialty service* Broadcasting Public Notice CRTC 2006-74, 15 June 2006, programming on the analog services and on the upgraded services will be comparable, that is, not less than 95% of the video and audio components will be the same, exclusive of the commercial messages and of any part of the service carried on a subsidiary signal. Further, all programming making up the 5% allowance will be provided in HD.

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2100 Sainte-Catherine Street West  
Suite 700  
Montréal, Quebec  
H3H 2T3  
Fax: 514-939-3136  
E-Mail: [proy@chaines.astral.com](mailto:proy@chaines.astral.com)

*Examination of application:*

At the licensee's address

[\[Broadcasting intervention/comments form\]](#)

3. **Across Canada**  
**Application No. 2006-0673-3**

Application by **Astral Broadcasting Group Inc.**, to amend the broadcasting licence of the national pay television programming undertaking known as Super Écran.

The licensee proposes to make the above-noted service available for distribution in high definition format.

In accordance with the framework set out in *Regulatory framework for the licensing and distribution of high definition pay and specialty service* Broadcasting Public Notice CRTC 2006-74, 15 June 2006, programming on the analog service and on the upgraded service will be comparable, that is, not less than 95% of the video and audio components will be the same, exclusive of the commercial messages and of any part of the service carried on a subsidiary signal. Further, all programming making up the 5% allowance will be provided in HD.

*Licensee's address:*

Astral Broadcasting Group Inc.  
2100 Sainte-Catherine Street West  
Suite 700  
Montréal, Quebec  
H3H 2T3  
Fax: 514-939-3136  
E-Mail: [proy@chaines.astral.com](mailto:proy@chaines.astral.com)

*Examination of application:*

At the licensee's address

[\[Broadcasting intervention/comments form\]](#)

4. **Across Canada**  
**Application No. 2006-0770-8**

Application by **TELETOON Canada Inc.**, to amend the broadcasting licence of the national specialty programming undertaking known as Teletoon/Télétoon.

The licensee proposes to make the above-noted service available for distribution in high definition format.

In accordance with the framework set out in *Regulatory framework for the licensing and distribution of high definition pay and specialty service* Broadcasting Public Notice CRTC 2006-74, 15 June 2006, programming on the analog service and on the upgraded service will be comparable, that is, not less than 95% of the video and audio components will be the same, exclusive of the commercial messages and of any part of the service carried on a subsidiary signal. Further, all programming making up the 5% allowance will be provided in HD.

*Licensee's address:*

BCE Place  
 181 Bay Street  
 P.O. Box 787  
 Suite 100  
 Toronto, Ontario  
 M5J 2T3  
 Fax: 514-939-5000  
 E-Mail: [abarin@tv.astral.com](mailto:abarin@tv.astral.com)

*Examination of application:*

At the licensee's address

[\[Broadcasting intervention/comments form\]](#)

5. **Eastern Canada**  
**Application No. 2006-0672-5**

Application by **Astral Broadcasting Group Inc.**, to amend the broadcasting licence of the regional pay television programming undertaking known as MPix.

The licensee proposes to make the above-noted service available for distribution in high definition format.

In accordance with the framework set out in *Regulatory framework for the licensing and distribution of high definition pay and specialty service* Broadcasting Public Notice CRTC 2006-74, 15 June 2006, programming on the analog service and on the upgraded

service will be comparable, that is, not less than 95% of the video and audio components will be the same, exclusive of the commercial messages and of any part of the service carried on a subsidiary signal. Further, all programming making up the 5% allowance will be provided in HD.

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BCE Place  
 181 Bay Street  
 P.O. Box 787  
 Suite 100  
 Toronto, Ontario  
 M5J 2T3  
 Fax: 514-939-5000  
 E-Mail: [abarin@tv.astral.com](mailto:abarin@tv.astral.com)

*Examination of application:*

At the licensee's address

[\[Broadcasting intervention/comments form\]](#)

**6. Various locations in New Brunswick, Newfoundland and Labrador and Ontario  
 Application No. 2006-0889-6**

Application by **Rogers Cable Communications Inc.**, to amend the licences of its cable distribution undertakings serving the above-mentioned locations.

The amendment sought by the applicant would permit it to receive distant Canadian and U.S. 4+1 signals using its national fibre network and to distribute those signals to its cable distribution undertakings. To this purpose, the applicant is seeking the addition of the following condition of licence:

The licensee is authorized to receive directly through its own facilities, at its option, any of the distant Canadian and U.S. 4+1 signals that are otherwise required to be received from a licensed SRDU. The licensee is not authorized to use any facilities other than its own for the reception of these signals. This condition does not authorize the licensee to provide these services to any other licensed or exempt distribution undertaking.

*Licensee's address:*

333 Bloor Street East  
 9th Floor  
 Toronto, Ontario  
 M4W 1G9  
 Fax: 416-935-4875

*Examination of application:*

At the licensee's address

[\[Broadcasting intervention/comments form\]](#)

7. **Montréal, Quebec**  
**Application No. 2006-0916-7**

Application by **Société de télédiffusion du Québec** (Télé-Québec) to amend the condition of licence of its television programming undertaking CIVM-TV Montréal.

The licensee proposes to replace the condition of licence pertaining to the broadcast of advertising material which reads:

by increasing the time devoted to the broadcast of commercial messages from 6 to 8 minutes per hour, to a maximum of 800 minutes each week. The licensee stated that it would never interrupt programs for children (two to 11 age group) to broadcast a commercial message.

with the following condition:

by increasing the time devoted to the broadcast of commercial messages from 8 minutes per hour and a maximum of 800 minutes each week to a maximum of 12 minutes per hour, without weekly maximum. The licensee stated that it would never interrupt programs for children (two to 11 age group) to broadcast a commercial message.

*Licensee's address:*

1000 Fullum Street  
 Montréal, Quebec  
 H2K 3L7  
 Fax : 514-873-7739  
 E-Mail : [dbelisle@telequebec.tv](mailto:dbelisle@telequebec.tv)

*Examination of application:*

At the licensee's address

[\[Broadcasting intervention/comments form\]](#)

8. **St. Catharines, Ontario**  
**Application No. 2006-0847-4**

Application by **Pellpropco Inc.**, to amend the licence of radio programming undertaking CHSC St. Catharines.

The licensee proposes to add a condition of licence that would permit it to broadcast up to 40% third-language programming. The applicant proposes to devote the entirety of its third-language programming in the Italian language.

In accordance with Public Notice CRTC 1999-117, *Ethnic broadcasting policy*, 16 July 1999 (the policy), the licensee's request represents the maximum amount of third-language programming a non-ethnic station may broadcast during a broadcast week.

*Licensee's address:*

36 Queenston Street  
St. Catharines, Ontario  
L2R 2Y9  
Fax: 416-865-1018  
E-Mail: [markl@lbhmedialaw.com](mailto:markl@lbhmedialaw.com)

*Examination of application:*

At the licensee' address

[\[Broadcasting intervention/comments form\]](#)

9. **Various locations in British Columbia, Alberta and Quebec**  
**Application No. 2006-0823-4**

Application by **TELUS Communications Inc.** (TELUS) to amend the licences of its cable distribution undertakings serving the above-mentioned locations.

The licensee proposes to amend its licences to authorize these cable systems to distribute one or both of the audio programming services offered by Canada's two satellite subscription radio undertakings on a digital basis.

TELUS submitted that the Canadian broadcasting system would benefit from a broader distribution of subscription radio services. In particular, TELUS noted that providing increased access to these Canadian licensed services will ensure that more Canadians will obtain their audio programming through the regulated system rather than through unregulated means (both legal and illegal). According to TELUS, increased penetration of subscription radio services would also benefit Canadian talent and would drive penetration of digital broadcasting distribution.

*Licensee's address:*

TELUS Communications Inc.  
45 O'Connor Street  
12<sup>th</sup> Floor  
Ottawa, Ontario  
K1P 1A4  
Fax: 866-844-3404

*Examination of application:*

At the licensee's address

[\[Broadcasting intervention/comments form\]](#)

## **Public Participation**

### **Deadline for Interventions/Comments**

**1 September 2006**

The intervention must be received by the CRTC and by the applicant on or before the above-mentioned date. The Commission cannot be held responsible for postal delays.

Your intervention will be considered by the Commission, and will form part of the public record of the proceeding without further notification to you, provided the procedure set out below has been followed. You will be contacted only if your submission raises procedural questions.

Submit your written intervention to the Secretary General of the Commission in **only one** of the following formats:

**by using the**  
***Broadcasting Intervention/Comments Form***  
located below the description of each application within this public notice

or

**by mail to**  
CRTC, Ottawa, Ontario K1A 0N2

or

**by fax at**  
819-994-0218

A true copy must be sent to the applicant and proof that this has been done must accompany the intervention sent to the Commission.

The Commission advises those who file and serve by electronic mode to exercise caution when using e-mail for service of documents or notification, as it may be difficult to establish that service has occurred.

Before initiating service through electronic mode, please ensure that you will be able to satisfy the Commission, upon request, that service of the notification was completed.

Where the intervention is filed by electronic means, the line **\*\*\*End of document\*\*\*** should be entered following the last paragraph of the document, as an indication that the document has not been damaged during electronic transmission.

Each paragraph of the document should be numbered.

Your intervention should clearly identify the application and indicate whether you support or oppose the application, or if you propose changes to it, include the facts and grounds for your proposal.

### **Important notice**

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.

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.

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.

### **Examination of Documents**

An electronic version of applications is available from the Commission's web site by selecting the application number within this notice.

A list of all interventions/comments will also be available on the Commission's Web site. An electronic version of all interventions/comments submitted will be accessible from this list. To access the list, select "Lists of interventions/comments" under "Public Proceedings" from the Commission's Web site.

Documents are also available during normal office hours at the local address provided in this notice and at the Commission offices and documentation centres directly involved with these applications or, upon request, within 2 working days, at any other CRTC offices and documentation centres.

Central Building  
Les Terrasses de la Chaudière  
1 Promenade du Portage, Room 206  
Gatineau, Quebec K1A 0N2  
Tel: 819-997-2429  
Toll free Telephone: 1-877-249-2782  
Toll-free TDD: 1-877-909-2782  
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

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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  
FAX: 604-666-8322

Secretary General

*This document is available in alternative format upon request, and may also be examined in PDF format or in HTML at the following Internet site:*

<http://www.crtc.gc.ca>