



## Broadcasting Public Notice CRTC 2007-62

Ottawa, 11 June 2007

### **CALL FOR APPLICATIONS FOR A BROADCASTING LICENCE TO CARRY ON AN OVER-THE-AIR DIGITAL / HIGH DEFINITION (HD) TELEVISION PROGRAMMING UNDERTAKING TO SERVE LOCATIONS ACROSS CANADA**

The Commission announces that it has received an application from HDTV Networks Incorporated for a broadcasting licence to carry on an over-the-air digital/HD television programming undertaking to serve Vancouver, Calgary, Edmonton, Winnipeg, Toronto, Ottawa, Montreal, and Halifax.

The Commission hereby calls for applications from other parties wishing to obtain a broadcasting licence (or licences) to provide an over-the-air digital/HD television service (or services) across Canada.

The Commission asks applicants to take into consideration the *Determinations regarding certain aspects of the Regulatory framework for over-the-air television*, Broadcasting Public Notice CRTC 2007-53, 17 May 2007 (PN 2007-53), and *A licensing policy to oversee the transition from analog to digital, over-the-air television broadcasting*, Broadcasting Public Notice CRTC 2002-31, 12 June 2002 (PN 2002-31).

Persons interested in submitting such applications are required to file the applications with the Commission no later than **11 September 2007**, and are also required to submit all necessary technical documentation to Industry Canada by the same date.

It should be noted that, in making this call, the Commission has not reached any conclusion with respect to the licensing of such a service, nor should it necessarily be construed that the Commission will, by virtue of having called for applications, authorize such a service at this time.

Given that spectrum allotment in certain markets is limited, the Commission may consider utilizing spectrum designated for the transition of existing broadcasters from analog to digital as set out in PN 2002-31. All applicants should consult with Industry Canada, with respect to spectrum availability in each market of interest, prior to submission of their application.

Applicants will be required to provide evidence giving clear indication that there is a demand and a market for the station and the proposed service. Without restricting the scope of the issues to be considered, the following should be addressed:

1. The contribution that the proposed service will make to achieving the objectives established in the *Broadcasting Act* and, in particular, to the production of local and

regional programming.

2. The expected audience of the proposed service.
3. The proposed expenditures and the means by which the applicant will promote the development of Canadian talent, including local and regional talent.
4. An analysis of the markets involved and potential advertising revenues, taking into account the results of any survey undertaken supporting the estimates.
5. An indication of possible shared investment or co-operative program buying arrangements with Canadian or foreign broadcasters.
6. Evidence as to the availability of financial resources consistent with the requirements established in the financial projections of the applicant's business plan. For the convenience of applicants, the Commission has available upon request a document entitled *Commission Policy Regarding Documentary Evidence to Confirm the Availability of Financing*.
7. A detailed technical analysis setting out the channel that will be used for each market.
8. An indication as to the amount of high-definition programming, and details with respect to local, regional, Canadian, and foreign programming.

The Commission also reminds applicants that they must comply with the eligibility requirements set out in the *Direction to the CRTC (Ineligibility of Non-Canadians)*, SOR/97-192, dated 8 April 1997, as amended by SOR/98-1268, dated 15 July 1998 and the *Direction to the CRTC (Ineligibility to Hold Broadcasting Licences)*, SOR/85-627, dated 27 June 1985, as amended by SOR/97-231, dated 22 April 1997, and SOR/2007-73, dated April 19, 2007.

The Commission will announce at a later date the public process for considering applications and where applications may be examined by the public. As part of that process, the public will be given the opportunity to comment on any application by submitting written intervention(s) to the Commission.

Notice of each application will also be published in newspapers of general circulation within the area(s) to be served.

Applications filed in response to this call must be forwarded in electronic form using Epass.

For instructions on how to file applications using Epass, consult the Commission web site at <http://www.crtc.gc.ca/eng/file.htm>

Applicants who are unable to file their applications using Epass should contact Cindy Ventura, Manager - Broadcasting Process & External Liaison, for information on alternate filing options. You may reach Mrs. Ventura by phone at 819-953-4405 or by e-mail at [cindy.ventura@crtc.gc.ca](mailto:cindy.ventura@crtc.gc.ca)

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>*