



## Broadcasting Decision CRTC 2008-191

Ottawa, 20 August 2008

### **The Accessible Channel Inc.** Across Canada

*Application 2008-0705-0, received 16 May 2008*  
*Broadcasting Public Notice CRTC 2008-56*  
*27 June 2008*

### **The Accessible Channel – Licence amendment**

1. The Commission **approves** the application by The National Broadcast Reading Service Inc., on behalf of a corporation to be incorporated, now incorporated as The Accessible Channel Inc., to amend the licence of the national, English-language digital specialty described video (DV) programming undertaking known as The Accessible Channel to replace the condition of licence limiting it to 12 minutes of advertising per clock hour with a condition limiting it to 15 minutes of advertising per clock hour. The Commission also **approves** the licensee's request to have such time restrictions eliminated altogether as of 1 September 2009, the date provided for their elimination for over-the-air (OTA) broadcasters in the *Television Broadcasting Regulations, 1987*.
2. The licensee argued that this amendment will maximize its opportunities to simulcast DV programming by allowing it to distribute programming from broadcasters with higher advertising limits, while remaining consistent with the changes to the advertising limits for OTA broadcasters set out in *Determinations regarding certain aspects of the regulatory framework for over-the-air television*, Public Notice CRTC 2007-53, 17 May 2007.
3. The Commission did not receive any interventions with respect to this application.
4. The new **condition of licence** reads as follows:

3. Regarding the distribution of advertising material:

(a) Subject to subsection (b), the licensee shall not distribute more than fifteen (15) minutes of advertising material during each clock hour. This condition shall cease to have effect on 1 September 2009.

(b) In addition to the fifteen (15) minutes of advertising material referred to in subsection (a), the licensee may distribute during each clock hour a maximum of 30 seconds of additional advertising material that consists of unpaid public service announcements. This condition shall cease to have effect on 1 September 2009.

(c) The licensee shall not distribute any paid advertising material other than national paid advertising.

Secretary General

*This decision is to be appended to the licence. It 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>.*