



Broadcasting Notice of Consultation CRTC 2009-703

Ottawa, 12 November 2009

Notice of application received

Across Canada

Deadline for submission of interventions/comments: 17 December 2009

The Commission has received the following application:

[Broadcasting interventions/comments form]

Applicant and Locality

1. Corus Entertainment Inc., on behalf of Viva Channel Inc.

Across Canada

Application No. 2009-1358-4

1. Across Canada

Application No. 2009-1358-4

Application by **Corus Entertainment Inc. (Corus), on behalf of Viva Channel Inc.**, to amend the broadcasting licence for the national, English-language specialty television programming undertaking known as VIVA.

The applicant proposes to amend condition of licence 1(b) in order to add program categories 9 Variety, 10 Game shows and 11 General entertainment and human interest. These program categories are set out in Item 6 of Schedule I to the *Specialty Services Regulations, 1990*.

The applicant states that the intent of the present application is to provide VIVA with additional programming flexibility consistent with the Commission's new policy set out in *Regulatory frameworks for broadcasting distribution undertakings and discretionary programming services – Regulatory policy*, Broadcasting Public Notice CRTC 2008-100, 30 October 2008.

The applicant adds that all programming drawn from the new program categories would be fully consistent with VIVA's narrative description of its nature of service. It also confirms that, with the approval of this application, VIVA would continue to meet its condition of licence requiring that at least 55% of its programming during the broadcast day be drawn from program category 5(a) Formal education and pre-school and have clear learning objectives.

Licensee's address:

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Toronto, Ontario
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E-Mail: sylvie.courtemanche@corusent.com

Examination of application:

At the licensee's address

Public Participation

Deadline for interventions/comments

17 December 2009

The intervention must be received by the Commission and by the applicant on or before the above-mentioned date. The Commission cannot be held responsible for postal delays and will not notify a party whose intervention is received after the deadline date. The intervention will not be considered by the Commission and will not be part of the public file.

Interventions will be considered by the Commission and will form part of the public record of the proceeding without further notification to intervening parties, provided the procedure set out below has been followed. Parties will be contacted only if their submissions raise procedural questions.

Written interventions should be submitted to the Secretary General of the Commission in **only one** of the following formats:

by using the
[\[Broadcasting interventions/comments form\]](#)

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.

Parties must ensure that, before initiating service through electronic mode, they will be able to satisfy the Commission, upon request, that service of the notification was completed.

Submissions longer than five pages should include a summary.

Each paragraph of the submission should be numbered. In addition, 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.

Interventions should clearly identify the application referred to and indicate whether parties support or oppose the application, or, if they propose changes to it, include the facts and grounds for their proposal.

Important notice

Note that all information that parties provide as part of this public process, except information granted confidentiality, whether sent by postal mail, facsimile, e-mail or through the Commission's website at www.crtc.gc.ca, becomes part of a publicly accessible file and will be posted on the Commission's website. This information includes personal information, such as full names, e-mail addresses, postal/street addresses, telephone and facsimile numbers, and any other personal information parties provide.

The personal information that parties 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.

Documents received electronically or otherwise will be put on the Commission's website in their entirety exactly as received, 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.

Please note that the information that parties provide to the Commission as part of this public process is entered into an unsearchable database dedicated to this specific public process. This database is accessible only from the web page of this particular public process. As a result, a general search of the Commission's website with the help of either its own search engine or a third-party search engine will not provide access to the information that was provided as part of this public process.

The Commission encourages interested parties to monitor the public examination file and the Commission's website for additional information that they may find useful when preparing their interventions/comments.

Examination of documents

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

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

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 two (2) working days, at any other Commission offices and documentation centres.

Location of Commission offices

Toll-free telephone: 1-877-249-2782

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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>.