



## Broadcasting Notice of Consultation CRTC 2010-684

PDF version

Ottawa, 13 September 2010

### **Call for comments on the proposed addition of 17 new language tracks to Baby TV, a service already included on the lists of eligible satellite services for distribution on a digital basis**

1. The Commission received a request from TELUS Communications Company (TELUS) dated 29 June 2010 to add 17 new language tracks to Baby TV, a non-Canadian service already added to the lists of eligible satellite services for distribution on a digital basis (the digital lists) as an English- and French-language service.<sup>1</sup>
2. TELUS described Baby TV as a 24-hour television channel dedicated to infants and toddlers less than three years of age. Daytime programming consists of two to eight minute episodes, which are educational and entertaining. Evening programming consists of soft music with gentle images providing a soothing atmosphere. The service does not include commercials, advertisements or promotions and is currently offered in English and French. If TELUS' request is approved, it will also be offered to Canadian distributors in Spanish, Portuguese, Italian, German, Turkish, Arabic, Hebrew, Japanese, Mandarin, Polish, Bahasa, Dutch, Russian, Thai, Tagalog, Hindi and Punjabi using the secondary audio programming track to deliver these languages.
3. In Broadcasting Public Notice 2004-96, the Commission stated that, going forward, requests to add non-Canadian, third-language general interest services to the digital lists would generally be approved, subject, as appropriate, to new distribution and linkage requirements. In the case of non-Canadian, third-language services that provide narrowly targeted or "niche" programming, the Commission stated that it would continue to apply a case-by-case assessment to determine whether the service is partially or totally competitive with Canadian pay or specialty services.
4. The Commission will rely primarily on the comments filed to identify the Canadian pay and specialty services with which the 17 additional language tracks of Baby TV might be totally or partially competitive and which therefore should be included in the assessment of the competitiveness of the service. Parties wishing to argue that these additional language tracks would make the service less competitive should therefore name the specific Canadian pay or specialty services with which they consider the service would compete and provide details to support their views, such as comparisons as to nature and genre of service, programming schedules, programming sources and supply, and target audience. Please note that the Commission will not consider comments regarding the potential competitiveness of the English- and

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<sup>1</sup> Baby TV was added to the digital lists in Broadcasting Public Notice 2007-8.

French-language versions of the service, since they have already been added to the digital lists.

### **Call for comments**

5. The Commission calls for comments on TELUS's request for the addition of 17 new language tracks to the Baby TV service to the digital lists. Parties submitting comments on the request should also submit a true copy of their comments to the Canadian sponsor, TELUS, at the following address:

TELUS Regulatory Affairs  
215 Slater Street, 8<sup>th</sup> floor  
Ottawa, Ontario  
K1P 0A6

Email: [regulatory.affairs@telus.com](mailto:regulatory.affairs@telus.com)

6. Proof that comments have been sent to TELUS must accompany the original version of the comments sent to the Commission.
7. Comments on TELUS' request must be received by the Commission no later than **13 October 2010**. A copy of the comments must be received by TELUS no later than the deadline for receipt of comments by the Commission. The Commission cannot be held responsible for postal delays and will not notify a party whose intervention is received after the deadline date. The comment will not be considered by the Commission and will not be part of the public file.
8. TELUS 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 **28 October 2010**.
9. 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**

10. Interested parties can file their comments 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

11. The Commission advises those who file and serve by electronic means to exercise caution when using e-mail for service of documents or notification, as it may be difficult to establish that service has occurred.
12. 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.
13. Submissions longer than five pages should include a summary.
14. Please number each paragraph of your submission. In addition, where the comment 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.

### **Important notice**

15. 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 website 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 website. 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.
16. 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.
17. Documents received electronically or otherwise will be put on the Commission's website 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.
18. 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.

19. 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 comments.

### **Examination of documents**

20. A list of all comments will also be available on the Commission's website. An electronic version of all comments submitted will be accessible from this list. To access the list, select "Lists of interventions/comments" under "Public Proceedings" from the Commission's website.
21. The public may examine public comments and related documents at the following Commission offices during normal business hours.

### **Location of Commission offices**

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

#### ***Regional offices***

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

2220 - 12<sup>th</sup> Avenue  
Suite 620  
Regina, Saskatchewan S4P 0M8  
Tel.: 306-780-3422

10405 Jasper Avenue  
Suite 520  
Edmonton, Alberta T5J 3N4  
Tel.: 780-495-3224

858 Beatty Street  
Suite 290  
Vancouver, British Columbia V6B 1C1  
Tel.: 604-666-2111  
TDD: 604-666-0778  
Fax: 604-666-8322

Secretary General

**Related documents**

- *Addition of Baby TV to the lists of eligible satellite services for distribution on a digital basis and retention of German TV*, Broadcasting Public Notice CRTC 2007-8, 25 January 2007
- *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