



## Broadcasting Decision CRTC 2012-171

PDF version

Route reference: Part 1 application posted on 20 January 2012

Ottawa, 23 March 2012

**Ethnic Channels Group Limited**  
Toronto, Ontario

*Application 2012-0051-8*

### **Addition of 2M Maroc to the list of non-Canadian programming services authorized for distribution**

*The Commission **approves** an application to add 2M Maroc to the List of non-Canadian programming services authorized for distribution and amends the list accordingly. The revised list is available on the Commission's website at [www.crtc.gc.ca](http://www.crtc.gc.ca) under "Broadcasting Sector."*

#### **Introduction**

1. The Commission received an application dated 17 January 2012 from Ethnic Channels Group Limited (ECGL) to add 2M Maroc, a non-Canadian service originating in Morocco, to the *List of non-Canadian programming services authorized for distribution* (the list).<sup>1</sup> The Commission did not receive any interventions in connection with this application.
2. ECGL described 2M Maroc as a general entertainment channel offering programming for all ages, including news, drama, movies, talk shows, children's programming and cartoons, in the French, Arabic and Berber languages.
3. The Commission's general approach to the addition of non-Canadian English- and French-language services<sup>2</sup> to the list is set out in Public Notice 2000-173. Under this approach, the Commission assesses such requests in the context of its general policy, which, among other things, precludes the addition of a non-Canadian service that can

---

<sup>1</sup> In Broadcasting Regulatory Policy 2011-399, the Commission announced that, as of 1 September 2011, the lists of eligible satellite services available for distribution on a digital basis would be replaced with a consolidated list to be known as the *List of non-Canadian programming services authorized for distribution*.

<sup>2</sup> ECGL specified that on average, 29% of the programming of 2M Maroc is in the French language. Pursuant to the *Broadcasting Distribution Regulations*, a third-language service means a programming service that provides at least 90% of its programming over the broadcast week in one or more languages other than English or French. Accordingly, 2M Maroc is not considered a third-language service.

be considered either totally or partially competitive with Canadian specialty or pay television services.

### **Commission's analysis and decision**

4. The Commission relies primarily on the interventions filed to identify the Canadian pay and specialty services with which the service proposed to be added to the list might be totally or partially competitive and that therefore should be included in the assessment of the competitiveness of the service. Parties wishing to argue that a non-Canadian service should not be authorized for distribution in Canada are expected to provide detailed support for their position.
5. In the absence of opposing interventions and any evidence that the service would violate Canadian regulations, the Commission **approves** the addition of 2M Maroc to the *List of non-Canadian programming services authorized for distribution* and amends the list accordingly. The list is available on the Commission's website at [www.crtc.gc.ca](http://www.crtc.gc.ca) under "Broadcasting Sector" and may be obtained in hard copy on request.

Secretary General

### **Related documents**

- *List of non-Canadian programming services authorized for distribution*, Broadcasting Regulatory Policy CRTC 2011-399, 30 June 2011
- *Call for proposals to amend the lists of eligible satellite services through the inclusion of additional non-Canadian services eligible for distribution on a digital basis only*, Public Notice CRTC 2000-173, 14 December 2000