



Broadcasting Decision CRTC 2013-242

PDF version

Route reference: Part 1 application posted on 20 December 2012

Ottawa, 14 May 2013

Ethnic Channels Group Limited

Across Canada

Application 2012-1587-2

Addition of Aksyon TV International to the *List of non-Canadian programming services authorized for distribution*

*The Commission **approves** an application to add Aksyon TV International to the List of non-Canadian programming services authorized for distribution (the list) and amends the list accordingly. The revised list is available on the Commission's website at www.crtc.gc.ca under "Broadcasting Sector."*

Introduction

1. Ethnic Channels Group Limited (ECGL) filed an application to add Aksyon TV International to the *List of non-Canadian programming services authorized for distribution* (the list). The Commission did not receive any interventions in connection with this application.
2. ECGL described Aksyon TV International as a 24-hour, 100% Filipino-language niche channel that includes news, information, documentary, talk, public affairs and Philippine sports. The applicant stated that it keeps Filipinos across the globe updated on the latest national and international news and current events, while keeping the viewers abreast on what is happening in the Philippine sports scene. It further stated that its target audience is the Filipino-speaking community and that its programming is sourced from the Philippines.

Commission's analysis and decision

3. After examining the public record for this application in light of applicable policies and regulations, the Commission considers that the issue it must address relates to the distinction between general interest and niche services.
4. General interest services present a broad variety of programming in a particular language. Niche services are more narrowly focused than general interest services

with respect to the nature and genre of programming, and are targeted to a more specific audience.¹

5. ECGL identified the service as a “niche” service. However, given the description of the service as well as a statement made by the applicant that the programming broadcast is “general entertainment programming,” the Commission considers Aksyon TV International to be a general interest service.

Conclusion

6. In Broadcasting Public Notice 2004-96, the Commission set out a revised approach to the assessment of requests to add non-Canadian, third-language general interest television services to the list. It stated that such requests would generally be approved, subject to any requirement it deemed appropriate.
7. In line with that approach, and in the absence of opposing interventions, the Commission **approves** the application by Ethnic Channels Group Limited to add Aksyon TV International 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 under “Broadcasting Sector” and may be obtained in hard copy on request.

Secretary General

Related documents

- *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
- *Requests to add non-Canadian third-language services to the lists of eligible satellite services for distribution on a digital basis*, Broadcasting Public Notice CRTC 2004-50, 15 July 2004

¹ See Broadcasting Public Notice 2004-50.