



## Broadcasting Decision CRTC 2014-227

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Route reference: Part 1 application posted on 22 January 2014

Ottawa, 9 May 2014

**Soundview Entertainment Inc.**  
Across Canada

*Application 2014-0040-8*

### **Addition of 4E TV to the *List of non-Canadian programming services authorized for distribution***

*The Commission **approves** an application to add 4E TV 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](http://www.crtc.gc.ca), by clicking on "TV & Radio" and selecting "Programming."*

#### **Introduction**

1. The Commission received an application from Soundview Entertainment Inc. (Soundview), acting as the Canadian sponsor, to add 4E TV to the *List of non-Canadian programming services authorized for distribution* (the list). The Commission received an intervention in support of this application.
2. Soundview described 4E TV as a third-language 24-hour general interest service (100% Greek) originating in Greece that provides cultural, lifestyle and entertainment programming, and that targets an audience that speaks Greek and that is of, or is interested in, the Greek Orthodox tradition.
3. In Broadcasting Public Notices 2004-96 and 2008-100, the Commission stated that requests to add non-Canadian general interest third-language services to the list would generally be approved, subject to any requirement it deemed appropriate. In Broadcasting Public Notice 2008-100, the Commission stated that non-Canadian third-language services that provide narrowly targeted or "niche" programming would be subject to the same approach as non-Canadian general interest third-language services.

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

4. In the absence of opposing interventions, the Commission **approves** the application by Soundview Entertainment Inc. to add 4E TV 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), by

clicking on “TV & Radio” and selecting “Programming,” and may be obtained in hard copy on request.

Secretary General

### **Related documents**

- *Regulatory frameworks for broadcasting distribution undertakings and discretionary programming services* – Regulatory policy, Broadcasting Public Notice CRTC 2008-100, 30 October 2008
- *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