



Broadcasting Decision CRTC 2014-374

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Route reference: Part 1 application posted on 7 April 2014

Ottawa, 16 July 2014

Soundview Entertainment Inc.
Across Canada

Application 2014-0277-6

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

*The Commission **approves** an application to add Punjab 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, 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 Punjab TV to the *List of non-Canadian programming services authorized for distribution* (the list). The Commission received interventions in support of this application.
2. Soundview described Punjab TV as a 24-hour general interest third-language (100% Punjabi-language) service providing total entertainment and real news programming. Its target audience is Punjabi-speaking Canadians, and its programming originates from Pakistan.
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 Punjab 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 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