



Broadcasting Decision CRTC 2015-284

PDF version

Reference: Part 1 application posted on 16 February 2015

Ottawa, 26 June 2015

Ethnic Channels Group Limited
Across Canada

Application 2015-0139-6

Addition of EbonyLife TV to the *List of non-Canadian programming services and stations authorized for distribution*

*The Commission **approves** an application to add EbonyLife TV to the List of non-Canadian programming services and stations 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 Ethnic Channels Group Limited (ECGL), acting as the Canadian sponsor, to add EbonyLife TV, a non-Canadian English-language service, to the *List of non-Canadian programming services and stations authorized for distribution* (the list). The Commission did not receive any interventions regarding this application.
2. ECGL described EbonyLife TV as a niche service (100% English-language) providing entertainment, information and news programming produced by Africans. Its target audience is a global black audience and people interested in entertainment, information and news programming from Africa. Its service originates from Nigeria.
3. The Commission's general approach to the addition of non-Canadian English- and French-language services to the list is set out in Public Notice 2000-173, and reiterated in Broadcasting Public Notice 2008-100. 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 be considered either totally or partially competitive with Canadian specialty or pay television services.

Commission's analysis and decision

4. In assessing the competitiveness of a service, the Commission relies primarily on the comments filed to identify the Canadian pay and specialty services with which a proposed non-Canadian service might be totally or partially competitive.

5. In the absence of opposing interventions, the Commission **approves** the application by Ethnic Channels Group Limited to add EbonyLife TV to the *List of non-Canadian programming services and stations 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.
6. However, although ECGL categorized EbonyLife TV as a niche service, the Commission considers it to be a general interest service given that it consists of programming from a number of categories¹ and that all of the programming is provided in the English language.

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
- *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

¹According to the description of the service provided in the application, the service airs, in each week, 63.5 hours of lifestyle/human interest/general entertainment/reality programming, 45 hours of drama programming, 53.5 hours of news/analysis/actualities, 2 hours of documentaries, 2 hours of music and variety programming, and 2 hours of religious programming.