



Broadcasting Decision CRTC 2015-293

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Reference: Part 1 application posted on 16 April 2015

Ottawa, 3 July 2015

Ethnic Channels Group Limited
Across Canada

Application 2015-0340-0

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

*The Commission **approves** an application to add Peace 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 Peace TV, a non-Canadian primarily 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 in connection with this application.
2. ECGL described Peace TV as a niche service (90% English-language and 10% Arabic-language) providing single-faith Islamic programming originating from the United Kingdom. Its target audience is composed of Muslims as well as individuals interested in the Islamic faith.
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 Peace 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.

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