



## Broadcasting Decision CRTC 2016-234

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References: Part 1 applications posted on 7 April 2016

Ottawa, 21 June 2016

**Lewis Birnberg Hanet, LLP**  
Across Canada

*Applications 2016-0296-2, 2016-0298-8, 2016-0299-6 and 2016-0300-4*

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

1. The Commission **approves** applications by Lewis Birnberg Hanet, LLP, acting as the Canadian sponsor, to add the non-Canadian programming services listed in the table below to the *List of non-Canadian programming services and stations authorized for distribution* (the list). The Commission did not receive any interventions regarding these applications. The revised [list](#) can be found on the Commission's website at [www.crtc.gc.ca](http://www.crtc.gc.ca) and may be obtained in hard copy on request.

Name of service	Type of service	Language of service	Description of programming	Country of origin of service	Target audience
JUS Punjabi	24-hour general interest	97% Punjabi-language, 3% English-language	provides live call-in shows, comedy, daily news, music and local live-event coverage	United States	People of South Asian descent
JUS 24X7	general interest	66.6% Punjabi-language, 28% Hindi-language, 5.4% English-language	provides comedy, satire, music, news and lifestyle programming	United States	People of South Asian descent
JUS TV	24-hour niche	85% Punjabi-language, 15% Hindi-language	provides musical performances in Punjabi and Hindi	United States	People of South Asian descent
JUS ONE	24-hour niche	60.4% Punjabi-language, 39.6% Hindi-language	provides programming for all age groups covering religions including Hinduism, Sikhism, Christianity and Buddhism	United States	People of South Asian descent

2. As set out in Broadcasting Public Notices 2004-96 and 2008-100, requests to add non-Canadian general interest third-language services to the list are generally approved, subject to any requirements the Commission deems 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.

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*