



## Broadcasting Decision CRTC 2017-17

PDF version

References: Part 1 applications posted on 22 November 2016

Ottawa, 19 January 2017

**VMedia Inc.**  
Across Canada

*Applications 2016-1083-2 and 2016-1084-0*

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

1. The Commission **approves** applications by VMedia Inc., 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
BESTSELLER	24-hour niche	100% Russian language	provides programming suitable for family viewing, including Russian TV series, popular multi-episode films and streaming premieres and movies	Russia	Russian-speaking adults 45 years of age and older
MULT	24-hour niche	100% Russian language	provides children’s animation programming	Russia	Russian-speaking children from 1.5 to 6 years of age

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