



Broadcasting Decision CRTC 2017-236

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Reference: Part 1 application posted on 1 May 2017

Ottawa, 6 July 2017

Ethnic Channels Group Limited

Across Canada

Application 2017-0365-3

Addition of Kino Polska Muzyka to the *List of non-Canadian programming services and stations authorized for distribution*

1. The Commission **approves** an application from Ethnic Channels Group Limited (ECGL), acting as the Canadian sponsor, to add Kino Polska Muzyka, a non-Canadian third-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. The revised [list](#) can be found on the Commission's website at www.crtc.gc.ca and may be obtained in hard copy on request.
2. ECGL described Kino Polska Muzyka as a 24-hour niche service (95% Polish-language, 5% English-language) that showcases music video clips of the best Polish-language popular music from the 1960s to today, and also broadcasts profiles of Polish-language musical artists and concerts from time to time. Its target audience is Polish-speaking individuals and audiences interested in Polish-language music. Its service originates from Poland.
3. 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. Non-Canadian third-language services that provide narrowly targeted or “niche” programming are 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