



Broadcasting Decision CRTC 2004-509

Ottawa, 23 November 2004

Ethnic Channels Group Limited
Across Canada

Application 2004-0243-8
Public Hearing in the National Capital Region
7 September 2004

Serbian TV – Category 2 specialty service

*In this decision, the Commission **approves** the application for a broadcasting licence to operate a new Category 2 specialty programming undertaking.*

The application

1. The Commission received an application by Ethnic Channels Group Limited for a broadcasting licence to operate a national ethnic Category 2¹ specialty programming undertaking to be known as Serbian TV.
2. The applicant proposed to offer a service that would be devoted to the Serbian-speaking community.
3. The Commission did not receive any interventions in connection with this application.

The Commission's analysis and determination

4. Based on its examination of this application, the Commission is satisfied that it is in conformity with all applicable terms and conditions announced in *Introductory statement – Licensing of new digital pay and specialty services – Corrected Appendix 2*, Public Notice CRTC 2000-171-1, 6 March 2001 (Public Notice 2000-171-1). Accordingly, the Commission **approves** the application by Ethnic Channels Group Limited for a broadcasting licence to operate the Serbian-language Category 2 specialty programming undertaking, Serbian TV.
5. The licence will expire 31 August 2011, and will be subject to the conditions set out in Public Notice 2000-171-1, as well as to the **conditions of licence** set out in the appendix to this decision.

¹ The Category 2 services are defined in *Introductory statement – Licensing of new digital pay and specialty services*, Public Notice CRTC 2000-171, 14 December 2000.

Issuance of the licence

6. A licence will be issued once the applicant has satisfied the Commission, with supporting documentation, that the following requirements have been met:
- the applicant has entered into a distribution agreement with at least one licensed distributor; and
 - the applicant has informed the Commission in writing that it is prepared to commence operations. The undertaking must be operational at the earliest possible date and in any event no later than 36 months of the date of this decision, unless a request for an extension of time is approved by the Commission before 23 November 2007. In order to ensure that such a request is processed in a timely manner, it should be submitted at least 60 days before this date.

Secretary General

This decision is to be appended to the licence. It is available in alternative format upon request, and may also be examined at the following Internet site: <http://www.crtc.gc.ca>

Appendix to Broadcasting Decision CRTC 2004-509

Conditions of licence

1. The licence will be subject to the conditions set out in *Introductory statement – Licensing of new digital pay and specialty services – Corrected Appendix 2*, Public Notice CRTC 2000-171-1, 6 March 2001, as well as to the following conditions of licence:
2. The licensee shall provide a national ethnic Category 2 specialty programming undertaking devoted to the Serbian-speaking community.
3. The programming must be drawn exclusively from the following categories, as set out in Schedule I to the *Specialty Services Regulations, 1990*, as amended from time to time:
4. Not less than 90% of all programming broadcast during the broadcast week shall be in the Serbian language.
5. Not more than 10% of all programming broadcast during the broadcast week shall be in the English language.

- 1 News
- 2 (a) Analysis and interpretation
(b) Long-form documentary
- 3 Reporting and actualities
- 4 Religion
- 5 (b) Informal education/Recreation and leisure
- 6 (a) Professional sports
(b) Amateur sports
- 7 Drama and comedy
- 8 (a) Music and dance other than music video programs or clips
(b) Music video clips
(c) Music video programs
- 9 Variety
- 10 Game shows
- 11 General entertainment and human interest
- 12 Interstitials
- 13 Public service announcements
- 14 Infomercials, promotional and corporate videos

6. With respect to the condition of licence relating to advertising, as set out in Public Notice 2000-171-1, condition of licence 4a) will be replaced by:
- a) Except as otherwise provided in paragraphs b) and c), the licensee shall not distribute more than 12 minutes of advertising material during each clock hour, no more than 6 minutes of which may consist of local or regional advertising.

For the purposes of the conditions of this licence, “broadcast day” shall have the same meaning as that set out in section 2 of the *Television Broadcasting Regulations, 1987*.