



Broadcasting Decision CRTC 2015-157

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Reference: Part 1 application posted on 18 February 2015

Ottawa, 22 April 2015

Ethnic Channels Group Limited
Across Canada

Application 2015-0161-9

Addition of Multimedios Television to the *List of non-Canadian programming services authorized for distribution*

*The Commission **approves** an application to add Multimedios Television to the List of non-Canadian programming services 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 Multimedios Television to the *List of non-Canadian programming services authorized for distribution* (the list). The Commission did not receive any interventions in connection with this application.
2. ECGL described Multimedios Television as a general-interest service (100% Spanish-language), originating from Mexico, that provides entertainment, sports, and news and information programming, targeting an audience of Spanish-speaking Canadians.
3. In Broadcasting Public Notices 2004-96 and 2008-100, the Commission stated that requests to add non-Canadian general interest third-language services to the list would generally be approved, subject to any requirement it deemed 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.

Commission's decision

4. In the absence of opposing interventions, the Commission **approves** the application by Ethnic Channels Group Limited to add Multimedios Television to the *List of non-Canadian programming services 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*
- *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*