



Broadcasting Decision CRTC 2004-497

Ottawa, 18 November 2004

MediaNet Canada Ltd.
Across Canada

Application 2003-1808-1
Public Hearing in the National Capital Region
7 September 2004

JTV – Jewish Television – 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 MediaNet Canada Ltd. for a broadcasting licence to operate a national ethnic Category 2¹ specialty programming undertaking to be known as JTV – Jewish Television.
2. The applicant proposed to offer a service that would be directed particularly towards young Jewish Canadians. The service would offer programming that reflects the Jewish religion and lifestyle.
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 MediaNet Canada Ltd. for a broadcasting licence to operate the national ethnic Category 2 specialty programming undertaking, JTV – Jewish Television.
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 18 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 2004-497

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 directed particularly towards young Jewish Canadians. The service shall be devoted to programming that reflects the Jewish religion and lifestyle.
3. Not less than 55% of all programming broadcast in the broadcast week shall be in the Yiddish and Hebrew languages.
4. Not more than 20% of all programming broadcast in the broadcast week shall be in the English language.
5. Not more than 10% of all programming broadcast in the broadcast week shall be in French language.
6. Not less than 5% of all programming broadcast in the broadcast week shall be in the Arabic, Russian and German languages, respectively.
7. 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:
 - 1 News
 - 2 (a) Analysis and interpretation
(b) Long-form documentary
 - 3 Reporting and actualities
 - 4 Religion
 - 6 (a) Professional sports
(b) Amateur sports
 - 7 Drama and comedy
 - (a) Ongoing drama series
 - (b) Ongoing comedy series (sitcoms)
 - (d) Theatrical feature films aired on TV
 - (e) Animated television programs and films
 - 8 (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
8. Not more than 15% of all programming broadcast during the broadcast week shall be drawn from category 7 (Drama).
 9. Not more than 20% of all programming broadcast during the broadcast week shall be drawn from category 8(b) (Music video clips) and 8(c) (Music video programs).
 10. Not more than 15% of all programming broadcast during the broadcast week shall be drawn from category 6(a) (Professional sports) and category 6(b) (Amateur sports).
 11. The licensee shall not broadcast any of the programming drawn from category 6(a) in the English or French language.
 12. All live event coverage in the programming drawn from category 6(a) shall originate solely outside North America.

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*.