



Broadcasting Decision CRTC 2003-474

Ottawa, 23 September 2003

Jonathan E. Bogo, on behalf of a corporation to be incorporated, to be known as FW Entertainment Inc.

Across Canada

Application 2002-0762-2

Public Hearing in the National Capital Region

14 July 2003

FW TV – Category 2 specialty service

*In this decision, the Commission **approves** the operation of a new Category 2 specialty television service.*

1. The Commission received an application by Jonathan E. Bogo, on behalf of a corporation to be incorporated, to be known as FW Entertainment Inc. (FW Entertainment), for a broadcasting licence to operate an English-language Category 2¹ specialty television service to be known as FW TV.
2. The applicant proposed to offer a service that would focus on providing "how to" programming to help educate young urban Canadians (aged 18-34 years) as they make the transition from school to work. The programming would follow the editorial style and mandate of FW Magazine, providing information on everything from how to buy your first car to starting a career.
3. The proposed programming would fall into three primary categories. The "how to" programming would focus on providing viewers with programs on career advice, lifestyle tips, fitness tips, and financial planning, as well as health and beauty information. The second category would feature profiles of those who have become successful at a young age, including entrepreneurs and celebrities. The third category would build on FW Entertainment's annual events and focus on short films as well as theatrical feature film.
4. The Commission did not receive any interventions in connection with this application.

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.

5. 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 FW Entertainment for a broadcasting licence to operate the English-language Category 2 specialty television service, FW TV.

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:
- an eligible Canadian corporation has been incorporated in accordance with the application in all material respects;
 - 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 September 2006. 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.
7. The licence will expire 31 August 2010, and will be subject to the conditions set out in Public Notice 2000-171-1, as well as to the conditions set out in the appendix to this decision.

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 2003-474

Conditions of licence

1. The licensee shall provide a national English-language Category 2 specialty television service that focuses on providing "how to" programming to help educate young urban Canadians (aged 18-34 years) as they make the transition from school to work.
2. The programming must be drawn exclusively from the following categories, as set out in Schedule I to the *Specialty Services Regulations, 1990*:
2b, 3, 5b, 7a, 7b, 7c, 7d, 7f, 8a, 12, 13 and 14.
3. No more than 15% of all programming broadcast during the broadcast week shall be drawn from category 2b (Long-form documentary).
4. No more than 25% of all programming broadcast during the broadcast week shall be drawn from category 7 (Drama and Comedy).

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*.