



CCTA-ACTC

Canadian Cable
Telecommunications Association

Association canadienne des
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February 23, 2005

Ms. Diane Rhéaume
Secretary General
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario
K1A 0N2

Dear Ms. Rhéaume:

Re: Sponsorship of TV Globo Internacional

1. On behalf of its members, the Canadian Cable Telecommunications Association (CCTA), in its capacity as a Canadian sponsor, requests that TV Globo Internacional be added to the Lists of Eligible Satellite Services (the "Lists") for distribution on a digital basis.
2. Last December the Commission announced a new approach to assessing requests for non-Canadian third-language television services to be added to the Lists (Broadcasting Public Notice CRTC 2004-96). CCTA notes that requests for general interest foreign third-language services will generally be approved, subject to packaging and programming rights requirements aimed at minimizing possible negative impact on Canadian third-language services. As required in BPN CRTC 2004-96 the information respecting TV Globo is provided in the attachment.

3. TV Globo Internacional is a 24-hour general interest channel in the Portuguese language targeted at Brazilian and Portuguese communities abroad. The channel is available in more than 1.8 million households in the Americas, Asia, Europe and Africa.
4. TV Globo is Brazil's largest television network, reaching 99.8% of all television households in Brazil. The network was started in 1965 and has since expanded into all areas of media including satellite and cable distribution, radio, newspaper and book publishing, internet and e-commerce. TV Globo has been operating its International Channel in the Portuguese language since 1999. TV Globo Internacional programming includes tele-novelas, live news, variety programming, talk shows, documentaries and sports (soccer and live events).

Demand for Service

5. The fact that CCTA, on behalf of the Canadian cable industry, is requesting that TV Globo Internacional be added to the Lists demonstrates the potential demand for this service in Canada. CCTA believes that legitimizing carriage of non-Canadian services will not only respond to consumer demand for greater choice but it will provide our customers with an incentive to remain a vital part of the Canadian broadcasting system and help increase the benefits associated with digital cable television.

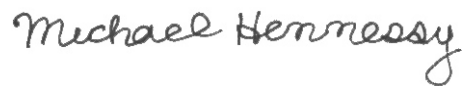
Conclusion

6. CCTA believes that international services clearly make a unique and significant contribution to the diversity of the Canadian broadcasting system. In a global environment it is increasingly important that Canadians have access to multiple sources of programming services. In conclusion, CCTA believes that carriage of TV Globo Internacional will not only expand the diversity and choice in television services available to underserved third-language ethnic communities in Canada but it will contribute to the growth of digital cable television to the benefit of both subscribers and Canadian programming services.

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7. Thank you for the opportunity to submit this proposal.

Yours truly

A handwritten signature in cursive script that reads "Michael Hennessy".

Michael Hennessy
President, CCTA

Attachment

N.B. The attachment is available in hard copy only.