



BRAZILIAN COMMUNITY ASSOCIATION OF ALBERTA

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Canadian Radio-television and Telecommunications Commission
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Dear Commissioner:

The Brazilian Community Association of Alberta is a nonprofit organization founded by a group of Brazilians on September 8, 2003. Its mandate includes the action of bringing forward issues of interest of the Brazilian Community as well as friends of Brazil.

Therefore, we want to make sure that our voice is heard at the time you consider the Broadcasting Public Notice CRTC 2005-54, of Ottawa, 24 May 2005. Therefore, we would like to express our **SUPPORT** in response to your Call for Comments on request from the Canadian Cable Telecommunications Association for the addition of non-Canadian services to the lists of eligible satellite services for distribution

3. By letter dated 23 February 2005, the CCTA requested that the Commission add TV Globo Internacional (TV Globo) to the digital lists. The CCTA described the service as follows:

TV Globo: TV Globo is a 24-hour general interest channel in the Portuguese language targeted at the Brazilian and Portuguese community abroad. TV Globo programming includes tele-novelas, live news, variety programming, talk shows, documentaries and sports (soccer and live events).

The content of the Globo Network is also of interest to all Portuguese speaking audiences. Especially since Globo Network is known worldwide for the quality of their mini-series, (novelas) and should not be mistaken for the North American soap opera. A good percentage of these extended mini series also have cultural and historical relevance for all ethnic audiences wishing to gain knowledge of Brazilian culture. More recently, a North American interest in Brazilian culture has uncovered a general lack of information regarding Brazil's rich heritage and history, we think that access to Globo International programs can somehow address this question.

Globo Network also broadcasts soccer regularly in an avenue of sports content not normally available to Canadian audiences. Another well covered sport that Globo Network brings is high quality coverage of the Formula 1 racing circuit to audiences currently finding it difficult to access these races within the current channel offerings.

Globo International is an important communication channel for Brazilian news, and other entertainment that are of interest to Brazilians, Portuguese, and Canadians interested in the Brazilian culture. Globo International is also well appreciated by other Latin American immigrants as well as Italians.

There are also programs for children which are of interest to Brazilian parents in order to help their children with the Brazilian Portuguese language.

Brazilian Community Association of Alberta
Board of Directors: Paulo Bonazzi, Paulo Alves, Wania Wagner and Elisia Teixeira