



Canadian
Association of
Broadcasters

L'Association
canadienne des
radiodiffuseurs

August 17, 2006

SENT VIA EMAIL

Ms. Diane Rhéaume
Secretary-General
Canadian Radio-television and
Telecommunications Commissions
1, Promenade du Portage
Gatineau, Québec
K1A 0N2

Dear Ms Rhéaume :

**RE : Broadcasting Notice of Public Hearing CRTC 2006-7
Application No. 2005-1584-3 by S.S. TV Inc. for a licence to operate
an English-language AM commercial (ethnic) radio programming
undertaking in Brampton**

1. The Canadian Association of Broadcasters (CAB) – the national voice of Canada's private broadcasters, representing the vast majority of Canadian programming services, including private radio and television stations, networks and specialty, pay and pay-per-view televisions services – is pleased to provide its comments in relation to the above-mentioned application.
2. S.S. TV Inc. has applied for a licence to operate an English-language AM commercial (ethnic) radio programming undertaking in Brampton, Ontario. The new station would operate on frequency 1,650 kHz (class C) with a transmitter power of 1,000 watts day-time and night-time.
3. The CAB does not support or oppose the above-noted application. However, the CAB wishes to provide comments on the process used by the Commission to consider the application filed by S.S.TV.
4. In Public Notice 1999-111, the Commission noted that it was of the opinion that "the radio industry could benefit from an understanding of the types of original applications that will likely trigger a call for further applications to serve the market."

5. Consequently, the Commission noted that an application for a new radio licence, or for AM to FM conversions, will generally result in a call in the affected market, with the following exceptions:
 - Low power and other proposals with very little or no commercial potential;
 - Proposals to provide the first commercial service in a market;
 - Proposals by a sole commercial operator in a market to improve service to the market, either through an AM to FM conversion or a new station;
 - Proposals to provide the first commercial service in the other official language in a market, or to convert the only station in the other official language from AM to FM; and
 - Proposals to convert stations from AM to FM, in markets with two or fewer commercial operators.
6. The CAB notes that S.S. TV's application does not fall into any of these categories. Accordingly, and given the size of the Brampton market and its proximity to the greater Toronto market, the CAB is of the view that a call for applications should have been issued following the filing of the S.S. TV application. Such a procedure would have allowed other potentially interested parties to submit applications to serve the Brampton radio market, and allowed the Commission to evaluate the merits of S.S. TV's application in the context of a competitive process to determine the best use of the frequency sought by the applicant. Therefore, the CAB submits that consideration for this application should be postponed until a later date, and a call for applications should be issued to provide an opportunity for other interested parties to file applications to serve the Brampton radio market.
7. The CAB appreciates the opportunity to provide its comments in this proceeding and does not wish to appear at the September 11th, 2006 hearing in Gatineau, Quebec. A copy of the intervention has been sent to the applicant.

Yours truly,



Pierre-Louis Smith
Vice-President, Radio

c.c.: S.S. TV Inc. rpanu@rogers.com