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HOUSE OF COMMONS  
CANADA

**Maurice Vellacott, MP**  
**Saskatoon-Wanuskewin**

August 20, 2008

Hon. Josée Verner  
Minister of Canadian Heritage  
Les Terrasses de la Chaudière, 12th Floor  
15 Eddy Street  
Gatineau, Quebec  
K1A 0M5

Dear Minister Verner,

I am extremely disturbed by media reports in recent days about the CRTC's approval of a pornographic television program out of Alberta (see attached articles).

One Ottawa Citizen article reported that "the CRTC received no intervention in connection with the application, which was initially launched in October 2007." Many Canadians are saying that the recent news reports are the first time they've heard about this program and the CRTC application. This raises serious questions about the reliability of the CRTC's application process and the way the CRTC promotes the public input aspect of that process.

People are rightly asking exactly what it is about a pornographic program that is 50% Canadian content that makes the content unique. One person suggested that the uniqueness was in relation to the objectification and debasement of women, the titillating notion that one of the "actresses" might be your next door neighbour!

You will recall that Canadians greatly appreciated the Conservative Party for our successful campaign against the Liberal Party's special treatment for immigrants coming into Canada to work as strippers. Canadians appreciate a party that works against the abuse and objectification of women.

You also know that a decision like this does not take place in a vacuum. Applications by companies offering good programming have been denied or have faced an uphill battle to receive CRTC approval in recent years. Fox News comes to mind as do EWTN and Radio Maria. When such programming has such a hard time being approved for a Canadian audience, it is astonishing that this kind of filth receives approval so easily. Such decisions do nothing to

mitigate the impression that the CRTC places ideology above objective criteria in its decisions about what programming it will approve for Canadian consumption.

I hope there is something you can do to rectify the unacceptable decision made by the CRTC to grant a license to the Alberta-based company Real Productions' pornographic program, Northern Peaks, giving it access to Canadian airwaves.

Yours sincerely,

Maurice Vellacott, MP

**August 15, 2008**

## **CRTC approves first homegrown adult entertainment TV channel: Northern Peaks**

**Allison Jones, THE CANADIAN PRESS**

TORONTO - Move over "Little Mosque on the Prairie" and "Corner Gas."

The newest frontier in a push for Canadian content is decidedly less family friendly.

Canada's broadcast regulator has given the green light for the country's first adult television channel with "significant" homegrown content - called Northern Peaks.

It would be a national, English-language pay television service from Edmonton-based Real Productions.

According to the company it would be "Canada's first adult video channel offering significant Canadian adult content," the CRTC decision states.

"The applicant indicated that it would also air the adult versions of Real Productions' cable television series and produce its own adult movies, events and series."

Real Productions' website states it is a "premier adult video production company specializing in unique amateur XXX and swinger videos."

"What makes us unique?" it says.

"Simply, our ability to find lovely women who have never appeared in an adult video in their lives and tape them in fully explicit action with amateur male performers!"

But before getting its broadcast licence, Northern Peaks must first find at least one licensed provider to distribute its channel within three years from Wednesday, when the CRTC decision was issued. It was approved as a "Category 2" pay television service, which means it doesn't have guaranteed distribution rates, so it must negotiate with providers.

The licence go-ahead also comes with several conditions attached, including that at least half of the broadcast day and evening broadcast must be domestic content.

There are also certain categories the shows on Northern Peaks must fall under, such as: long-form documentary, dramatic series, comedy series, specials, miniseries, made-for-TV movies, feature films, game shows, general entertainment and human interest.

The CRTC also stipulates that a certain portion of the pay channels revenues must be invested in Canadian programs.

On its application, Real Productions said \$1 million in expenditures will go toward acquiring Canadian programming in the first year of its licence.

Starting in the second year and in every subsequent year, the company said it will dedicate a minimum of 65 per cent of its gross revenue to the acquisition of Canadian programming.

The commission said no parties sought to intervene with the application.

Northern Peaks would also have to ensure it close captions all of its programs.

The licence expires Aug. 31, 2014.

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## **Financial Post - August 14, 2008**

### **Films with local stars 'a real turn on'**

#### **Grant Surridge**

An Edmonton-based adult film producer has won federal government approval for a new pornography channel with an unusual twist: half of the content is to be Canadian.

Shaun Donnelly's Real Productions received the OK from the CRTC on Wednesday to operate a digital cable channel -- called Northern Peaks -- that is billed as "Canada's first adult video channel programming significant Canadian content."

"There seems to be quite a market for Canadian adult content right now and of course there isn't a lot of supply," Mr. Donnelly said yesterday from the set of a show he is shooting for Playboy TV outside of Edmonton.

Real Productions, based in the Edmonton suburb of Sherwood Park, says it owns the largest library of Canadian-made pornography at more than 200 titles.

According to the conditions of the licence, Northern Peaks must devote 50% of its broadcast time to Canadian productions.

A CRTC spokesperson said yesterday that to the best of his knowledge, it is the highest Canadian content level ever for an adult channel.

Mr. Donnelly said he was required to offer to as little as 15% Canadian content to appease regulators.

But because he wants "to legitimately be Canada's adult channel," he started at half Canadian.

He said there is a huge unfulfilled market in Canada for local porn. Beginning last year he began getting calls from cable companies looking to license his Canadian productions.

"I've always found there's a real turn-on to watching and knowing it's people you could run into in the grocery store," he said.

He said every carrier he has spoken to has expressed interest, and all are reviewing the Northern Peaks application. He would not reveal which carriers he has approached.

Industry observers expressed surprise yesterday at the large amount of Canadian content Northern Peaks is offering at start-up, saying that often Canadian programming is not a selling point when approaching cable and satellite companies to carry a unproven digital channel.

Northern Peaks will likely be offered high in the triple digits on the channel dial, and be available for a monthly subscription fee.

Proposed series in the application to the CRTC include one shot entirely on location at a small adult video store in Kamloops, B.C., and one in which "Canada's sexiest thirtysomethings show off their skills in a series that proves Canada is cougar country."

Last December, the CRTC approved a French-language digital channel called Vanessa, operated by Montreal-based Sex Shop Television. The license required only 20% Canadian programming. In 2003, the CRTC approved Hustler Canada, which airs primarily foreign content.

Category 2 channels must negotiate rates and carriage on Canada's cable and satellite television distributors, and receiving a license is no guarantee that cable or satellite companies will pick up the channel.

Owners of such licenses can face a tough slog of several years before getting carriage.

"We are always interested in offering new channels and would evaluate this opportunity," a Rogers spokesperson said in an e-mailed statement yesterday.

Mr. Donnelly said he is aiming to get carriage by early next year.

Mr. Donnelly produces pornography for a variety of international media in Western Canada. He created The Boy Next Door for Playboy TV and Make Me a Porn Star for British television.

In addition to hardcore pornography, he says he is big on "making fun of the porn industry," and that Northern Peaks will feature tongue-in-cheek reality programming that shows the "ridiculous" side of the business.

## **Calgary Herald - August 15, 2008**

### **New porn channel lets Canadians strut their stuff**

#### **Ashleigh Patterson**

TORONTO (Reuters) - Canadians who may have become tired of being passed over as porn stars will have a new, home-grown outlet to showcase their erotic talents.

Federal regulators have granted Alberta-based Real Productions approval to launch a new digital pornography channel, which promises to serve up at least 50 percent domestic content.

The Canadian Radio-Television and Telecommunications Commission (CRTC) approved the Category 2 pay-television service on Wednesday, allowing Northern Peaks to become "Canada's first adult video channel offering significant Canadian adult content."

"I think as Canadians there is a bit of a tiredness in seeing all American stuff," Shaun Donnelly, president of Real Productions, said during an interview on Friday.

"There is always that thrill for something that is local and you get the sense that these are people you can meet at the supermarket."

The CRTC only required 15 percent Canadian content, but Northern Peaks agreed to provide "not less than 50 percent of the broadcast day and not less than 50 percent of the evening broadcast period to Canadian programming," according to the license.

"We want to be Canada's adult channel and I think to do that, 15 percent wouldn't cut it," Donnelly said.

Real Productions boasts the largest collection of Canadian adult-themed content in the country with more than 200 film titles and 75 television episodes in its library.

The regulator stipulated the license will only be issued once Real Productions enters into an agreement with at least one licensed distributor.

Donnelly, who has also produced television programs for Playboy TV in the U.S. and Granada Television in Britain, said all five major Canadian cable and satellite carriers have expressed interest in hosting the channel and are reviewing the proposal.

"I've been in touch with the cable companies throughout the process and went ahead with it based on the interest we had," he said

Northern Peaks will be restricted to certain types of programming including long-form documentaries, dramatic series, feature films, game shows, mini-series, sitcoms and made-for-TV movies.

The CRTC received no interventions in connection with the application, which was initially launched in October 2007.

(Reporting by Ashleigh Patterson; editing by Rob Wilson)

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