

July 30, 2012

STATEMENT FROM BROADCASTING COMMISSION ON NOTICE OF BREACH ISSUED TO CVM TV

The matter of service provision by CVM television has been the subject of Broadcasting Commission attention, well ahead of the Olympic Games. As late as May 15, 2012 the Commission provided CVM with the findings of a technical survey on the level and quality of coverage by broadcasters holding broadcasting licences. That Broadcasting Commission survey revealed several areas across the island where there was either no coverage or poor quality coverage, particularly in Portland, St. Thomas, St. Mary, Clarendon, Manchester and Trelawny.

Consequently, the management of CVM TV was required to meet with the Broadcasting Commission on June 7, 2012 to provide a full report on its service coverage and steps to correct poor quality of reception. CVM acknowledged its breach of licence and gave an undertaking to work assiduously to improve coverage. CVM also indicated that, particularly in eastern Portland, it had set a clear deadline to do so before the Olympics.

In its latest correspondence of July 25, 2012, CVM provided the Commission with a report on the work done to improve the quality of its service coverage. However, the Broadcasting Commission remains dissatisfied with the update and the continued poor or very poor coverage or failure to provide coverage in a number of areas.

This situation has taken on added importance on the occasion of the Olympic Games, for which CVM has obtained exclusive island-wide television rights from International Media Content (IMC), the exclusive Broadcast Rights Holder for the Olympics in the Caribbean.

Whilst the broadcasting Commission has no control over the private broadcast arrangements which govern the coverage of the Olympic Games in Jamaica, it will use its full powers to protect the public interest by insisting that such arrangements do not result in thousands of Jamaicans being deprived of access to coverage of the Olympic Games.

Accordingly, and following a meeting of the Commission on July 30, 2012, CVM TV was served with a Notice of Breach of Licence and directed to take certain remedial measures. These include requirements to:

1. **Immediately** take steps to fulfil the obligation to provide island-wide coverage;
2. In the interim, **immediately** confer with International Media Content (IMC) and provide a solution (including alternative distribution arrangements) for Jamaicans to access coverage of the Olympic Games, in areas where CVM is unable to provide service as expected under its exclusive television broadcasting rights for the Olympic Games.
3. Provide **immediate public information** (in print and broadcast) on the extent of CVM's coverage island-wide and expected coverage during the immediate period of the Olympic Games.

CVM was further notified that failure to comply with the remedial measures will result in further regulatory action pursuant to Section 22 of the **Broadcasting and Radio Re-diffusion Act**.