

FOR IMMEDIATE RELEASE



Uvagut TV team preparing for a live broadcast from Igloolik (Image: NITV)

Available for interviews in Inuktitut and English: Lucy Tulugarjuk

Uvagut TV Approved by CRTC as an Inuktitut TV channel

10 million cable subscribers across Canada will now have access to Canada's first Inuit language television station.

October 24, 2024. Igloolik, Nunavut: Nunavut Independent Television (NITV) is pleased to announce that their application for “mandatory distribution” for Canada’s first Inuktitut television station (Uvagut TV) has been approved.

On October 22, 2024, the CRTC (Canada Radio and Telecommunications Commission) confirmed that NITV’s application under Section 9(1)(h) of the *Broadcasting Act* has been approved. This decision means that Uvagut TV will be carried on basic cable packages from coast to coast across Canada to 10 million cable subscribers. To view the CRTC decision: <https://crtc.gc.ca/eng/archive/2024/2024-251.htm>

“This is a historic moment for all Inuit,” said NITV Executive Director Lucy Tulugarjuk. “We believe Uvagut TV is so important to help preserve our language, culture and heritage. As our elders pass away one by one, we are fighting against time to keep our culture, our beliefs, and language alive for our children and grandchildren. Having Inuktitut TV is a powerful way to keep a living language for future generations.”

Currently broadcasting original, Inuit-created Inuktitut content 24/7 on Shaw, Arctic Co-op and local cable subscription services, NITV is excited to build on Uvagut TV's success to offer more Inuit language content and programming. This expansion will provide more meaningful employment for Inuit, more language preservation, and increased public transparency.

After launching Uvagut TV in January 2021, NITV proceeded through a long application and public hearing process for "mandatory distribution" status. During this process, NITV and their television station, Uvagut TV, received overwhelming support from across Canada, including 4900 signatures on a public petition, and 167 written interventions from all levels of government (federal, territorial, and local), media, and broadcast organizations, Indigenous and community leaders and organizations, educators, professionals and Canadians from all regions.

Uvagut TV (owned and operated by NITV) currently broadcasts original, Inuit-created Inuktitut content 24/7 on Shaw, Arctic Co-op and local cable subscription services across Canada. Uvagut TV shares original, Inuit-created programs, including children's shows, documentaries, current affairs and award-winning films, like *Atanarjuat The Fast Runner* and ᐱᓐᓄᓐᓄᓐᓄᓐ ᐱᓐᓄᓐᓄᓐ ᐱᓐᓄᓐᓄᓐ *Angakusajaujuq (The Shaman's Apprentice)*.

As well, Uvagut TV works with community media teams in different regions to share weekly programs featuring local artists, storytellers, craftspeople, musicians, politicians and elders. Uvagut TV also regularly partners with organizations to provide public access broadcasting for current events, including arts festivals, environmental hearings, regional tournaments and special events of national importance, including the swearing-in ceremony of Governor General Mary Simon and the Pope's visit to Iqaluit.

"For me, Uvagut TV is really a dream come true," said NITV Executive Director Lucy Tulugarjuk. "We're so grateful for the support of so many organizations and individuals during this process, including the CRTC commissioners for their decision. We look forward to working with our Inuit communities to create this station, sharing creative work from Inuit that can be enjoyed by Canadians nation-wide."

ABOUT UVAGUT TV

Launched in 2021, **Uvagut TV** (meaning "our" TV) is Canada's first 24/7 Inuktitut language television station. Broadcasting to 600,000 subscribers on Shaw, Arctic Co-op and local satellite channels across Canada, Uvagut TV is owned and operated by Nunavut Independent Television (NITV), an Inuit owned non-profit founded in 1991. Sharing award-winning, Inuit-created feature films, documentaries, current affairs, children's programming, and live broadcasts every week, Uvagut TV provides a vital service for Inuit audiences in the north and the south. Uvagut TV is available online at: www.uvagut.tv.

Media Contact: Cynthia Amsden, Roundstone Communications, 416-910-7740
cynthia@roundstonepr.com

