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CNN Receives License to Broadcast in Russia

By The Moscow Times

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A replica of the newsroom at the CNN Center in the U.S.

Russia's media watchdog has awarded CNN a broadcast license about a month after the U.S. network asked to return to the market, which it left last year following the introduction of a tough new advertising law.

"The order to issue a universal broadcasting license to CNN has been signed," Roskomnadzor watchdog spokesman Vadim Ampelonsky was cited as saying Tuesday by the Interfax news agency.

The license is valid for 10 years, the Izvestia daily reported, quoting an unidentified CNN employee.

The "universal" license allows CNN to sign broadcasting deals with Russian cable and satellite providers, Roskomnadzor officials said earlier.

CNN announced last November that it would stop broadcasting in Russia from Jan. 1, when a law banning commercials on pay television was set to come into effect.

But the law, which was widely criticized by cable media, was amended in January to allow cable channels with 75 percent Russian content to air commercials. Russian content is defined as any content commissioned by companies based in Russia and presented in Russian.

CNN applied for a new broadcast license in February.

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