

Backgrounder

The Canada Media Fund (CMF) champions the creation of successful, innovative Canadian content and applications for current and emerging digital platforms through financial support and industry research.

Created by Canada's cable and satellite distributors and the Government of Canada, the CMF's vision is to connect Canadians to our creative expressions, to each other, and to the world.

Projects will be supported through two streams of funding, an Experimental Stream, which invests in the development of innovative content and software applications for eventual integration into mainstream Canadian media platforms; and a Convergent Stream, which supports the creation of convergent television and digital media content.

Experimental Stream

Through the Experimental Stream, the CMF will encourage the creation of leading-edge, interactive, digital media content and software applications.

Eligible projects will include experimental, non-linear, interactive content and software applications created for the internet, wireless, mobile, and emerging platforms or devices. Projects must demonstrate leading-edge characteristics. A television component will not be required. Examples include web and mobile applications, videogames, web series, and software applications with a connection to the Canadian cultural sector.

Eligible applicants will include Canadian-controlled, taxable Canadian corporations with their head office in Canada or Canadian broadcasters. These include television, interactive, and web-based production companies, internet service providers; mobile service providers; broadcasting distributors; private and public broadcasters; and broadcaster-affiliated production companies.

Funding allocated to this stream is \$27 million. The maximum contribution per project is 75% of eligible costs or \$1 million, whichever is less.

Funding will be delivered as equity investments in projects.

Funding decisions will be made on a selective basis by the CMF and will be based on criteria outlined in the Experimental Stream guidelines.

Convergent Stream

Through the Convergent Stream, the CMF will support the creation of television shows and related digital media content in four underrepresented genres: drama, documentary, children's and youth, and variety and performing arts.

Eligible projects will include content produced for broadcast on television and distribution on at least one digital media platform.

Projects must include high levels of Canadian elements, including Canadian creative talent.

While basic digital media components, such as basic websites and video-on-demand will be allowed for the purposes of rendering the entire convergent project eligible, the CMF will encourage the creation of rich, value added content by requiring at least 50% of a broadcast corporate group's envelopes be spent on this type of content. Examples include videogames, podcasts, webisodes, mobisodes, and interactive web content. The streaming of a production on the internet at the same time as the television broadcast (i.e. simultaneous streaming) will not be considered an eligible digital media component for the purposes of rendering the entire convergent project eligible.

Eligible applicants will include Canadian-controlled, taxable Canadian production corporations with their head office in Canada and Canadian broadcasters (public or private). These include television, interactive, and web-based production companies; private and public broadcasters; and broadcaster-affiliated production companies.

Funding programs within the Convergent Stream are listed in the chart below.

Forms of funding will include licence fee top-ups, equity investments, recoupable advances and non-repayable contributions that are paid directly to the applicant producer, depending on the program (see chart below).

Summary of Convergent Stream Programs

Program	Funding Available	Funding Method
Performance Envelope Program	\$277 million	Broadcaster triggered
<i>Objective:</i> Encourage partnerships between broadcasters, television producers, and digital media producers to create convergent content that Canadians want to consume anytime, anywhere.		
<i>Key Details:</i> Funding envelopes are allocated to Canadian broadcasters, who are in the best position to decide which projects could have the greatest market success. Envelope allocations are calculated using four weighted factors: audience success, historic access, above-threshold licensing, and regional licensing. Funds are paid directly to the producer, not the broadcaster (except for broadcaster in house productions).		
Regional French Incentive (sub-program)	\$1 million	First-come, first-served
<i>Objective:</i> Support the growth of French production by Quebec producers who are located outside the Montreal production centre.		
Northern Production Incentive (sub-program)	\$500,000	First-come, first-served
<i>Objective:</i> Provide additional support to producers in Canada's territories.		
English Production Incentive	\$10 million	First-come first-served
<i>Objective:</i> Support the growth of production in areas of Canada where English production volumes have declined more than 20% below their five-year historical average.		
<i>Key Details:</i> Areas are defined as: <ul style="list-style-type: none"> • Atlantic Canada (includes: New Brunswick, Newfoundland and Labrador, Nova Scotia, and Prince Edward Island); • Quebec; • Ontario and Nunavut; • The Prairies (includes: Manitoba, Saskatchewan, and Alberta); and • British Columbia and the Yukon and Northwest Territories. 		
Based on 2009-2010 results, Quebec and British Columbia and Yukon and Northwest Territories will participate in this program with allocations of 54% and 46%, respectively.		

Program	Funding Available	Funding Method
English POV Program	\$3.5 million	Selective process
<i>Objective:</i> Support the growth of English POV documentaries. <i>Key Details:</i> A broadcast licence is not required at the application stage.		
Francophone Minority Program	\$10.1 million	Selective process
<i>Objective:</i> Ensure that Canadians have access to French production reflecting francophone cultures outside the province of Quebec.		
Aboriginal Program	\$6 million	Selective process
<i>Objective:</i> Support the growth of Aboriginal production. <i>Key Details:</i> Per-project cap is \$400,000. As a pilot initiative, digital distributors of audiovisual content will be eligible licensors of projects from the territories.		
Diverse Languages Program	\$1 million	tbd
<i>Objective:</i> Ensure that Canadians have access to content that reflects the variety of languages they speak. <i>Key Details:</i> Details will be made available mid-year.		
ROI Incentive	tbd	tbd
<i>Objective:</i> Reward producers whose projects have demonstrated a return on investment. <i>Key Details:</i> Details will be made available mid-year.		
Development Program	\$13 million	English – broadcaster triggered French – selective process
<i>Objective:</i> Support productions at the development stage. <i>Key Details:</i> All projects submitted for consideration are required to be convergent and the digital media component under development must be rich and substantial. In the English market, broadcaster-affiliated and in-house development projects are eligible up to a maximum of 15% of the broadcast corporate group's development envelope. In the French market, broadcaster-affiliated and in-house development projects are eligible up to a maximum of 15% of available funds.		
French Regional Development and Pre-development (sub-program)	\$250,000	First-come, first-served
<i>Objective:</i> Support the growth of French development by Quebec producers who are located outside the Montreal production centre.		
Versioning Program	\$1.5 million	First-come, first-served
<i>Objective:</i> Increase the reach of existing programming to Canadians through language versioning. <i>Key Details:</i> The versioning of CMF-funded programs into diverse languages will be allowed in 2010-2011. Versioning assistance will be limited to television programming in 2010-2011.		

Program Calendar

Program	opening	1st closing date	final closing date
Performance Envelope Program	April 1, 2010	October 15, 2010	December 6, 2010
English Production Incentive	April 1, 2010	-	December 6, 2010
Aboriginal Program (production)		-	May 7, 2010
Aboriginal Program (development)		-	November 19, 2010
Francophone Minority Program (production)		May 17, 2010	September 13, 2010
Francophone Minority Program (development)		-	November 19, 2010
English POV program		-	June 7, 2010
English Development Envelopes	April 1, 2010	-	November 19, 2010
French Selective Development		June 4, 2010	November 5, 2010
Regional French Development and Pre-development	April 1, 2010	-	November 5, 2010
Versioning Program	April 1, 2010	-	January 17, 2011
Experimental Stream		June 21, 2010	October 4, 2010
Diverse Languages Program	<i>to open mid-year</i>	-	
ROI Incentive			

Other Policy Points

- Broadcaster-affiliated and in-house production will be eligible for funding from the CMF, but will be limited to 7.5% of broadcasters' documentary envelopes and 15% of envelopes for all other eligible genres. Similar percentages will apply in the Aboriginal Program and the Francophone Minority Program.
- The amount of flex within a broadcaster's performance envelope is 50%.
- CRTC-licensed video-on-demand (VOD) can be considered a television platform or a 2nd platform; however, VOD-related expenses will not be funded. Licence fees paid by CRTC-licensed VOD services are eligible for consideration in the achievement of threshold.
- Basic digital media content and "non-simulcast" digital distribution can be considered as a 2nd platform in order for projects to qualify in the Convergent Stream; however, expenses for these will not be funded.
- All rights related to non-television platforms must be identified and valued separately, both from each other and from the linear broadcast licence.

More Information

The full business policies and program guidelines of the CMF are available for download on the corporation's website at www.cmf-fmc.ca.

Through a services agreement with the Canada Media Fund (CMF), Telefilm Canada administers the programs of this funding agency.