



**Canadian Television Fund**

## **2006-2007 Guidelines**

### **French-Language Productions outside Quebec**

The COMPLETE Canadian Television Fund 2006-2007 Guidelines consist of:

Main Document (You must have this) and one of the following Guideline Modules as applicable to your production:

Broadcaster Performance Envelope Stream:

- Drama
- Children's and Youth
- Documentary
- Variety and Performing Arts

Special Initiatives Stream:

- Aboriginal-Language Productions
- French-Language Productions outside Quebec
- Development Financing
- Versioning Assistance

Nos Principes directeurs sont affichés en français sur notre site Internet à l'adresse suivante :  
**[www.FondsCanadiendeTele.ca](http://www.FondsCanadiendeTele.ca)**

## A. Overview

The French-Language Production outside Quebec (FLPOQ) Initiative is designed to encourage official minority-language production in Canada by companies located outside the province of Quebec who produce primarily in French. The spirit and intent of this Initiative is to ensure that stories from French-Language communities outside of Quebec are told on Canadian television. For that reason, the Initiative is only available to applicants and productions which, at the CTF's sole discretion, are clearly products of those French communities. Applicants wishing to apply to this Initiative must also meet all other CTF terms, conditions and regulations as outlined in the Main Document of the CTF 2006-2007 Guidelines.

French-Language Productions outside Quebec may submit an application through the Special Initiatives Stream. They may elect, instead, to submit an application through the Broadcaster Performance Envelope Stream or through a combination of the Broadcaster Performance Envelope Stream and Special Initiatives Stream.

## B. Essential Requirements

All French-Language Productions outside Quebec applying for CTF participation must meet the Fund's Essential Requirements, presented in Section 1.3 of the Main Document of the CTF 2006-2007 Guidelines. The Essential Requirements are as follows:

- 1. The project speaks to Canadians about, and reflects, Canadian themes and subject matter.**
- 2. The project will be certified by the Canadian Audio-Visual Certification Office ("CAVCO") and has achieved 10/10 points (or the maximum number of points appropriate to the project), as determined by the CTF using the CAVCO scale.**
- 3. Underlying rights are owned, and significantly and meaningfully developed, by Canadians.**
- 4. The project is shot and set primarily in Canada.**

Further detail on these Essential Requirements and exceptions is provided in separate modules of these Guidelines for Drama, Documentary, Children's and Youth programming, and Variety and Performing Arts programming. These modules include additional important information, including full definitions of the genres.

For Documentary, the ER flexibility does not apply for Special Initiatives.

Please refer to the Main Document, Section 1.3.1, for details respecting the application of the Essential Requirements to official treaty co-productions.

## C. Eligible Applicants

To be deemed eligible, an Applicant who wishes to obtain funding under the FLPOQ Special Initiative:

- Must operate and have its head office outside Quebec for at least three years (unless the company is an emerging one) and with its major shareholder residing outside Quebec for at least three years;
- Must use French as the original language of production for the majority of its production slate;
- Must have produced, solely or in co-production with other eligible Applicants, three programs originally in the French language. These programs must have been broadcast on Canadian television within the last four years. The CTF may use its discretion and allow for a smaller number of programs to have been produced, if there is ample evidence that the production company is an emerging one. The CTF may look at the production company's owners and/or producer's track record to see if their experience has largely been in producing in the French language;
- Must demonstrate with its business plan as well as with its development and production slate that the Applicant is in the business of producing projects mainly using French as the original language of production;
- Cannot be a broadcaster-affiliated company (as defined Section 5.2 of the Main Document);
- Must meet the eligible Applicant requirements in Section 6 of the Main Document;
- Must have initiated and meaningfully participated in the project's development. Furthermore, the Applicant must exercise full control of the creative, artistic, technical and financial aspects of the project and hold all copyrights to the project; and
- Must hold all copyrights to the production on a permanent basis and also retain an ongoing financial interest in the project.

## D. Eligible Projects

Projects eligible for the Special Initiative:

- The Applicant must be able to prove that either the screenwriter or the director resides outside Quebec. Allowance can be made, on a case-by-case basis, for a Quebec resident to co-direct or co-write the project if it can be demonstrated that the individual's contribution will foster the development of francophone talent outside Quebec.
- Without limiting the generality of the foregoing, the project concept, treatment, research report and outline must be written and submitted in French.
- In the case of co-productions with a company not eligible for the French-Language Production outside Quebec Special Initiative, the eligible Applicant must have initiated the project and must own at least 75% of the copyright in the production.
- In the case of co-productions with a company not eligible for the French-Language Production outside Quebec Special Initiative, the eligible Applicant, if it initiated the project and owns between 51% and 74% of the copyright in the production, can only apply to the Special Initiative for a portion equal to its share of the co-production budget.

## E. Eligible Genres and Genre Allocations

The CTF supports the following programming genres: Drama, Documentary, Children's and Youth programming, and Variety and Performing Arts programming. The definition of each of these genres is contained in the Guideline Modules.

Within this Special Initiative, the CTF has allocated funding by program genre, as follows:

Envelopes	Drama	Children's and Youth	Documentary	Variety and Performing Arts	Total
French-Language Production outside Quebec	25%	20%	45%	10%	100%

The SRC/RDI will also use their best efforts to meet the preliminary expenditure targets by genre described in Section E of this document.

This breakdown does not imply that the envelopes are definitive, but rather represents preliminary expenditure targets within the framework of the Special Initiative. The CTF retains the right to adjust these objectives, based on the quality of the submissions and level of demand.

## F. Licence Fee Thresholds

The licence fee thresholds for French-Language Productions outside Quebec are as follows:

Genre	Threshold required
Drama	20%
Children's and Youth	25%
Documentary	15%
Variety and Performing Arts	30%

For official treaty co-productions, CTF licence fee thresholds are calculated on the greater of the Canadian portion of the production's global budget and the level of Canadian participation as certified by Telefilm Canada's International Co-productions Department.

## G. Licence Terms and Conditions

Licence agreements must meet the CTF's Licence Fee Requirements and Conditions, presented in Section 6.5 of the Main Document of the 2006-2007 CTF Guidelines. Only the portion of the licences within the Term will be used for the purposes of triggering CTF funding and for calculating evaluation grid points. Licences that commence within the Term but extend beyond it are pro-rated to match the maximum Term set for each genre.

Genre	Licence Term*	Language
Drama	5 years	French-Language only
Children's and Youth	6 years	French-Language only
Documentary	6 years	French-Language only
Variety and Performing Arts	6 years	French-Language only

\*In the aggregate and including both exclusive and non-exclusive terms

## Combining Resources from the FLPOQ and Broadcaster Performance Envelopes

Broadcasters may increase the level of funding received by an Eligible Project from this Special Initiative by amounts available within their Broadcaster Performance Envelopes. In this case, for purposes of calculating the CTF's licence fee threshold and licence fee top-up contribution to the Broadcaster Performance Envelopes, the CTF will pro rate the production budget according to the amount of financing the production will receive from the Broadcaster Performance Envelopes relative to the total CTF production financing (combined FLPOQ initiative and the Broadcaster Performance Envelopes). For example: if the participation from a Broadcaster's Performance Envelope represents 60% of the CTF's overall contribution, the production budget will be pro-rated at 60% of the Performance Envelope and 40% of the Special Initiative.

Thus, calculations relative to the CTF's licence fee threshold and the licence fee top-up portion will be based on the applicable requirements for the Performance Envelopes for the relevant portion of the budget and the other portion of the budget will follow the requirements relative to the FLPOQ Special Initiative.

Calculations relative to the Evaluation Grid (see Section J of this document) will be based on the overall production budget.

## H. Nature of Funding Contribution

CTF contributions to French-Language Productions outside Quebec, including big-budget one-hour dramatic series (defined as budgets of \$800,000 per hour or more), are made as licence fee top-ups and equity investments.

The first contribution of the CTF will be in the form of a licence fee top-up. This contribution may reach up to a maximum of 35% of the production budget. The balance of the CTF's contribution will be in the form of an equity investment.

Maximum equity participation may not exceed 49% of an eligible production's overall production costs.

SRC/RDI will be allocated a Broadcaster Envelope within this FLPOQ Special Initiative, which will consist of 37% of all FLPOQ Special Initiative resources.

## I. Level of CTF Participation

The CTF's contribution to French-Language productions outside Quebec will be subject to the following project caps:

Genre	FLPOQ Envelope Contribution Cap
Drama	\$1,200,000
Children's and Youth	\$ 550,000
Documentary: One-off	\$ 150,000
Series/Limited series	\$ 400,000
Variety and Performing Arts	\$ 400,000

The envelope contribution may be lower or higher than the indicated threshold, depending on whether funding requests per program genre exceed or fall short of available resources for each genre.

The CTF has the flexibility to adjust the level of its dollar contribution from the FLPOQ Envelope, depending on the quality of the projects and the number of requests received.

## J. Project Assessment

French-Language Productions outside Quebec compete for funding according to a selective process.

To make its funding decisions, the CTF uses an Evaluation Grid (see Evaluation Grid) – a tool which allows for evaluations to be conducted on a basis of transparency.

Applicants should use the grid as a guide so that they may properly prepare their application packages. By doing so, they will improve their chances of success in a competitive environment.

The CTF will not accept a revision to the evaluated elements of a project that would detrimentally affect its final weighting.

SRC/RDI is not subject to the selective process noted above for the SRC/RDI allotment. SRC/RDI may participate in the selective process in addition to its allotment to the extent there are funds remaining in the FLPOQ after the close of the Final Deadline (see Section K, How to Apply).

### Evaluation Grid

<b>Broadcaster Interest</b>	<b>30</b>
• Licence fees over required threshold amount	
<b>Audience</b>	<b>20</b>
• Performance Ratio	
<b>Content</b>	<b>50</b>
• Originality of the project	
• Track record of the creative team	
• Production values	
• Marquee	
<b>Total</b>	<b>100</b>

The following are descriptions of the Evaluation Grid criteria:

#### Broadcaster Interest – Licence Fees Over Threshold

This refers to the minimum licence for a project to be considered – the threshold – which corresponds to 20% of the budget for dramas, 15% of the budget for Documentaries, 25% of the budget for Children's and Youth projects, and 30% of the budget for Variety and Performing Arts projects.

Every additional 1% above the threshold will be worth the following:

Genre	Points for additional 1%	Maximum licence fees to achieve 30 points
Drama	1.5 points	40%
Children's and Youth	1.5 points	45%
Documentary	1.2 points	40%
Variety and Performing Arts	2.0 points	45%

#### Audience – Performance Ratio

Performance ratio measures the projected audience relative to the Special Initiative contribution. For series renewals, the past performance of the series is used. For new programs, the CTF relies on projections based on audience numbers obtained by a similar program in the same genre for a similar type of broadcaster.

Furthermore, a project which has a low projected audience nevertheless could still receive points in this section if the funding requested from the Special Initiative is relatively low.

### **Content**

Within the framework of this section, the CTF favours projects which demonstrate originality and creativity in both content and genre. These qualities are assessed in terms of subject matter, themes, issues and narrative elements. The track record of the creative team behind the project is also a significant consideration.

In addition, the CTF assesses the appropriateness of the size of the budget relative to the creative material. To ascertain if the budget level is adequate, the CTF also considers such elements as special effects, the number of on-location shoots, casting, and so on.

Finally, in order to reach larger Canadian audiences, the CTF favours projects able to demonstrate a high level of cultural diversity.

## **K. How to Apply**

- All applications must be received on March 1st, 2006. The combined resources of successful Eligible Projects will not exceed 75% of the Special Initiative prior to September 6, 2006.
- To ensure funding is available throughout the year, 25% of the resources within the Special Initiatives will be reserved for a final deadline of September 6, 2006.
- Provided the SRC/RDI has fully expended its FLPOQ Envelope, they may trigger Eligible Projects applying to the final deadline. CTF will first consider Eligible Projects triggered by other broadcasters, prior to the SRC/RDI.

Applications from across Canada should be forwarded to Telefilm Canada's Québec regional office, located in Montréal.

### **Montréal**

Telefilm Canada  
360 Saint-Jacques Street, Suite 700  
Montréal, Québec H2Y 4A9  
Toll Free: 1 800 567-0890  
Local Phone: (514) 283-6363  
Fax: (514) 283-8212