



**ENGLISH POV  
PROGRAM**  
**GUIDELINES**  
**2010-2011**

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## Interpretation, Application, Disclaimer, and other Important Information

These Guidelines are for the information and convenience of Applicants (as defined in [section 3.1](#)) to the Canada Media Fund (CMF). They provide an overview of the objectives of the CMF, the manner in which the CMF is administered, and information on typical administrative practices of the CMF. Compliance with these Guidelines is a prerequisite to eligibility for any CMF funding.

The CMF has full discretion in the administration of its programs and in the application of these Guidelines to ensure funding is provided to those projects that contribute to the fulfillment of its mandate. In all questions of interpretation of these Guidelines the interpretation by the CMF shall prevail.

All Applicants and broadcasters (where relevant) must abide by the Accounting and Reporting Requirements (ARR) of the CMF and follow applicable business policies as created and amended from time to time. Business policies, including the ARR, may be found in Appendix B of these Guidelines and are also available from the CMF website at [www.cmf-fmc.ca](http://www.cmf-fmc.ca). Information included in Appendices A and B is an integral part of these Guidelines.

Productions that receive CMF funding in a given year are subject to the Guidelines and the CMF policies that are in effect for that fiscal year. For greater clarity, changes to CMF Guidelines and/or policies made in a subsequent fiscal year will not be applied retroactively, unless specifically stated. The CMF fiscal year is April 1 to March 31.

*Please note: These Guidelines may be changed or modified as required, without notice. Please consult the CMF website at [www.cmf-fmc.ca](http://www.cmf-fmc.ca) to receive the latest Guideline news and documentation.*

# 1. INTRODUCTION TO THE CANADA MEDIA FUND

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## About the Canada Media Fund

The Canada Media Fund (CMF) champions the creation of successful, innovative, Canadian content and software 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 aspires to connect Canadians to our creative expressions, to each other, and to the world.

The CMF disburses funding through two streams: the Experimental Stream and the Convergent Stream. The CMF supports the creation of content that represents the variety of languages spoken by Canadians and the regions of the country in which they live.

For further information about the programs, results, management, and governance of the CMF, visit [www.cmf-fmc.ca](http://www.cmf-fmc.ca).

## About the English POV Program

The English POV Program, which forms part of the CMF's Convergent Stream, supports the growth of English POV documentaries. The CMF recognizes the unique circumstances of this genre.

### 1.1 HOW TO READ THESE GUIDELINES

Projects in the Convergent Stream may involve both a Television Component and one or more Digital Media Components. The eligibility and technical requirements for these two components may be very different. In these Guidelines, sections dealing with requirements for the Television Component only use ".TV" in their section number, and sections dealing with requirements for the Digital Media Component use ".DM". Sections dealing with requirements for the entire convergent project—i.e. the television and, where applicable the Digital Media Component—simply use a section number without reference to ".TV" or ".DM".

Unless otherwise indicated, in these Guidelines the term "broadcaster" includes both a traditional, schedule-based broadcaster and a CRTC-licensed video-on-demand (VOD) service; and the term "broadcast" includes both traditional, scheduled broadcast and making content available via a CRTC-licensed VOD service.

## 2. HOW THE ENGLISH POV PROGRAM WORKS

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### 2.1 INTRODUCTION

The English POV Program is a pilot program designed to encourage point-of-view documentary production. Eligible Projects (see [section 3.2](#)) in this Program must be English-language one-off Auteur Point of View/Creative Documentaries (POV), as defined at Appendix A of these Guidelines. Eligible Projects must be convergent: they must have a Television Component (see [section 3.2.TV](#)) and: one or more Digital Media Components (see [section 3.2.DM](#)), VOD presentation of the Television Component, digital distribution of the Television Component, or any combination of these three. The CMF contributes to Eligible Projects in this Program under a selective process where the CMF evaluates applications according to an Evaluation Matrix (see [section 2.4](#)). Eligible Projects may receive funds subject to per-project Maximum Contribution amounts (see [section 2.3.1](#)) and other specified limitations.

In order to be funded from the POV Program, a project must meet all eligibility and genre requirements under the CMF Guidelines. Digital Media Components must receive minimum financing from a Canadian broadcaster (see [section 3.2.DM.4](#)). Television Components must receive minimum financing from a 3<sup>rd</sup> party (see [section 3.2.TV.6](#)). Television Components need not have a confirmed broadcast licence agreement at application, but must conform to section 3.2.TV.5—i.e. receive Eligible Licence Fees that meet the Licence Fee Threshold amount applicable—and be 100% fully financed by December 6, 2010 (see [section 5](#)). Maximum Contribution and Licence Fee Threshold amounts are calculated based upon a project's Eligible Costs (see [section 2.3.2](#)).

Affiliated Programming and In-house Programming (see [section 2.1.1](#)) are not eligible in this Program.

#### 2.1.1 Definitions Applicable to the English POV Program: In-house Programming and Affiliated Programming

A broadcaster-affiliated production company is an Applicant, as defined in section 3.1(1) that is affiliated with a Canadian broadcaster (the CMF uses the definition of “Affiliate” set out in the *Canada Business Corporations Act*). Affiliated Programming are projects produced by a broadcaster-affiliated production company which are licensed by its affiliated broadcaster(s). In-house Programming are projects produced and owned by a Canadian broadcaster.

### 2.2 NATURE OF FUNDING CONTRIBUTION

The English POV Program may provide: to the Television Component, a mix of licence fee top-ups and equity investments according to a set formula; and to the Digital Media Component, a non-repayable contribution.

A licence fee top-up supplements a successful Applicant's Canadian broadcaster cash licence fees. As such, this type of contribution forms part of the broadcaster's licence fee for the Television Component and is non-recoupable. An equity investment is a cash investment in the project, which results in the CMF acquiring an undivided copyright ownership interest in all versions of the project. Equity investments are recoupable, and subject to a standard and non-negotiable recoupment schedule (as described and subject to any exceptions set out in the CMF Standard Recoupment Policy, see Appendix B).

The first CMF contribution to the Television Component will be in the form of a licence fee top-up. This contribution may reach up to a maximum of 20% of the component's Eligible Costs. Amounts in excess of 20% of the component's Eligible Costs will be in the form of an equity investment up to a maximum of 29% of Eligible Costs. However, the CMF considers any eligible equity investment request of less than \$10,000 to be too small for equity participation. Accordingly, any such requested amount will be automatically converted into a licence fee top-up.

### 2.3 AMOUNT OF FUNDING CONTRIBUTION

#### 2.3.1 CMF Contribution

The CMF may adjust the level of its dollar contribution from the English POV Program, depending on the quality of the projects and the number of requests received, up to a specified Maximum Contribution amount as detailed below.

## Maximum Contribution

For the Television Component, the CMF's Maximum Contribution is 49% of the Eligible Costs (comprised of up to 20% licence fee top-up and up to 29% equity investment) or \$300,000, whichever is less.

For official treaty co-productions, the CMF Maximum Contribution will be calculated on the lesser of the Eligible Costs of the Canadian portion of the Television Component's global budget and the Eligible Costs of the Canadian portion of the global final costs of the Television Component, as certified by Telefilm Canada's International Co-productions Department.

For the Digital Media Component(s), the Maximum Contribution is 50% of a component's Eligible Costs or \$200,000, whichever is less. Where there are multiple Digital Media Components (e.g. a website, a mobile application, and a game), the \$200,000 Maximum Contribution applies to each eligible component.

Funding from the English POV Program cannot be combined with funding from other CMF Programs with the exception of the English Production Incentive.

### 2.3.2 Eligible Costs

"Eligible Costs" are the costs set out in the production budget for each component of the Eligible Project or the final cost report, as applicable (including both related-party and non-related party costs), plus any costs the CMF considers necessary, minus any costs that the CMF considers excessive, inflated or unreasonable. Assessment of a project's Eligible Costs shall be done at the CMF's sole discretion. The participation of the CMF is calculated based on an Eligible Project's Eligible Costs of each component. The CMF estimates Eligible Costs at the time of application, based upon the budgets for the project. Eligible Costs may include cost increases between budget and final costs which have been approved by a broadcaster which contributes an Eligible Licence Fee to the project, but excludes such increases which have not been so approved.

Additional CMF business policies relating to Eligible Costs are in Appendix B of this document.

The Television Component and the digital component must have separate budgets reflecting the separate and distinct work that is done on each component. The following subsections of 2.3.2 relate specifically to the television and Digital Media Components as indicated.

#### 2.3.2.1 Related-Party Transactions

All related-party fees, related-party allowances and any other related-party transactions must be:

- a) Disclosed to the CMF; and
- b) In accordance with the CMF/Telefilm Canada Accounting and Reporting Requirements of January 1, 2006, more specifically, but not limited to, sections 3 and 4.

#### 2.3.2.TV.1 Versioning

For those projects that have been licensed or will be licensed for Canadian broadcast in English prior to delivery of the project to the first window Canadian broadcaster, the CMF requires that all versioning (i.e. dubbing or subtitling) of the project will be performed in Canada using Canadian artists, actors, employees and technicians (as applicable). Exceptions may be made in the case of official treaty co-productions.

The CMF requires that versioning costs be included in the budget if it is required contractually by one of the Canadian financiers. The CMF will not support versioning costs normally incurred by distributors to assist in foreign market sales through this Program.

#### 2.3.2.TV.2 Unit Publicity and Marketing Expenses

Eligible Costs may include unit publicity expenses that were incurred during production of the project (e.g. production photographs, hiring a publicist to arrange interviews), but exclude all other marketing expenses.

### 2.3.2.DM.1 Digital Media Costs

Eligible Costs for the Digital Media Component(s) do not include costs that are primarily related to marketing and publicity.

Eligible Costs may include budgeted upkeep and enhancement costs related to a period of up to 12 months after the launch of the new media project.

## 2.4 PROJECT ASSESSMENT IN THE SELECTIVE PROCESS

Projects in the English POV Program compete for funding according to a selective process.

To make its funding decisions, the CMF uses an Evaluation Matrix, which allows evaluations to be conducted based on transparency.

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

#### *Evaluation Matrix*

All components of an Eligible project will be taken into account while assessing a project under the following criteria. The CMF encourages projects to have a rich and substantial Digital Media Component as defined in [section 3.2.DM](#).

Assessment Criteria	Points	Notes
<b>Creative Elements</b> <i>Track record and vision of the creator/director</i> <i>Originality and creativity of concept and approach</i> <i>Innovation in form</i> <i>Social relevance and impacts</i>	<b>40</b>	Innovation in form evaluates the degree of engagement with the audience; where there is a Digital Media Component: interactivity, end-user participation.
<b>Market Demand</b> <i>Non-Broadcast Market Interest</i> <i>Promotion and marketing plan</i> <i>Appeal to targeted audience</i>	<b>35</b>	This category evaluates the audience potential of the project. Non-broadcast market can include social networks, theatrical distribution, educational market, etc. The promotion and marketing plan should reflect use of non-traditional and/or traditional distribution platforms (e.g. long tail potential).
<b>Project Feasibility</b> <i>Innovation in the business model</i> <i>Viability</i> <i>Financial stability</i>	<b>15</b>	Viability evaluates the project in terms of budget and financial structure. Financial stability evaluates the Application in relation to the size of the project.
<b>Production Team</b> <i>Experience and achievements of producer and project management team</i> <i>Experience and achievements of the creative and technical teams</i>	<b>10</b>	
<b>Total</b>	<b>100</b>	

### 3. ELIGIBILITY FOR FUNDING

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#### 3.1 ELIGIBLE APPLICANTS

An eligible Applicant to the CMF is:

- 1) A company that:
  - a) is a for-profit (i.e. a taxable Canadian corporation, within the meaning of the *Income Tax Act (Canada)*) production company;
  - b) is Canadian-controlled as determined for the purposes of sections 26 to 28 of the *Investment Canada Act*; and
  - c) has its head office based in Canada.

In addition, when assessing an Applicant's eligibility, the CMF may choose to look at factors, including:

- a) If the Applicant's activities take place in Canada;
- b) The financial stability of the Applicant (with appropriate exceptions for new production companies without established parent companies); and
- c) Whether or not the Applicant operates principally as an interactive television or film production entity.

Applicants must own and control all the rights necessary to produce and exploit the Eligible Project or applicable component(s) of the Eligible Project; entities that provide services but do not own the applicable rights are not eligible to apply to the CMF.

Broadcasters and broadcaster-affiliated production companies are not eligible Applicants to the English POV Program.

*Note: For the purposes of these Guidelines, the term "Applicant" is deemed to mean and include all co-applicants and/or parent companies as applicable.*

#### 3.2 ELIGIBLE PROJECTS

An "Eligible Project" in the English POV Program is a project that meets all of the criteria of section 3.2 and all its subsections.

An Eligible Project is a one-off Auteur Point Of View/Creative Documentary (POV), as defined in Appendix A to these Guidelines, the original language of production of which is English.

*Note: For greater clarity, Eligible Projects must be one-offs; notwithstanding the definition of Auteur Point Of View/Creative Documentaries in Appendix A to these Guidelines, mini-series are not eligible in this Program. One-offs include feature-length documentaries.*

An Eligible Project is a convergent project. For the CMF's purposes, a convergent project must have:

- 1) A Television Component that is made available by:
  - a) One or more CRTC-licensed traditional, scheduled broadcasters; and/or
  - b) One or more CRTC-licensed video-on-demand (VOD) services;

and



- 2) Any or all of the following:
  - a) One or more Digital Media Components;
  - b) The Television Component made available to Canadians by one or more CRTC-licensed video-on-demand services;
  - c) The Television Component made available to Canadians by a Canadian entity via non-simulcast digital distribution.

In 2)c above, “Canadian” has the meaning ascribed in subsection 1106(1) of the *Income Tax Act (Canada)* regulations; “non-simulcast” means not made available simultaneously with the television broadcast; and “digital distribution” means any form of electronic distribution over a digital network to an end user, including internet-VOD, digital download, electronic sell-through, digital rental, and wireless/mobile distribution, but, for greater clarity, does not include distribution of physical media, such as mail-order DVD rentals/sales.

A Television Component made available via one or more CRTC-licensed VOD services cannot, by itself, satisfy the requirements of both “1)” and “2)” above for the same Eligible Project at the same time. Where VOD is relied upon for the purposes of the CMF’s “convergent project” requirements, Applicants must elect whether VOD is considered under “1)” or “2)” above.

Where there is a Digital Media Component, the television and Digital Media Components must be associated with each other and must enhance the viewer/user’s experience of each other. The television and Digital Media Components must be the subject of the same application for CMF funding with all components being submitted at the same time.

## **3.2.TV The Television Component**

### **3.2.TV.1 Essential Requirements**

A Television Component must meet all of the Essential Requirements listed below. The CMF has full discretion to decide whether a project meets the Essential Requirements; the interpretation of the CMF shall prevail.

- 1) The project speaks to Canadians and is primarily intended for a Canadian audience.
- 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 CMF 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 details on these Essential Requirements and permissible genre-specific exceptions are provided in the Appendix A to these Guidelines. This Appendix includes additional important information and is an integral part of these Guidelines.

#### **3.2.TV.1.1 Official Treaty Co-Productions**

With respect to the eligibility of official treaty co-productions to access the CMF, these Essential Requirements shall be interpreted so as to treat the treaty co-production partner as “Canadian.”

Accordingly, the terms “Canadian” and “Canadians” in Essential Requirements 1 and 3, and the term “Canada” in Essential Requirement 4 will be deemed to include the co-production country. The 10/10 points referenced in Essential Requirement 2 must be attained by citizens of Canada or the co-producing country.

For Essential Requirement 2: in the case of a co-production between Canada and a European country that is part of the European Union, the CAVCO points positions may be filled by a citizen of Canada or any country of the European Union.

### 3.2.TV.2 Genres of Programming

The CMF supports the following programming genres: drama, documentary, children's and youth programming, and variety and performing arts programming. The CMF's definition of each of these genres is contained in Appendix A to these Guidelines.

The following is a non-exhaustive list of genres and programming formats that are not eligible to apply to the CMF: sponsored productions, sports, news, game shows, current affairs, public affairs, lifestyle productions, "how-to" productions, reality television, instructional television, infomercials, music videos, formal or curriculum-based educational programming, foreign format buys without significant Canadian adaptation and creative contribution, magazine productions, talk shows, "talkshows culturels", award shows, special event celebrations, galas, reporting and current events, religious programming, fundraising productions, benefits, tributes, promotional productions, pep-rallies, travelogues and interstitials.

*Note: Some flexibility exists for children's and youth programming in this regard. See Appendix A for more information.*

### 3.2.TV.3 Canadian Ownership and Control

The Television Component must meet the following criteria:

- a) It is under Canadian ownership and Canadian executive and creative control;
- b) It is under the financial control of Canadian citizens or permanent residents;
- c) It is, and has been, controlled creatively and financially by a Canadian company during all phases of production, from development through post-production, and all distribution and exploitation rights are owned and initially controlled by a Canadian company;
- d) Generally, no more than 49% of the production financing/final cost is provided by a single non-Canadian entity, person or related entity (via licence fees, distribution advances, goods and services and/or equity investment). Interim lending of more than 49%, however, may be provided by a non-Canadian arm's-length entity in the business of lending money and taking security;
- e) The Applicant retains and exercises all effective controls or approvals consistent with those of a producer. This includes control and final approval of creative decisions and production financing, distribution and exploitation, and preparation and final approval of budget, subject to reasonable and standard approval rights customarily required by arm's-length financial participants, including Canadian broadcasters and distributors; and
- f) The Applicant owns all rights (including copyright) and options necessary for the production and its distribution in Canada and abroad, and retains an ongoing financial interest in the project.

*Note: These criteria shall be interpreted so as to allow Canadian official treaty co-productions to access the CMF.*

### 3.2.TV.4 Miscellaneous Requirements

The Television Component must meet the following criteria:

- a) It conforms to the Canadian Association of Broadcasters' (CAB) Code of Ethics and to all programming standards endorsed by the Canadian Radio-television and Telecommunications Commission (CRTC), including the CAB Violence Code and the CAB Equitable Portrayal Code;
- b) It is closed-captioned if it contains narrative, dialogue or lyrics;
- c) It is a new production. A new production is one which is not substantially a repackaged version of a previously-produced production. Projects comprised mainly of stock footage may be new productions provided that the footage is not merely repackaged in whole or in large segments for the project; and

- d) Generally, the CMF expects a production to begin principal photography/key animation within the fiscal year in which it is funded or within three months thereafter. Special considerations may be made, for example, for projects that need to capture a time-sensitive event.

### **3.2.TV.5 Eligible Licence Fee Requirements and Conditions**

Eligible Projects in the English POV Program need not meet the requirements of section 3.2.TV.5 at application; the CMF will accept applications to the Application Deadline that do not have a broadcast licence agreement attached. However, all Eligible Projects must meet section 3.2.TV.5 and all its subsections by December 6, 2010. See section 5 for more information.

The Television Component must have Eligible Licence Fees which meet the applicable Licence Fee Threshold (see [section 3.2.TV.5.1](#)).

Eligible Licence Fees are:

- a) Cash fees;
- b) Paid by a Canadian broadcaster;
- c) To the Applicant to the CMF;
- d) Which are in exchange for the Canadian Broadcast Right and/or the Canadian VOD Right;
- e) All of which is provided for in one or more current, legally binding contract(s) – i.e. a broadcast licence agreement(s).

Aspects of an Eligible Licence Fee are described below.

#### **(a) Cash Fees**

Cash fees must be genuine, industry standard, fair market value and non-recoupable. Fees cannot include facilities, goods or services, equity, a producer time-buy, donations or corporate sponsorship monies negotiated and obtained by the Applicant, tax credits or any arrangement which, in the CMF's assessment, does not constitute a genuine cash licence fee. Fees cannot be reduced once the CMF has entered into a production financing agreement with the Applicant. The foregoing does not preclude a Canadian broadcaster from contributing as financing an equity investment, services, facilities, or other fees in addition to a cash Eligible Licence Fee.

In cases where the provision of a licence is wholly or partially dependent on a buyback of services from the broadcast licence provider, the CMF may elect to deduct the value of the services or facilities from the total value of the licence, for the purposes of determining Eligible Licence Fee amounts for Licence Fee Threshold assessment; this determination will be made on a case-by-case basis.

#### **(b) Canadian broadcaster**

A Canadian broadcaster described in (b) above is a broadcaster licensed by the CRTC, including private, public, educational, specialty, pay-per-view broadcasters, and CRTC-licensed video-on-demand (VOD) undertakings.

#### **(d) Canadian Broadcast Right and Canadian VOD Right**

The Canadian Broadcast Right is the right of the Canadian broadcaster to broadcast the Television Component of the Eligible Project on the traditional broadcast platform in Canada in the language of the broadcaster in question during the Maximum Term. The Canadian VOD Right is the right of the CRTC-licensed video-on-demand undertaking to make the Television Component of the Eligible Project available on the CRTC-licensed video-on-demand service in Canada in the language of the VOD undertaking in question during the Maximum Term. The Canadian Broadcast Right and the Canadian VOD Right must be separately identified and valued.

The Canadian Broadcast Right and the Canadian VOD Right cannot include:

- i) Broadcast or VOD rights for non-Canadian territories.
- ii) Other Rights (home video, merchandising, new media, theatrical, non-theatrical, on-line distribution, on-line broadcast/streaming, distribution on a mobile device, or any other rights analogous to these) for Canadian or non-Canadian territories.
- iii) An ownership, profit, repayment or recoupment position in the Eligible Project.
- iv) Rights in excess of the Maximum Term as described at [section 3.2.TV.5.2](#) below.

A broadcaster or an Eligible Distributor (as defined in the CMF Standard Recoupment Policy, see Appendix B) associated with the broadcaster may acquire rights other than the Canadian Broadcast Right or Canadian VOD Right as long as those rights are not part of the rights being acquired in exchange for the Eligible Licence Fee. All such rights must be valued and paid for separately.

- (e) The broadcast licence agreement terms and conditions

A broadcast licence agreement:

- i) Must include an unconditional commitment by the broadcaster to broadcast the Television Component closed captioned, in peak viewing hours, within 18 months of completion and delivery of the production. Should the broadcaster fail to comply with these broadcast requirements the licence fee will be deemed not to be an Eligible Licence Fee. The CMF will consider requests for extension to this period on a case-by-case basis. "Peak viewing hours" is defined by the CMF as 7 p.m. to 11 p.m., with an exception for some Children's and Youth programming as described in Appendix A, and for VOD undertakings. For second and subsequent window broadcasters, the commitment to air the production in peak viewing hours within 18 months will start at the beginning of those broadcasters' licence periods.
- ii) Cannot restrict the Applicant's ability to exploit non-Canadian broadcast rights, with the exception of traditional broadcast spill-over protections and exclusive world premiere rights. Where exclusive world premiere rights are taken by a broadcaster, licence agreements must provide for waiver of the world premiere rights if a bona fide sale to a foreign entity is made, provided the foreign entity agrees not to broadcast the program within six months of delivery to the Canadian broadcaster. For greater clarity, under no circumstances shall a broadcaster hold world premiere rights longer than six months from delivery where a bona fide sale has been made to a foreign broadcaster.
- iii) Cannot include the acquisition of French-language rights by an English-language broadcaster or of English-language rights by a French-language broadcaster, with the exception of dual-language broadcast channels. In such cases, the dual-language broadcaster must specify to the CMF the licence fee paid for each language right acquired. No single-language licence shall prevent the exploitation of the other language rights by the producer.
- iv) Cannot confer upon the broadcaster or VOD undertaking a right of last refusal for any rights other than additional broadcast windows for the currently licensed project/cycle. For greater certainty, a broadcaster cannot acquire a right of last refusal for broadcast windows for future cycles or versions of the project. Broadcasters may acquire the right of first negotiation and/or last refusal for additional broadcast windows for the currently licensed project/cycle.

### **3.2.TV.5.1 Licence Fee Thresholds**

A "Licence Fee Threshold" is the minimum amount of Eligible Licence Fees that a Television Component of an Eligible Project must receive from a broadcaster(s) to be eligible for CMF funding. The Licence Fee Threshold for the English POV Program is 20% of the Television Component's Eligible Costs.

For official treaty co-productions, CMF Licence Fee Threshold amounts will be calculated on the greater of the Eligible Costs 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.

The entirety of the Eligible Licence Fees contributing to meeting the Licence Fee Threshold must be used in the production financing of the Television Component.

### **3.2.TV.5.2 Licence Terms**

The CMF shall assess the maximum allowable time period of all broadcast windows granted in consideration for Eligible Licence Fees (Maximum Term). The Maximum Term, in the aggregate and including both exclusive and non-exclusive terms is 6 years.

The start of the licence term shall begin at the contractually agreed-upon term commencement date, as negotiated between the Applicant and the broadcaster. The term is the period of time in which a broadcaster has the right to exploit a program. For clarity, the start of the term and the first airdate may not always coincide. By way of example, a broadcaster's term may be from September 1, 2010 to September 1, 2015, but the broadcaster may choose to make the first broadcast date November 15, 2010. For eligibility purposes, the licence term begins on September 1, 2010.

Applicants continue to have the flexibility to incorporate licences in excess of the Maximum Term within the financial structure. Only that portion of the licences, however, within the Maximum Term will be used for the purposes of all CMF calculations, including Licence Fee Threshold assessment. Those licences that commence within the Maximum Term but extend beyond it will be pro-rated to match the Maximum Term set for each genre.

### **3.2.TV.5.3 Treatment of Other Rights**

All Other Rights that a Canadian broadcaster or a Canadian VOD undertaking chooses to acquire or to substantially restrict the Applicant from exploiting must be separately identified and valued, both from the Canadian Broadcast Right and Canadian VOD Right, and from each other. In particular, the CMF recognizes the following classification of rights which must be separately valued in a broadcast licence agreement containing Eligible Licence Fees:

- i) Free Internet broadcast/distribution, whereby the Television Component is made available to the Canadian public on the Internet for free, either on a live, scheduled, or on-demand basis, and whether transmitted via streaming, download, or another method.
- ii) Paid Internet broadcast/distribution, whereby the Television Component is made available to the Canadian public for a fee (be it transaction-based, subscription-based, or some other payment structure), either on a live, scheduled, or on-demand basis, and whether transmitted via streaming, download, or another method. For greater clarity, this does not include where an electronic copy is made available for repeated viewing by an end user (see paragraph v below).
- iii) Mobile/wireless distribution, whereby the Television Component is made available to the Canadian public on a mobile or wireless device by a mobile/wireless service provider, including on a live, scheduled, or on-demand basis. For greater clarity, this refers to content made available directly by a mobile/wireless service provider; it does not include content made available via the Internet, whether or not that content is viewed on a mobile/wireless device. It also does not include where an electronic copy is made available for repeated viewing by an end user (see paragraph v below), regardless of whether this is done on a mobile/wireless device or by a mobile/wireless service provider.
- iv) Original digital content rights, such as the right to produce and exploit digital interactive or digital linear content derived from the Television Component and distributed to the Canadian public by digital distribution.
- v) Electronic sell-through and/or digital rental, whereby an electronic copy of the Television Component is sold or rented, via digital distribution, for repeated private viewing by an end user. For greater clarity, where a electronic copy is made available for repeated viewing by an end user this will be considered an electronic sell-through and/or digital rental right, regardless of whether this is done via the Internet, mobile/wireless distribution or another form of digital distribution, and regardless of platform/device.

- vi) DVD, Blu-ray, or other compact video device distribution of the Television Component.
- vii) Theatrical distribution of the Television Component.
- viii) Non-theatrical distribution of the Television Component, such as to educational institutions and airlines.
- ix) Merchandising and ancillary rights, such as the right to produce and exploit products, merchandise, or services derived from the Television Component, or the right to produce and exploit formats based on the Television Component. For greater clarity, this does not include original digital rights described at iv above.

Any right which is not encompassed by the above-listed rights, whether currently existing or developed in the future, must also be separately identified and valued. Broadcasters and producers are free to further delineate separate rights within or in addition to these categories, but the above list represents the minimum degree of distinct rights valuation in an eligible broadcast licence agreement.

Where the CMF provides an equity investment to the Television Component:

- 1) all Other Rights acquired by a Canadian broadcaster or Canadian VOD undertaking must:
  - a) Be exploited in accordance with the CMF's Standard Recoupment Policy, with the broadcaster acting as a distributor for the purposes of that policy. For rights under paragraphs i-v above only, the CMF may consider a 50/50 gross revenue sharing arrangement between the producer and the broadcaster (or other arrangement that is no less preferable to the CMF than a 50/50 gross revenue share); or
  - b) For rights under paragraphs i-iv above only, be paid for at a reasonable, fair-market value and subject to a "use it or lose it" provision that requires the broadcaster/VOD undertaking to exploit the right(s) within 12 months of first broadcast/premiere of the Television Component, failing which the rights revert to the producer without restriction;

and

- 2) for Other Rights not acquired by a Canadian broadcaster or Canadian VOD undertaking, the broadcast licence agreement cannot restrict the Applicant's ability to exploit the Other Rights for longer than 12 months from the first broadcast/premiere of the Television Component.

The CMF will apply this section in an adaptable and purposive manner, with the objectives of ensuring transparency in the rights market, and maximizing the CMF's return on investment when the CMF is an equity investor.

### **3.2.TV.6 Minimum Financing from a 3rd Party**

Eligible Projects must have a minimum financing commitment from a Canadian 3<sup>rd</sup> party (i.e. other than the CMF and the Applicant) of 15% of the Television Component's Eligible Costs. 3<sup>rd</sup> party financiers include, but are not limited to, digital or traditional distributors, provincial agencies, public and private funding agencies, and broadcasters. Eligible Licence Fees meeting the requirements of [section 3.2.TV.5](#) can count towards the 3<sup>rd</sup> party minimum financing requirement.

### **3.2.DM DIGITAL MEDIA COMPONENTS**

A Digital Media Component must be an audiovisual, multimedia, or interactive project that:

- a) is associated with the Television Component that is funded by the CMF; and
- b) is made available to the Canadian public by way of a digital network, including internet and mobile.

For greater clarity, in these Guidelines "Digital Media Component" refers to original content that is separate and distinct from the Television Component.

For 2010-2011, the CMF recognizes two types of digital media content:

- 1) Basic content (e.g. Rudimentary “Web 1.0” applications, simple “pamphlet” websites, and analogous content/applications); and
- 2) Rich and substantial content (e.g. “Web 2.0” and higher applications; highly immersive or highly interactive websites, mobile applications/content, or videogames; content or applications that meet or exceed current market standards for richness; or analogous content/applications).

The intention of the CMF Convergent Stream is to require innovation in broadcasting through the creation of rich and substantial digital content on other platforms. Only rich and substantial content is eligible to receive funding as described at [section 2.3.1](#).

With the exception of section 3.2.DM.4, section 3.2.DM and all its subsections apply to all Digital Media Components associated with a CMF-funded Television Component, whether or not the Digital Media Component is funded by the CMF.

### **3.2.DM.1 Canadian Content**

A Digital Media Component must meet the following criteria:

- a) Its underlying rights are owned and significantly and meaningfully developed by Canadians;
- b) It is produced in Canada, with at least 75% of its Eligible Costs being Canadian costs; and
- c) Its content is intended primarily for a Canadian audience.

International co-productions may be eligible where there is an acceptable degree of Canadian ownership and control.

### **3.2.DM.2 Ineligible Content**

The following is a non-exhaustive list of types of content that are not eligible as a Digital Media Component: industrial, corporate, or primarily promotional projects; curriculum-based projects; and system software.

### **3.2.DM.3 Canadian Ownership and Control**

A Digital Media Component must meet the following criteria:

- a) It is under Canadian ownership and Canadian executive and creative control;
- b) It is under the financial control of Canadian citizens or permanent residents;
- c) The Applicant retains and exercises all effective controls or approvals consistent with those of a producer; and
- d) The Applicant owns all rights (including copyright) and options necessary for the production and distribution of the digital media project in Canada and abroad, and retains an ongoing financial interest in the project

*Note: These criteria shall be interpreted so as to allow international co-productions that have an acceptable degree of Canadian ownership and control to access the CMF.*

### **3.2.DM.4 Broadcaster Minimum Financing**

A Digital Media Component must receive minimum financing from a Canadian broadcaster of 10% of the component's Eligible Costs. This minimum financing must be in cash; it cannot include facilities, goods or services, a producer time-buy, donations or corporate sponsorship monies negotiated and obtained by the Applicant, tax credits or any arrangement which, in the CMF's assessment, does not constitute genuine cash financing. Where there are multiple Digital Media Components (e.g. a website, a mobile application, and a game), the 10% minimum financing requirement applies to each eligible component.

### 3.2.DM.5 Miscellaneous Requirements

A Digital Media Component:

- a) Must be made available to the Canadian public in a meaningful way. What is meaningful in a particular instance will depend on the nature of the project and its distribution plan. The CMF will make this determination on a case by case basis, but in general, in the absence of an acceptable distribution/exploitation plan to the contrary, the CMF considers that making the project available to the Canadian public for at least 3 months contemporaneously with the associated television component will be meaningful;
- b) Cannot contain elements of excessive violence, sexual violence, or sexual exploitation or elements which are obscene, indecent or child pornography within the meaning of the *Criminal Code* (as amended from time to time), or libellous or in any other way unlawful.
- c) Must, when the CMF funds it, be new content. The CMF will not fund an already-existing Digital Media Component.



## **4. COMPLIANCE AND REPRESENTATIONS**

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### **4.1 PROVISION OF DOCUMENTATION**

It is the responsibility of the Applicant to ensure that the CMF is in receipt of all documentation relevant to its application, and to update such documentation and information after material change. The CMF may request other documentation and information as required in order to conduct an assessment and evaluation of the project and, once assessed, to complete CMF file reviews. For the purposes of project assessment and evaluation, the CMF reserves the right to rely solely on the written and audiovisual materials initially submitted by the Applicant.

### **4.2 FAILURE TO COMPLY**

If an Applicant fails to comply with these Guidelines, as determined by the CMF, then the CMF may refuse the application, revoke the eligibility status of the Applicant's project and may demand repayment of any sums paid to the Applicant.

### **4.3 MISREPRESENTATION**

If at any time, an Applicant, as required by the Guidelines or as requested by the CMF, provides false information or omits material information in connection with an application, the Applicant may suffer serious consequences. These may include, among others:

- Loss of eligibility for funding of the current project;
- Loss of eligibility for funding of future productions;
- Repayment of any funds already advanced, with interest; and
- Criminal prosecution, in the case of fraud.

These measures may be imposed not only on the Applicant but also on related, associated and affiliated companies and individuals (as determined by the CMF at its sole discretion). Any Applicant receiving approval for funding will be required to sign a legally enforceable agreement, which includes further provisions concerning misrepresentations, defaults and related matters.

## 5. APPLICATION SUBMISSIONS

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### Final Deadline

June 7, 2010

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### Deadline Definitions

*Final Deadline: Projects need not meet [section 3.2.TV.5](#) (i.e. have a confirmed broadcast licence agreement containing Eligible Licence Fees that meet Licence Fee Threshold) by the Application Deadline, but must meet [section 3.2.TV.6](#) at application. Upon submission, the CMF will make funding decisions based on all applicable eligibility criteria and the Evaluation Matrix at [section 2.4](#). For projects that do not meet the requirements section 3.2.TV.5 at application, the CMF will make conditional funding decisions (based on all other eligibility criteria and the Evaluation Matrix) and applications successful to this stage will then have until December 6, 2010 to obtain a broadcast licence agreement meeting the requirements of section 3.2.TV.5 and all its subsections. The CMF will not enter into a Financing Agreement with the Applicant, nor will it release any payments in regard to the project, until the requirements of section 3.2.TV.5 are met.*

### Application Offices

The CMF Program Administrator | Telefilm Canada administers English POV Program applications on behalf of the Canada Media Fund. Applicants may submit their CMF funding applications through eTelefilm at [www.telefilm.gc.ca](http://www.telefilm.gc.ca) or to any of the following offices:

#### MONTREAL

6 - 360 Saint-Jacques Street  
Montréal, Quebec H2Y 1P5  
Toll Free: 1.800.567.0890  
T: 514.283.6363  
F: 514.283.8212

#### HALIFAX

400 - 1717 Barrington Street  
Halifax, Nova Scotia B3J 2A4  
Toll Free: 1.800.565.1773  
T: 902.426.8425  
F: 902.426.4445

#### TORONTO

100 - 474 Bathurst Street  
Toronto, Ontario M5T 2S6  
Toll Free: 1.800.463.4607  
T: 416.973.6436  
F: 416.973.8606

#### VANCOUVER

410 - 609 Granville Street  
Vancouver, British Columbia V7Y 1G5  
Toll Free: 1.800.663.7771  
T: 604.666.1566  
F: 604.666.7754

For inquiries on the status of your CMF funding application, please contact the appropriate office above or call 1.800.463.4607.

For inquiries regarding CMF policies, please contact us at 1.877.975.0766 or at [info@cmf-fmc.ca](mailto:info@cmf-fmc.ca).