



**ENGLISH
PRODUCTION
INCENTIVE
GUIDELINES
2011-2012**

Interpretation, Application, Disclaimer, and other Important Information

These Guidelines are for the information and convenience of Applicants 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. Information included in Appendices A and B is an integral part of these Guidelines.

Projects 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 to receive the latest Guideline news and documentation.

1. INTRODUCTION TO THE CANADA MEDIA FUND

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.

The English Production Incentive Program

The Canada Media Fund's mandate includes ensuring funding support to production across the country. As such, the CMF is continuing its English Production Incentive program for the 2011-2012 fiscal year.

The CMF will monitor television production activity in each Canadian province and territory. Where production activity drops significantly below a 5-year average in any province/territory, the CMF may implement an English Production Incentive for that/those province(s) or territory(ies) in the following fiscal year. The CMF considers a drop in production activity of more than 20% to be significant, but retains the discretion to implement an English Production Incentive for drops of less than 20% when circumstances dictate. For provinces/territories with production activity of less than 1% of the national total, the CMF will provide minimum English Production Incentives for each province/territory. The CMF will announce which provinces/territories have qualified for a 2011-2012 English Production Incentive, and the amount(s) of the incentive(s) at a later date.

Beginning in the current fiscal year, once a province or territory has qualified for an English Production Incentive in a given fiscal year, in the following year that province/territory will be allocated either: 1) the allocation it would normally receive under the CMF's allocation formula if the province/territory again qualifies for the English Production Incentive; or 2) if it does not again qualify for the English Production Incentive, for one year only, 50% of what the province/territory received in the previous year.

This incentive will take the form of a CMF licence fee top-up (see section 2.2.TV of the [2011-2012 Performance Envelope Program Guidelines](#)) contribution of 10% of a Television Component's Eligible Costs (see section 2.3.2 and all its subsections of the 2011-2012 Performance Envelope Program Guidelines) up to a per-project maximum of \$1 million. The incentive will be awarded to eligible projects on a first-come, first-served basis until resources for the incentive are depleted or until the application deadline, whichever comes first.

The English Production Incentive may be combined with funding from other CMF funding Programs; it will be awarded separately and in addition to any amounts contributed to the project through other CMF Programs, and without regard to Maximum Contribution amounts applicable to those Programs. Projects with Eligible Licence Fees (see section 3.2.TV.5 of the 2011-2012 Performance Envelope Program Guidelines) from Canadian broadcasters who do not have a CMF Performance Envelope are eligible for the English Production Incentive.

Eligible Projects in the English Production Incentive Program are convergent projects (with a Television Component and one or more Digital Media Components, VOD presentation of the Television Component, digital distribution of the Television Component, or any combination of these three) as described in section 3.2 of the CMF's 2011-2012 Performance Envelope Program Guidelines. However, only the Television Component will be financed by the CMF in the English Production Incentive Program (and not the Digital Media Component).

To be eligible for the English Production Incentive, the following criteria must be met:

- a) The Applicant(s) and project meet all of the applicable requirements of section 3 of the CMF's 2011-2012 Performance Envelope Guidelines.
- b) The Television Component's original language of production is English.
- c) The Television Component is or was submitted for CMF funding for the 2011-2012 CMF fiscal year; projects that were submitted for and received CMF funding in previous fiscal years are not eligible for the 2011-2012 English Production Incentive.
- d) The Television Component is 100% fully financed at application (including the English Production Incentive and any other CMF financing). For projects that have already applied for CMF funding for the 2011-2012 fiscal year, the financing and/or budget must be adjusted accordingly; the English Production Incentive cannot result in a project being more than 100% financed.
- e) The Television Component is not a third or subsequent cycle of a series.
- f) The following geographical criteria are met:
 - i) Principal photography for the Television Component occurs in the province/territory, with suitable exceptions for documentaries; and
 - ii) The Applicant (or, where there are separate Applicants for the Television Component and the Digital Media Component(s), the Applicant which owns the rights to the Television Component) is based in the province/territory (with its head office situated in the province/territory) and
 - exercises full control of the creative, artistic, technical and financial aspects of the Television Component, or, in the case of a co-production, the province/territory Applicant has such control in proportion to its copyright ownership;
 - owns at least 51% of the copyright of the Television Component in the case of a co-production;
 - shares equitably in fees payable to producers and corporate overhead in the case of a co-production;
 - initially owns and controls the distribution rights to the Television Component and retains an ongoing financial interest in the Television Component or, in the case of a co-production, the markets and potential revenues are shared equitably in proportion to the financial participation of each co-producer; and
 - has meaningfully participated in the Television Component's development.

Where the control and central decision makers in the Television Component are located outside of the province/territory, the project is not eligible for the English Production Incentive.

Section 4 and the information under "Interpretation, Application, Disclaimer, and other Important Information" in the CMF's 2011-2012 Performance Envelope Guidelines apply to applications for this Program.

2. APPLICATION SUBMISSIONS

Application Deadlines

Open for Submissions	First Closing Date	Final Closing Date
April 1, 2011	October 14, 2011	December 5, 2011

Deadline Definitions

Open for Submissions: All Applicants to this Program may submit applications beginning on the date indicated above.

First Closing Date: Applications to this Program will be accepted until the first closing date, or until funds for the province or territory's allocation are depleted, whichever comes first. If any portion of a province/territory's allocation has not been committed by the first closing date—i.e. the CMF has not received complete, eligible application(s) with regard to the province/territory's allocation by this date—the uncommitted portion will be made available to other projects eligible for the English Production Incentive in this fiscal year. But in no case will the CMF's contribution to a project from the English Production Incentive exceed 10% of a Television Component's Eligible Costs or \$1 million, whichever is less.

Final Closing Date: Applications will be accepted until the final closing date, or until funds for this Program are depleted, whichever comes first. The final closing date is the deadline for submitting all applications for the fiscal year.

Application Offices

The CMF Program Administrator | Telefilm Canada administers English Production Incentive applications on behalf of the Canada Media Fund. Applicants may submit their CMF funding applications through eTelefilm at 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.