



**ENGLISH  
REGIONAL  
PRODUCTION  
BONUS  
GUIDELINES  
2015-2016**

## 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 CMF interpretation 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.

Projects that receive CMF funding in a given year are subject to the Guidelines and CMF policies in effect for that fiscal year. To be clear 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) for the latest Guideline news and documentation.*

# 1. INTRODUCTION TO THE CANADA MEDIA FUND

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## The English Regional Production Bonus

The Canada Media Fund's mandate includes support for funding to production across the country. As such, the CMF is renewing its English Regional Production Bonus for the 2015-2016 fiscal year.

For the purposes of the English Regional Production Bonus, "regions" are defined as any part of Canada more than 150 km by the shortest reasonable roadway route from Toronto. However, projects from the province of Quebec, the Northwest Territories, Nunavut and Yukon are not eligible to this bonus since they have their own dedicated incentives (i.e. Anglophone Minority Incentive for Quebec, and Northern Production Incentive for the Territories).

The CMF defines a Regional Production as follows:

- a) Principal photography for the Television Component occurs in the regions, with suitable exceptions for documentaries
- b) The Applicant (or whichever Applicant owns rights to the Television Component if there are separate Applicants for Television and Digital Media) is based in the regions (with its head office in the regions). The Applicant:
  - i) Exercises full control of the creative, artistic, technical and financial aspects of the Television Component, or, in the case of a regional/non-regional coproduction, the regional Applicant has such control in proportion to its copyright ownership;
  - ii) In the case of a regional/non-regional coproduction, the regional Applicant owns at least 51% of the copyright of the Television Component;
  - iii) In the case of a regional/non-regional coproduction, the regional Applicant shares equitably in fees payable to producers and corporate overhead;
  - iv) Initially owns and controls the distribution rights to the Television Component and retains an on-going financial interest in the Television Component or, in the case of a regional/non-regional coproduction, the markets and potential revenues are shared equitably in proportion to the financial participation of each coproducer.
  - v) 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 regions, the project is not considered to be a Regional Production.

This bonus will take the form of a CMF licence fee top-up (see section 2.2.TV of the [2015-2016 Performance Envelope Program Guidelines](#)) of 10% of a Television Component's Eligible Costs (see section 2.3.2 and all its subsections of the [2015-2016 Performance Envelope Program Guidelines](#)) up to a per-project maximum of \$1 million. In the case of eligible regional/non-regional coproductions, the amount of the bonus will be calculated on the portion of the Television Component's Eligible Costs associated with the regional share of the Eligible Costs. The bonus will be awarded to eligible projects on a first-come, first-served basis until resources for the English Regional Production Bonus are depleted or until the application deadline, whichever comes first. However, no province can access more than 30% of the allocation for this program by the 1st closing date. Any money left unspent after the 1st closing date will be made available to all eligible provinces until the 2nd closing date. In the event that a large number of projects are submitted on the same date, creating

oversubscription, the CMF may elect to distribute the available funding on a proportional (pro-rated) basis to those projects deemed eligible.

The English Regional Production Bonus may be combined with funding from other CMF funding Programs; however, the total CMF contribution from all programs combined cannot exceed 84% of the Eligible Costs. 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 [2015-2016 Performance Envelope Program Guidelines](#)) from Canadian broadcasters who do not have a CMF Performance Envelope are eligible for the English Regional Production Bonus.

Eligible Projects in the English Regional Production Bonus 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 [2015-2016 Performance Envelope Program Guidelines](#). Only the Television Component, not the Digital Media Component, will be financed in the English Regional Production Bonus.

Eligibility for the English Regional Production Bonus includes these following criteria:

- a) The Applicant(s) and project meet all of the applicable requirements of section 3 of the CMF's [2015-2016 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 2015-2016 CMF fiscal year. Projects that received CMF funding in previous fiscal years are not eligible for the 2015-2016 English Regional Production Bonus.
- d) The Television Component is 100% financed at application (including the English Regional Production Bonus and any other CMF financing). For projects that have already applied for CMF funding for the 2015-2016 fiscal year, financing and/or the budget must be adjusted accordingly. The English Regional Production Bonus cannot result in a project being more than 100% financed.

Section 1 of the CMF's [2015-2016 Performance Envelope Guidelines](#) applies to applications for this Program.