



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

# **ENGLISH REGIONAL PRODUCTION BONUS GUIDELINES 2021-2022**

**Please be advised, in response to the disruption in Canada's screen-based industries caused by the COVID-19 pandemic, there may be specific exceptions to the following Guidelines found in the [COVID-19 Flexibility Measures to CMF Programs - 2021-2022](#).**

**Please refer to that separate document to determine if there is any flexibility to the requirements, contribution amounts and policies listed herein.**

## 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.*

## ENGLISH REGIONAL PRODUCTION BONUS

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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 ("ERP") for the 2021-2022 fiscal year.

For the purposes of the ERP, "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, Nunavik and the Yukon are not eligible to the ERP since they have their own dedicated incentives (i.e., Anglophone Minority Incentive for Quebec, and Northern Incentive for the Territories, Nunavut and Nunavik).

The CMF defines a Regional Production as follows:

- a) The overwhelming majority of principal photography<sup>1</sup> for the Eligible Project (see section 3.2 of the [2021-2022 Performance Envelope Program Guidelines](#)) occurs in the regions, with suitable exceptions for documentaries.
- b) The Applicant 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 Eligible Project, 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 Eligible Project;
  - 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 Eligible Project and retains an on-going financial interest in the Eligible Project 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 Eligible Project's development.

Where the control and central decision makers in the Eligible Project are located outside of the regions, the Project is not considered to be a Regional Production.

The ERP will take the form of a CMF licence fee top-up contribution (see section 2.2.TV of the [2021-2022 Performance Envelope Program Guidelines](#)). The Maximum Contribution shall be the lesser of 15% of an Eligible Project's Eligible Costs (see section 2.3.2 and all its subsections of the [2021-2022 Performance Envelope Program Guidelines](#)) or \$1 million. In the case of eligible regional/non-regional coproductions, the amount of the ERP will be calculated on the portion of the Eligible Project's Eligible Costs associated with the regional share of the Eligible Costs.

- Will be awarded to Eligible Projects on a first-come, first-served basis until resources allotted for the respective ERP application deadline are depleted or until the passing of the applicable application deadline, whichever comes first.

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<sup>1</sup>In the case of animated productions, this requirement will be interpreted to mean key animation activities carried out in the region.

- Other than rare exceptions for Projects awarded funding through specific CMF selective programs<sup>2</sup>, no province can access more than 35% of the allocation for the ERPB. Any money left unspent after the 1st application deadline will be made available to all eligible provinces (who have not yet reached their 35% cap) until the 2<sup>nd</sup> application deadline.
- In the event that a large number of Projects are submitted on the same date, creating oversubscription, the CMF may distribute funding to those Projects deemed eligible on a proportional (pro-rated) basis, designate how many submitted Projects (per applicant) will receive funding, or elect to distribute funding in some other equitable manner, to be determined in the CMF's sole discretion.

The ERPB 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, however the total CMF contribution from all programs combined cannot exceed 84% of the Eligible Costs. Projects with Eligible Licence Fees (see section 3.2.TV.5 of the [2021-2022 Performance Envelope Program Guidelines](#)) from Canadian Broadcasters who do not have a CMF Performance Envelope allocation are eligible for the ERPB.

Eligibility for the ERPB includes these following criteria:

- a) The Applicant and Project meet all of the applicable requirements of section 3 of the CMF's [2021-2022 Performance Envelope Program Guidelines](#).
- b) The Eligible Project's original language of production is English.
- c) While a licence fee from a French-language Canadian Broadcaster may be considered an Eligible Licence Fee for the purpose of meeting the Eligible Project's Licence Fee Threshold, a licence fee from an eligible English-language Canadian Broadcaster (for the Eligible Project's English-language Canadian rights) must represent the larger share of that Eligible Licence Fee.
- d) The Eligible Project is or was submitted for CMF funding for the 2021-2022 CMF fiscal year. Projects that received CMF funding in previous fiscal years are not eligible for the 2021-2022 ERPB<sup>3</sup>.
- e) The Eligible Project is 100% financed at application (including the ERPB and any other CMF financing). For Projects that have already applied for other CMF funding for the 2021-2022 fiscal year, financing and/or the budget must be adjusted accordingly. The ERPB cannot result in a Project being more than 100% financed.

Section 1 of the CMF's [2021-2022 Performance Envelope Program Guidelines](#) applies to applications for the ERPB.

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<sup>2</sup> For clarity, while Applicants that are awarded funding through either the English POV Program, Indigenous Program or Pilot Program for Racialized Communities (provided the majority of the project's original language of production is in English) will be permitted to access the ERPB even if the cap of the Applicant's respective province has already been reached, the funding amounts their projects receive may still be subject to proration.

<sup>3</sup> Suitable exceptions may be made for 2021-2022 episodes for split-cycle Projects produced and funded over two CMF fiscal years.