



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

KEY APPLICATION DATES AND DEADLINES

2021-2022 PROGRAMS

There are a number of key dates and deadlines applicable to the CMF funding programs. These dates and deadlines are provided in the tables below.

Because the CMF uses a variety of funding mechanisms to determine and deliver support in different programs (“Envelopes,” Selective Processes and First-come, First-served), the precise application dates vary according to the program concerned. Please see the tables below for more information about these dates and what they may mean for you.

Envelope Programs

<i>Program</i>	<i>Opening Date</i>	<i>First Closing Date</i>	<i>Final Closing Date</i>
Alternative Access to the Performance Envelope Program¹	April 15, 2021	-	December 10, 2021
Alternative Access to the Development Envelope Program	April 15, 2021	-	December 10, 2021
Development Program: Development Envelope (English & French)	April 15, 2021	October 28, 2021	December 10, 2021
Performance Envelope Program	April 15, 2021	October 12, 2021	December 10, 2021

Opening Date

Applicants may submit their applications to the program for 2021-2022 beginning on the date indicated above.

Closing Dates

Performance Envelope Program:

Broadcasters whose Performance Envelope allocations total \$2.5 million or more must complete and submit their applications representing 75% of the value of the envelope allocation, including flex amounts, on or before the First Closing Date.

If the CMF does not receive applications from broadcasters representing at least 75% of the Performance Envelope allocation by the First Closing Date, the unused portion of the 75% of the relevant Performance Envelope allocation will be transferred into the CMF Reserve Fund.

However, the CMF may waive the First Closing Date requirement as described in section C.2.1.1.2 of the [Performance Envelope Manual](#).

The Final Closing Date is the final deadline for submitting applications. Any amount remaining in a Performance Envelope allocation for which the CMF has not received a complete and eligible application by the Final Closing Date will be transferred into the CMF Reserve Fund.

¹ See section E.1.1 of the [Performance Envelope Manual](#).

Performance Envelope projects not fully financed at time of application:

Prior to the Final Closing Date, applications will be accepted without 100% confirmed financing.

If a Project's financing is not confirmed in full prior to that date, signed agreements must be submitted with the application as supporting evidence of:

- Performance Envelope contributions and all licence fees contributing to the Licence Fee Threshold
- 60% of total Canadian financing for the Project (accompanied by a viable financing plan for the remainder of the project funding)

The Applicant, however, must confirm 100% of the financing of the Project supported by signed agreements, no later than the Final Closing Date.

Development Envelopes:

Broadcasters in the English market whose Development Envelope allocations total \$1 million or more, and broadcasters in the French market whose Development Envelope allocations total \$500,000 or more must complete applications representing 75% of the value of the envelope, and submit these applications on or before the First Closing Date.

Projects submitted after the First Closing Date are not eligible for CMF production funding in the same CMF fiscal year that the application to the development program was submitted.

The Final Closing Date is the final deadline for submitting applications. Any amount remaining in a Development Envelope allocation for which the CMF has not received a complete and eligible application by the Final Closing Date will be transferred into the CMF Reserve Fund.

Convergent Stream – First-come, First-Served Programs

<i>Program</i>	<i>First Opening Date</i>	<i>First Closing Date</i>	<i>Second Opening Date</i>	<i>Final Closing Date</i>
Anglophone Minority Incentive	May 4, 2021	August 26, 2021	September 7, 2021	December 10, 2021
Development Program: Quebec French Regional Development	April 27, 2021	-	-	December 2, 2021
Francophone Minority Program: Development	May 25, 2021	-	-	December 2, 2021
Indigenous Program: Development and Predevelopment	April 27, 2021			December 2, 2021

Indigenous Program: Development and Predevelopment – Additional Round of Funding	October 19, 2021			January 11, 2022
Northern Incentive: Development	May 25, 2021	-	-	December 2, 2021
Northern Incentive: Production	April 27, 2021	July 27, 2021	July 29, 2021	December 10, 2021
Pilot Program for Racialized Communities: Development and Predevelopment	September 14, 2021	-	-	December 10, 2021
Predevelopment Program	June 15, 2021	-	-	December 2, 2021
Quebec French Regional Production Incentive	May 4, 2021	-	-	December 10, 2021
Versioning Program	June 15, 2021	-	-	December 2, 2021

Project must be 100% financed at application, including the amount(s) requested from CMF program(s).

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.

First Opening Date

Applicants may submit their applications beginning on the date indicated above.

First Closing Date (For first-come, first-served programs with multiple opening dates)

Applications will be accepted until the First Closing Date, or until funds allotted for the First Closing Date are depleted, whichever comes first.

Second Opening Date (For first-come, first-served programs with multiple opening dates)

Applicants may submit their applications beginning on the date indicated above.

Final Closing Date

Applications will be accepted until the Final Closing Date, or until funds allotted for the Final Closing Date are depleted, whichever comes first. The Final Closing Date is the deadline for submitting all applications.

For the Anglophone Minority Incentive, the CMF may commit up to \$3,500,000 of the allocation of the program in the current fiscal year to be spent on applications submitted by the First Closing Date. The CMF will make the remainder of the allocation available for applications submitted by the Final Closing Date.

For the Northern Incentive: Production, the CMF may commit up to \$500,000 of the allocation of the program in the current fiscal year to be spent on applications submitted by the First Closing Date. The CMF will make the remainder of the allocation available for applications submitted by the Final Closing Date.

English Regional Production Bonus

<i>Program</i>	<i>First Opening Date</i>	<i>First Closing Date</i>	<i>Second Opening Date</i>	<i>Final Closing Date</i>
English Regional Production Bonus	May 4, 2021	August 26, 2021	September 14, 2021	December 10, 2021

Project must be 100% financed at application, including the amount(s) requested from CMF program(s).

The CMF may commit up to 65% of the allocation for the program in the current fiscal year to be spent on applications submitted by the First Closing Date. The CMF will make the remainder of the allocation available for the Final Closing Date.

Applications will be accepted from the First Opening Date. No more than 35% of the total program budget will be allocated to any given eligible province. Any funds reserved for the First Opening Date that are left unspent will be added to the Funds reserved for the Second Opening Date and eligible provinces who have not reached their 35% cap will be able to submit projects from the Second Opening Date until the Final Closing Date or until the funds for the program are depleted, whichever comes first. However, while Applicants that are awarded funding through either the English POV Program or Indigenous Program (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.

Slate Development Program

<i>Program</i>	<i>First Opening Date</i>	<i>Final Closing Date</i>
Slate Development Program	November 25, 2021	January 31, 2022

Convergent Stream: Selective Programs

<i>Program</i>	<i>First Closing Date</i>	<i>Second Closing Date</i>
CMF-Quebecor Fund Export Assistance Program Partnership	Please contact the Quebecor Fund for more detail.	
CMF-Quebecor Fund Intellectual Properties Intended for International Markets Production Support Program	Please contact the Quebecor Fund for more detail.	
CMF-SODEC Predevelopment Program	June 16, 2021	
Diverse Languages Program	September 14, 2021	-
Early-Stage Development Program	October 14, 2021	-
English POV Program	June 3, 2021	-
Francophone Minority Program: Production	May 6, 2021	September 2, 2021
Indigenous Program: Production	May 20, 2021	-
Pilot Program for Racialized Communities: Production	June 17, 2021	-

Closing Dates

Francophone Minority Program:

The CMF may commit up to 70% of the allocation for the program in the current fiscal year to be spent on applications submitted by the First Closing Date. The CMF will make the remainder of the allocation available for the Second Closing Date.

English POV Program and Pilot Program for Racialized Communities:

Projects need not meet the requirements in section 3.2.TV.5 of the Guidelines for the English POV Program or Pilot Program for Racialized Communities by the Final Closing Date (i.e. include confirmed broadcast licence agreement together with Eligible Licence Fees that meet Licence Fee Threshold), but must meet section 3.2.TV.6 at the time of application. After evaluation stage, successful applications will then have until January 7, 2022 to obtain a broadcast licence agreement meeting the requirements of section 3.2.TV.5 and all its subsections and to be 100% fully financed. The CMF will not enter into a Financing Agreement with the Applicant, nor will it release any payments in regard to the project, until section 3.2.TV.5 requirements are met.

All Selective Programs:

The Final Closing Date is the deadline for submitting applications.

International Co-Development and Co-Production Incentives

<i>Program</i>	<i>Closing Date</i>
Canada-Denmark Co-Development Incentive for Digital Media Projects	January 11, 2022
Canada-France Cowriting and Co-development Incentive for Television and Digital Media Projects	January 30, 2022
Canada-Germany Digital Media Incentive	August 31, 2021
Canada-Luxembourg Co-Development and Co-Production Incentive for Audiovisual Projects	November 10, 2021
Canada-Northern Ireland Co-Development Incentive for Audiovisual Projects	September 1, 2021
Canada-South Africa Co-Development Incentive for Television Projects	October 20, 2021

Experimental Stream – First-come, First Served Programs

<i>Program</i>	<i>Opening Date</i>	<i>Closing Date</i>
Accelerator Partnership Program (A2P)	April 15, 2021	February 24, 2022
Conceptualization Program	September 7, 2021	December 10, 2021

For the Conceptualization Program and the A2P, projects can be submitted from the Opening Date to the Closing Date, or until funds are depleted. Eligible applicants should contact their Experimental Stream analyst at the CMFPA | Telefilm Canada.

Experimental Stream - Selective Programs

<i>Program</i>	<i>First Closing Date</i>	<i>Second Closing Date</i>
CMF-Independent Production Fund: Development Packaging Program	March 1, 2022	-
CMF-Shaw Rocket Fund Kids Digital Animated Series Program (round 4)	January 11, 2022	
Digital Linear Series Program	October 1, 2021	-
Production: Commercial Projects Program²	May 13, 2021	September 9, 2021
Production: Innovation & Experimentation Program³	May 4, 2021	September 14, 2021
Prototyping Program	May 20, 2021	October 14, 2021

Experimental Stream:

For programs with 2 Closing Date deadlines, the CMF may commit to up to 50% of such program's allocation for applications submitted on the First Closing Date. The CMF will make the remainder of the allocation available for the Second Closing Date.

A project that has been refused funding from a particular Program activity (i.e., Conceptualization, Prototyping, Production, or Marketing & Promotion) two or more times since the inception of the Experimental Stream in 2010-2011 cannot apply again for funding from that same Program activities. However, projects that have been refused in the Innovation & Experimentation Program can apply to the C2P, and vice versa. A Project cannot be submitted simultaneously in the same Spring 2021 or Fall 2021 deadline for both the Commercial Projects Program and the Innovation & Experimentation Program (i.e., First Closing Date for the Commercial Program- Production – May 13 - and First Closing Date for the Innovation & Experimentation Program - Production – May 4).

Sector Development Support - Selective Program

<i>Program</i>	<i>First Closing Date</i>	<i>Second Closing Date</i>
Sector Development Support	November 4, 2021	-

² Projects at the Production stage must include Marketing & Promotion expenses, and both stages will be treated in a single application and budget.

³ Projects at the Production stage must include Marketing & Promotion expenses, and both stages will be treated in a single application and budget.

APPLICATION OFFICES

The CMF Program Administrator | Telefilm Canada administers applications on behalf of the Canada Media Fund. Applicants may submit their CMF funding applications through DIALOGUE at <https://telefilm.ca/en/log-in>.

For inquiries or questions regarding your CMF funding application, please contact the appropriate Telefilm funding application office; details can be found [here](#).

For inquiries regarding CMF policies, please contact us at 1-877-975-0766 or email info@cmf-fmc.ca.