

# SUMMARY OF CHANGES 2023-2024

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**The following is a non-exhaustive list of changes to 2023-2024 CMF Program Guidelines.**

**Applicants are required to review the actual Program Guidelines, Appendices and applicable required application documents prior to application.**

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# 1. COVID-19 FLEXIBILITY MEASURES

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## *Continuation of the COVID-19 Flexibility Measures in 2023-2024*

Introduced in May 2020 as response to the COVID-19 pandemic, the CMF will continue to apply the majority of operational and policy flexibility measures available in previous years for its Programs and policies in 2023-2024.

However, beginning in 2023-2024, the CMF will revert to the previous applicable Program requirements regarding the required 1<sup>st</sup> deadline for Broadcaster Envelope Allocation commitments:

- the requirement of Broadcasters with a Performance Envelope allocation greater than \$2.5M to commit a minimum percentage of their PE allocation by October 16 will be increased back to 75% for that deadline;
- the requirement for English Broadcasters with a Development Envelope allocation greater than \$1M and French Broadcasters with a Development Envelope allocation greater than \$500K to commit a minimum percentage of that DE Allocation by October 16 will be increased back to 75% by that deadline.
  - See [2023-2024 Flexibility Measures](#)

## 2. PERSONA - ID

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### **Changes applicable to all Convergent, Experimental Stream and National Partnerships**

#### *Collection of PERSONA-ID*

In 2022-2023, the CMF formally rolled out PERSONA-ID, its self-identification system that allows users to confidentially share data and to support the measurement and monitoring of the demographic representation and participation of all (i) individuals with ownership and control of CMF-funded projects and (ii) key personnel on CMF-funded projects.

Beginning in 2023-2024, the CMF will build on its approach to data collection to help ensure policy decisions are data-driven, especially with regards to Sovereignty- and Equity- Seeking Communities<sup>1</sup>.

The CMF will make the provision of a PERSONA-ID number necessary for all individuals who own and control CMF-Applicant companies. Within the PERSONA-ID questionnaire, users may still prefer not to answer questions.

The CMF will also update the PERSONA-ID Terms of Use.

- See *Eligible Applicants (section 3.1) of CMF Program Guidelines*

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<sup>1</sup> See [Appendix A](#)

### 3. NARRATIVE POSITIONING

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#### Changes applicable to all Convergent Stream<sup>2</sup> and Experimental Stream<sup>3</sup> Programs

##### *Narrative Positioning*

As the inclusion and participation of stakeholders from Sovereignty- and Equity- Seeking Communities grows across the industry, important questions concerning accountability in content creation as it relates to community engagement, identity, and access need to be considered.

Beginning in 2023-2024 the CMF will introduce a Narrative Positioning Policy to ensure storytelling is done responsibly and inclusively.

Applicants and Broadcasters must execute an Attestation (Applicants) or provide confirmation in the Broadcaster Agreement Form (Broadcasters) that the Project complies with the CMF's [Narrative Positioning Policy](#).

- See *Eligible Applicant (section 3.1)* of relevant CMF Program Guidelines

#### Changes applicable to all Selective Programs in the Convergent and Experimental Stream

##### *Narrative Positioning Statement for Selective Programs*

In addition to compliance with the CMF's [Narrative Positioning Policy](#), beginning in 2023-2024, the CMF requires Applicants in CMF Selective Programs to submit a **Narrative Positioning Statement** as part of the selective process. The Narrative Positioning Statement will be assessed for points per the applicable Program Evaluation Grid.

This document replaces the 'Producer's Statement' previously used in the Pilot Program for Racialized Communities and the Indigenous Program, and is a new requirement in the POV, Diverse Languages, Early-Stage Development, Innovation & Experimentation, Commercial Projects and Prototyping Programs.

**\*Applicants should note that the introduction of the Narrative Positioning Statement in evaluation grids may also result in changes to the weighting of other criteria in those grids.\***

- See *Project Assessment in the Selective Process (section 2.4)* of applicable Program Guidelines

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<sup>2</sup>Except the Versioning Program. Application in CMF Partnership Programs will be determined on a case-by-case basis.

<sup>3</sup>Except the Accelerator Partnership Program. Application in CMF Partnership Programs will be determined on a case-by-case basis

## 4. ENVIRONMENTAL SUSTAINABILITY

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Recognizing that the CMF has an evolving role to play in advancing environmental sustainability and climate action, the CMF is implementing the following initiatives in 2023-2024 to advance understanding and to stimulate Canada's screen-based industry to shift to more sustainable practices.

### **Changes applicable to all Convergent<sup>4</sup> and Experimental Stream Programs<sup>5</sup>**

- Beginning in 2023-2024, the CMF will consider reasonable costs related to environmentally-sustainable activities, practices and personnel connected to a Project as Eligible Costs.
  - See *Eligible Costs (section 2.3.2) in applicable Program Guidelines*

### **Changes applicable to all Convergent Production Programs**

- Beginning in 2023-2024, all live-action Eligible Projects with Eligible Costs over the following Eligible Cost thresholds must use a carbon calculator to track the carbon emissions generated by their Project:
  - Drama: \$800,000 or more per hour.
  - Children & Youth and Variety and Performing Arts: \$750,000 or more per hour.
  - Documentary: \$400,000 or more per hour.

The submission of the carbon calculator results will be required as part of the Project's final costs. The CMF will use the data for statistical purposes to inform further climate-related action and to establish an understanding of which carbon calculators are in use. The carbon calculator requirement will enable CMF Applicants with more resources for projects and likely greater environmental impact to make eco-positive decisions in the creation of their content.

- See *Eligible Projects (section 3.2) in applicable Program Guidelines*

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<sup>4</sup>Except Predevelopment Funding (including Indigenous and PPRC predevelopment), Early-Stage Development Program and Versioning Program

<sup>5</sup> Except Conceptualization Program and Accelerator Partnership Program

## 5. FLEXIBLE FUNDING TRIGGERS

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### **Changes applicable to Convergent Selective Programs (Indigenous Program, Pilot Program for Racialized Communities, POV Program and Diverse Languages Program)**

#### *Licence Fee Threshold*

Beginning in 2023-2024, provided the Eligible Licence Fees of the Canadian Broadcaster represent the largest share of the Project's Licence Fee Threshold, the CMF will allow the following entities to contribute to an Eligible Project's Licence Fee Threshold in the Indigenous Program (Production), Pilot Program for Racialized Communities (Production), POV Program and Diverse Languages Program:

- licence fees from foreign scheduled broadcasters; and
- financial contributions from Eligible Canadian Distributors

Eligible Canadian Distributors must be confirmed by the CMF'S Program Administrator ("CMFPA") in advance of an Applicant submitting a Project for funding in this Program. Applicants with these entities contributing to Licence Fee Threshold on their Projects are urged to contact the CMFPA well in advance of the Program's Closing Date in order for an eligibility determination to be made.

- *See Eligible Canadian Distributor (section 2.1.1) and Licence Fee Thresholds in applicable Program Guidelines*



## 6. ELIMINATION OF MANDATORY CONVERGENCE

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### **Changes applicable to all Convergent Programs**

Since launching in 2010-2011, the CMF has required all linear content funded through its Convergent Stream to be made available on multiple platforms.

While the CMF will still continue to fund multiplatform content – including accompanying Digital Media Components – beginning in 2023-2024 the CMF will no longer require accompanying multi-platform content for CMF-funded linear television projects.

- *See Eligible Projects (section 3.2) in applicable Program Guidelines and Performance Envelope Manual*

## 7. SIMPLIFICATION

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### **Changes applicable to Predevelopment, Development and Regional Incentives**

In 2023-2024 the CMF will consolidate and group similar Convergent Program Guidelines.

The Program budget allocations, eligibility criteria and policies remain separated to maintain support for distinct communities and respective deadlines have been maintained.

#### *Predevelopment*

- Predevelopment, Indigenous Program Predevelopment and Pilot Program for Racialized Communities Predevelopment are consolidated into one set of Guidelines. Where different eligibility requirements exist, they have been separately enumerated.
  - *See Predevelopment Funding Guidelines*

#### *Development*

- Francophone Minority Development , Northern Development Quebec French Regional Development , Indigenous Development, Racialized Community Development have been consolidated into one set of Guidelines. Where different eligibility requirements exist, they have been separately enumerated.
  - *See Targeted Development Funding Guidelines*

#### *Regional Production*

- English Regional Production Bonus, Quebec French Regional Production Incentive and the Northern Incentive (Production) have been consolidated into one set of Guidelines. Where different eligibility requirements exist, they have been separately enumerated.
  - *See Regional Production Funding Guidelines*

Predevelopment Funding, Targeted Development Funding and Regional Production Funding continue to be distributed on a first-come, first-served basis.

## 8. OTHER CONVERGENT STREAM CHANGES

### Changes applicable to Performance and Development Envelope Programs

#### Gender Balance Requirement

- As the industry continues to adopt the PERSONA-ID self-identification tool, the CMF’s collection of data related to Gender Balance is a work in progress, as such, in 2023-2024, the broadcaster penalty related to Gender Balance will not apply to broadcasters that meet the CMF’s definition of “Small Broadcasters” in the CMF’s Performance Envelope Manual.
  - See *Development Manual (section C.4) and Performance Envelope Manual (section C.2.7 and C.2.8)*

### Changes applicable to Performance Envelope Program

#### Licence Fee Threshold

- Beginning in 2023-2024, for the French market, the CMF has mirrored the approach of the English-language market for higher-budget productions by establishing a dollar amount option as part of the Program’s Licence Fee Thresholds:

The following Licence Fee Thresholds apply to French-market Projects in the Performance Envelope Program:

French	Drama	More than \$800,000 per hour	20% of Eligible Costs or \$195,000 per hour, whichever is less
French	Documentary	More than \$400,000 per hour	15% of Eligible Costs or \$60,000 per hour, whichever is less

- See *Licence Fee Thresholds (section 3.2.TV.5.1) of the Performance Envelope Guidelines*

### Changes applicable to Pilot Program for Racialized Communities (Predevelopment), Indigenous Program (Predevelopment) and Predevelopment Program

- Beginning in 2023-2024, the Maximum Contribution awarded in each of these Programs will be \$35,000 per Eligible Project.
  - See *Maximum Contribution (section 2.3.1) of Predevelopment Funding Guidelines*

### Changes applicable to Pilot Program for Racialized Communities (Development), Indigenous Program (Development)

- Beginning in 2023-2024, Applicants will be required to have a confirmed eligible Development Fee of 10% of the Project’s Eligible Costs from a Canadian Broadcaster at the time of application.
  - See *Eligible Applicants (section 3.1) of the Targeted Development Funding Guidelines*

## Changes applicable to Pilot Program for Racialized Communities

### *PPRC – Production – Comply with Licence Fee Threshold rules at application*

- Previously, while a Canadian Broadcaster commitment was necessary, Applicants had the flexibility to secure the Broadcaster commitment at a later stage provided they secured other third-party financing (e.g., distributor, tax credits) initially at application.
- Now, Applicants to the PPRC will be required to meet the Licence Fee Threshold rules – including having a minimum Eligible Licence Fee from a Canadian Broadcaster – at application.
  - See *Eligible Projects (section 3.2) of the PPRC Guidelines*

### *PPRC – Development*

- Previously, the Development and Predevelopment portions of PPRC accepted a maximum of ten (10) applications with Development Fees and/or letters of interest from the same Canadian Broadcaster.
- Now, Canadian Broadcasters shall only be able to commit Development Fees to a maximum of five (5) Projects in PPRC Development.
  - See *SCHEDULE A of the Targeted Development Funding Guidelines*

### *PPRC – Predevelopment*

- Beginning in 2023-2024, any Applicant that received 2022-2023 PPRC predevelopment funding will be ineligible to apply for PPRC predevelopment funding in 2023-2024.
- Previously, the Development and Predevelopment portions of PPRC accepted a maximum of ten (10) applications with Development Fees and/or letters of interest from the same Canadian Broadcaster.
- Now, Canadian Broadcasters shall only be able to commit letters of interest to a maximum of two (2) Projects in PPRC Predevelopment.
  - See *SCHEDULE A of the Predevelopment Funding Guidelines*

## Changes applicable to Francophone Minority Program

- Beginning in 2023-2024 the Francophone Minority Program will now be awarded on a first-come first-served basis and the following will apply:
  - Projects must have all other financing confirmed at the time of application;
  - Eligible Projects must have a minimum Performance Envelope Allocation of at least 7% of the Project's Eligible Costs at application (see section 3.2);
  - Projects must meet Licence Fee Thresholds that mirror the Performance Envelope Program Licence Fee Thresholds.
  - See *Francophone Minority Program Guidelines*

## Changes applicable to POV Program

- Beginning in 2023-2024, the following Licence Fee Thresholds will apply to feature-length Documentaries in the POV Program:

English	Documentary (feature-length)	More than \$750,000	10% of Eligible Costs
French	Documentary (feature-length)	More than \$400,000	10% of Eligible Costs

- See *Licence Fee Thresholds (section 3.2.TV.5.1) of POV Program Guidelines*

## Changes applicable to Versioning Program

- Beginning in 2023-2024, the Versioning Program will allow Projects that received production funding in any fiscal year from the CMF Digital Linear Series Program to apply for funding.
  - See *Eligible Projects (section 3.2) of Versioning Program Guidelines*

## Changes applicable to Early-Stage Development Program

- Beginning in 2023-2024, Directors of Documentary Projects may be eligible to apply to the Early-Stage Development Program if they meet the Program requirements by being credited as “Director” or “Filmmaker” or “Film By” in qualifying Projects that do not have any other writing credits.
  - See *Eligible Applicants (section 3.1) of Early-Stage Development Program Guidelines*

## 9. OTHER EXPERIMENTAL STREAM CHANGES

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### Changes applicable to Conceptualization

#### *Eligible Applicant*

Beginning in 2023-2024, an Eligible Applicant to this Program shall be either:

- An Applicant company owned/controlled by member(s) of a Diverse Community<sup>6</sup> or individuals who identify as women; or
- A company who has received less than \$1M total Experimental Stream Production-stage Funding (any combination of Innovation & Experimentation Program or Commercial Project Program).
  - See *Eligible Applicants (section 3.1) of the Conceptualization Program Guidelines*

## 10. OTHER CHANGES

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### Changes applicable to Appendix A

- As referenced in the Narrative Positioning Policy, a definition for Sovereignty- and Equity- Seeking Communities has been added to Appendix A. This definition will continue to evolve as the CMF, and broader industry continue to undertake work to foster a more equitable, diverse and inclusive industry.
  - See *Appendix A*

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<sup>6</sup> See [Appendix A](#) for definition of Diverse Community