

2024-2025 DEMOGRAPHIC REPORT: Three-year visual interpretation

DISCLAIMER

This report provides a detailed overview and complete results of demographic representation across Canada Media Fund's (CMF) programs during the 2024-2025 period. The demographic information used in this report has been collected through [PERSONA-ID](#), the CMF's voluntary self-identification system launched in early 2022.

As stated in the summary version of this report, the 2024-2025 Demographic Report is part of the CMF's Analytics and Strategic Insights (ASI) Teams' mandate on data equity, which analyzes demographic data to produce data-driven insights that support the CMF's Equity, Diversity, Inclusion, and Accessibility (EDIA) objectives.

For more context, a glossary of terms used, and key takeaways from this report, please see **the 2024-2025 Summary Demographic Report**. For the full dataset used for these insights, please see the **2024-2025 Interactive Demographic Dashboard**. Both documents are located on the [Insights page](#) of the CMF website.

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1. INTRODUCTION

WHAT'S NEW IN THIS EDITION

- **Only Selected Visual Interpretations Presented:** This year's report includes only the key visual comparisons across the past three years for overall results in Linear and Interactive Digital Media (IDM). These visualizations continue to feature charts on Key Roles and Ownership, as in previous editions. All other 2024–2025 data by individual programs and program types (e.g., selective vs. automatic) are available in new Interactive Demographic Dashboard on the [CMF Insights](#) webpage.
- **Interactive Demographic Dashboard:** An interactive dashboard is displayed on the [CMF Insights](#) webpage for both linear and IDM content. Results are presented in graphic charts for Key Roles and Ownership. It can be filtered by linguistic markets, genres, major programs, program types, and regions. Year-over-year comparisons are not included in the dashboard, but more granular reports for previous years remain accessible on the same webpage.
- **Year-over-Year Comparisons:** With three years of PERSONA-ID data now available, this report provides visual comparisons of overall representation in Linear and IDM content from 2022–2023 through 2024–2025.
- **Content Themes and Representation:** The section previously titled “Narrative Positioning” is now called “Content Themes and Representation.” It presents applicant-reported information on whether their projects include or reflect storylines, main characters, or subject matter related to **Indigenous** or **Equity-Deserving Communities***, or whether they incorporate **climate change** or **sustainability-related themes**.
- **Representation in Industry Programs:** The section previously titled “Representation in Sector Development” is now called “Representation in Industry Programs.” It reports on aggregated demographic results from the **Sector Development Support Program** and the **Changing Narratives Fund**, two of the main programs under the CMF's Industry Programs pillar. This section presents combined data on demographic representation among the project leads and board members of funded applications from these two programs only.
- **Summary Report:** For readers seeking a deeper analysis including key takeaways and insights prepared by the CMF's Analytics and Strategic Insights team, the Summary Version of the 2024–2025 Demographic Report is also available for download on the [CMF Insights](#) webpage.

*Please read the [Glossary](#) in the Summary version of the report for a definition of Indigenous and Equity-Deserving Communities

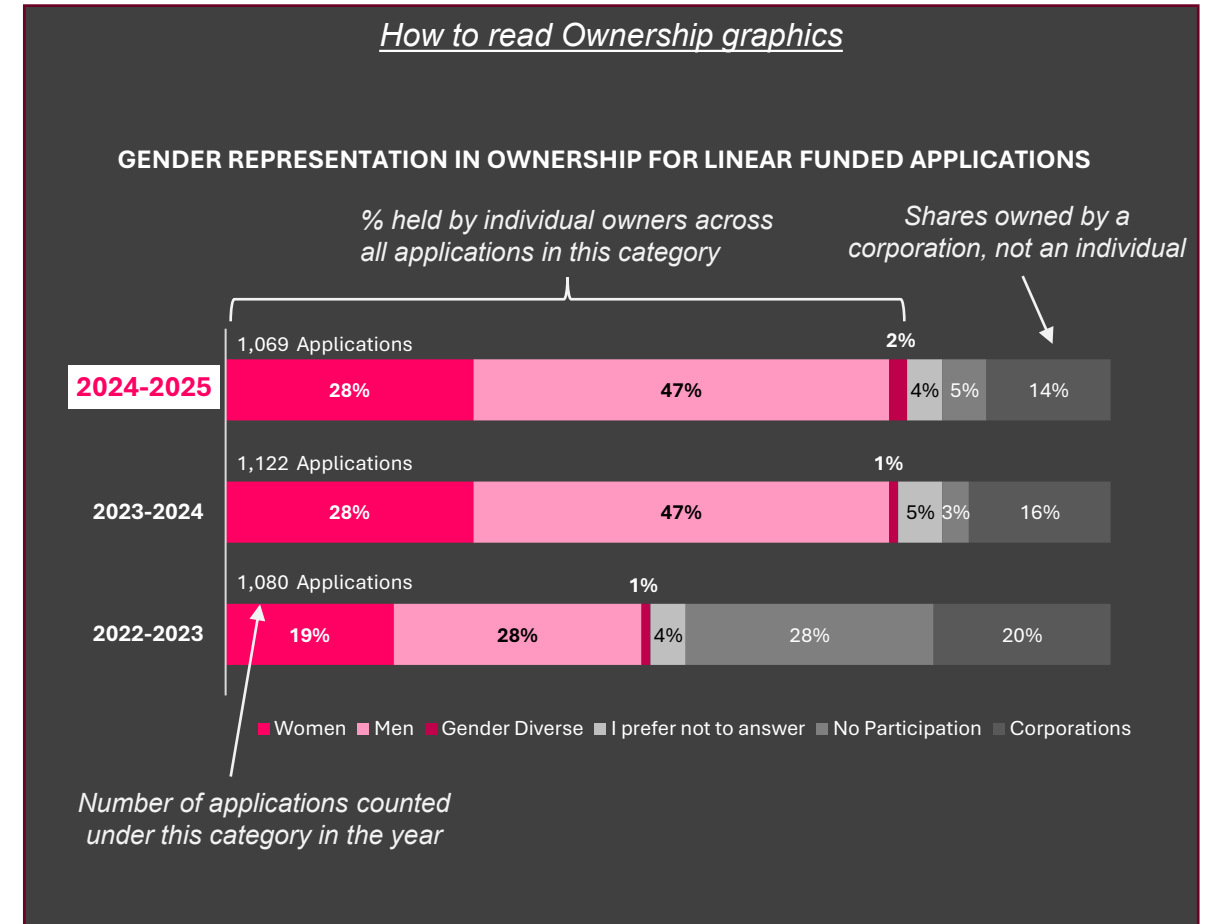
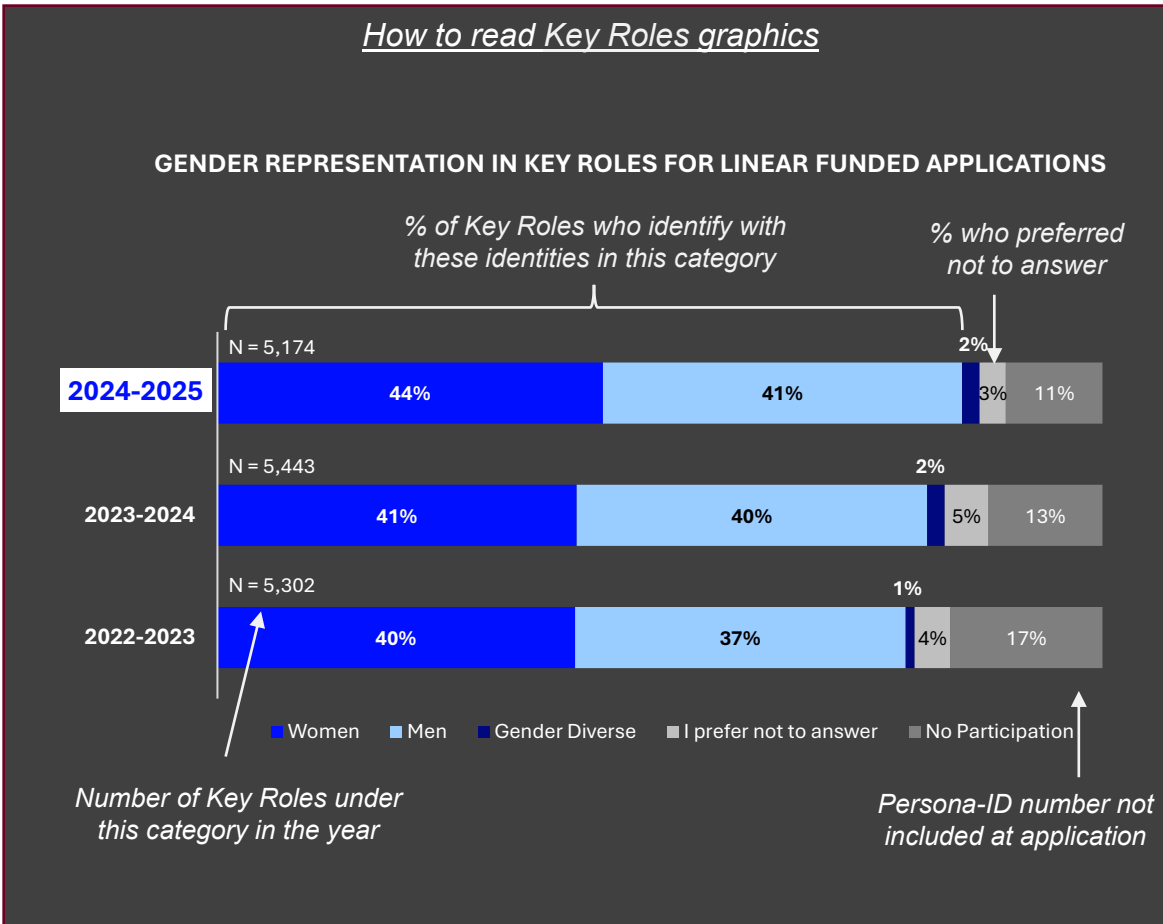
READING CONSIDERATIONS

Important considerations to keep in mind when reading this report:

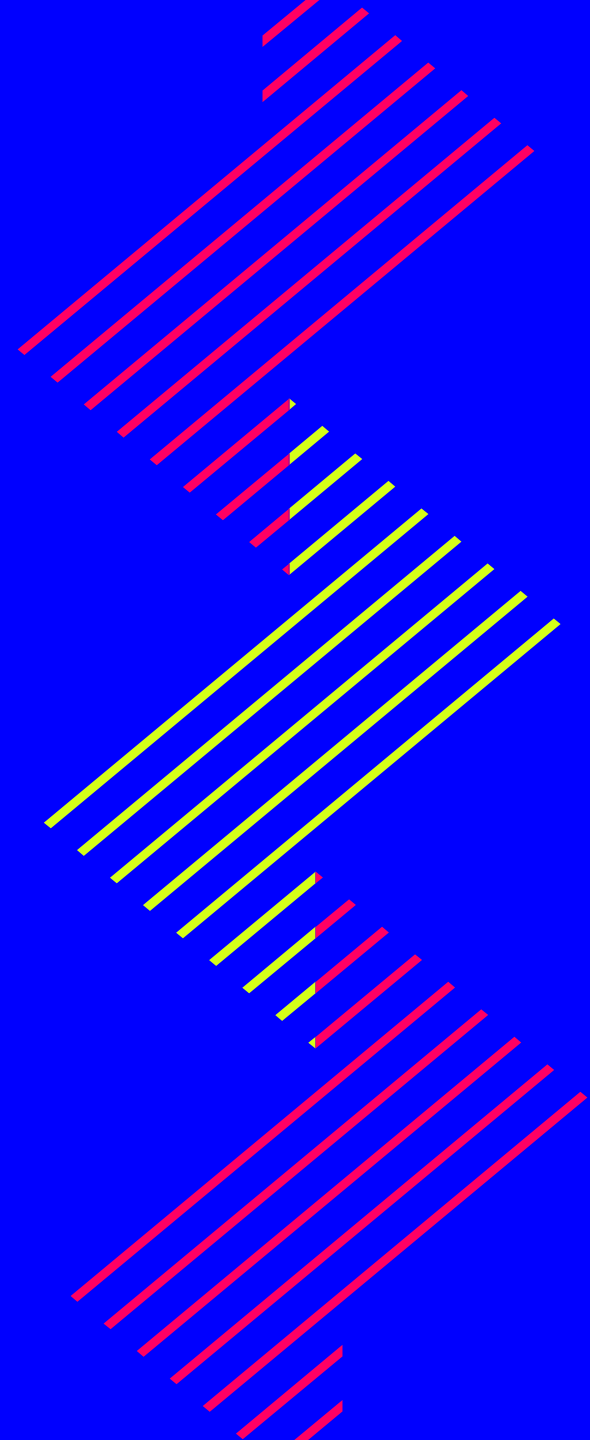
- ▶ **Possible Participation Biases:** Funding incentives or requirements in some CMF programs encourage certain groups, particularly Indigenous and Equity-Deserving communities, to self-identify through PERSONA-ID for eligibility. Groups without similar incentives may be less likely to participate, which can lead to over- or under-representation in the data. Participation also depends on the applicant's capacity to collect the PERSONA-ID numbers for their teams. As a result, representation levels reflect the data provided at application, not all registered PERSONA-ID users.
- ▶ **Scope of the Report:** This report focuses on most CMF programs but does not include initiatives like National Partnerships, International Incentives, SEEK MORE, or event partnerships. For a broader overview, please refer to the [2024-2025 Annual Report](#) and additional resources on the [CMF website](#).
- ▶ **Dynamic Data:** The demographic and per-program funding results presented here are dynamic and may change over time. This can occur due to unexpected changes in project status, funding adjustments, or shifts in project composition after applications are submitted or funding is allocated within a fiscal year.
- ▶ **Key Roles Representation:** The "Key Roles" metric does not represent the unique count of industry professionals, but the number of roles themselves, as one individual may hold multiple roles within the same application or across multiple applications. For example, an Indigenous creator serving as both Writer and Director on a single project would statistically be counted as two Key Roles held by Indigenous people.
- ▶ **Ownership Representation:** The "Ownership" metric reflects the proportion of shares held by individuals rather than the number of individual shareholders. For instance, if a single Racialized shareholder holds 51% of an applicant company's shares, while the remaining 49% are held by multiple non-Racialized shareholders, the applicant company is still considered to have 51% ownership held by members of Black and Racialized Communities*.
- ▶ **Calculation of Percentages:** All percentages for Key Roles are calculated based on the total number of respondents, including those who did not provide a PERSONA-ID number at application. Ownership data includes the proportion of shares held by individuals, and corporations holding shares in applicant companies, with the corresponding ownership proportions disclosed.

HOW TO READ THE GRAPHICS IN THIS REPORT

To understand and distinguish the graphics, data related to **Key Roles** is displayed in blue and **Ownership** data is displayed in pink. Comparisons to previous years are displayed below or beside the data from 2024-2025. Below is a general overview on how most of the graphics are presented:



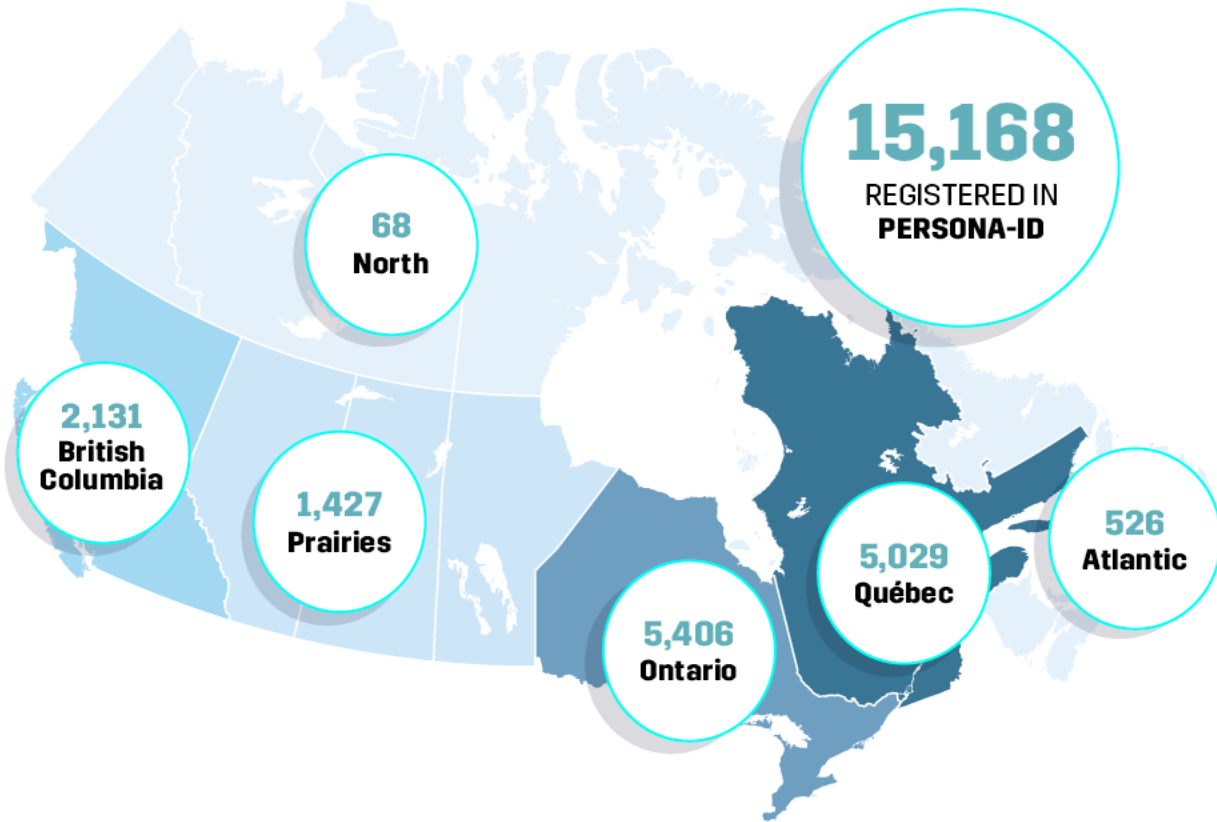
2. PARTICIPATION



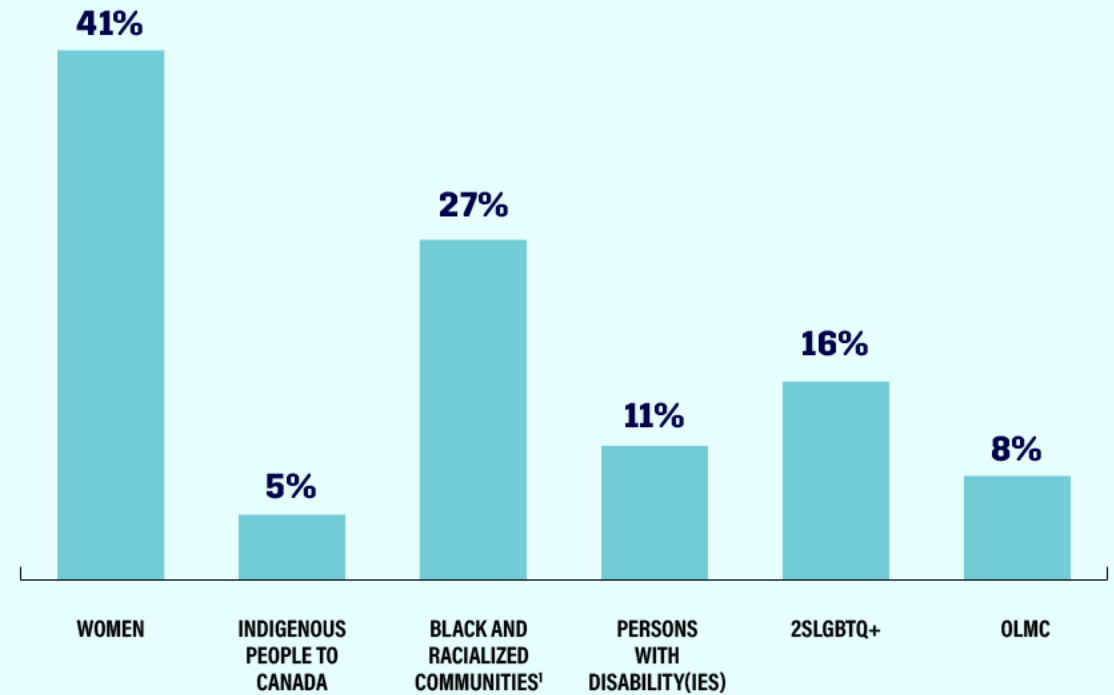
PERSONA-ID REGISTRY

As of April 1, 2025, more than 15,000 users were registered in PERSONA-ID, the Canada Media Fund’s voluntary self-identification platform. This registry represents a broad cross-section of professionals working across both **Linear** and **Interactive** sectors, not only those in key creative or ownership roles highlighted in this report, but also performers, composers, editors, designers, programmers, and others contributing to screen-based industries. The registry further includes project leads and board members from organizations applying through the **Sector Development Support Program** and the **Changing Narratives Fund**.

PARTICIPATION BY PROVINCE



WOMEN, DIVERSE COMMUNITY*, AND OFFICIAL LANGUAGE MINORITY COMMUNITIES REPRESENTATION IN PERSONA-ID REGISTRY



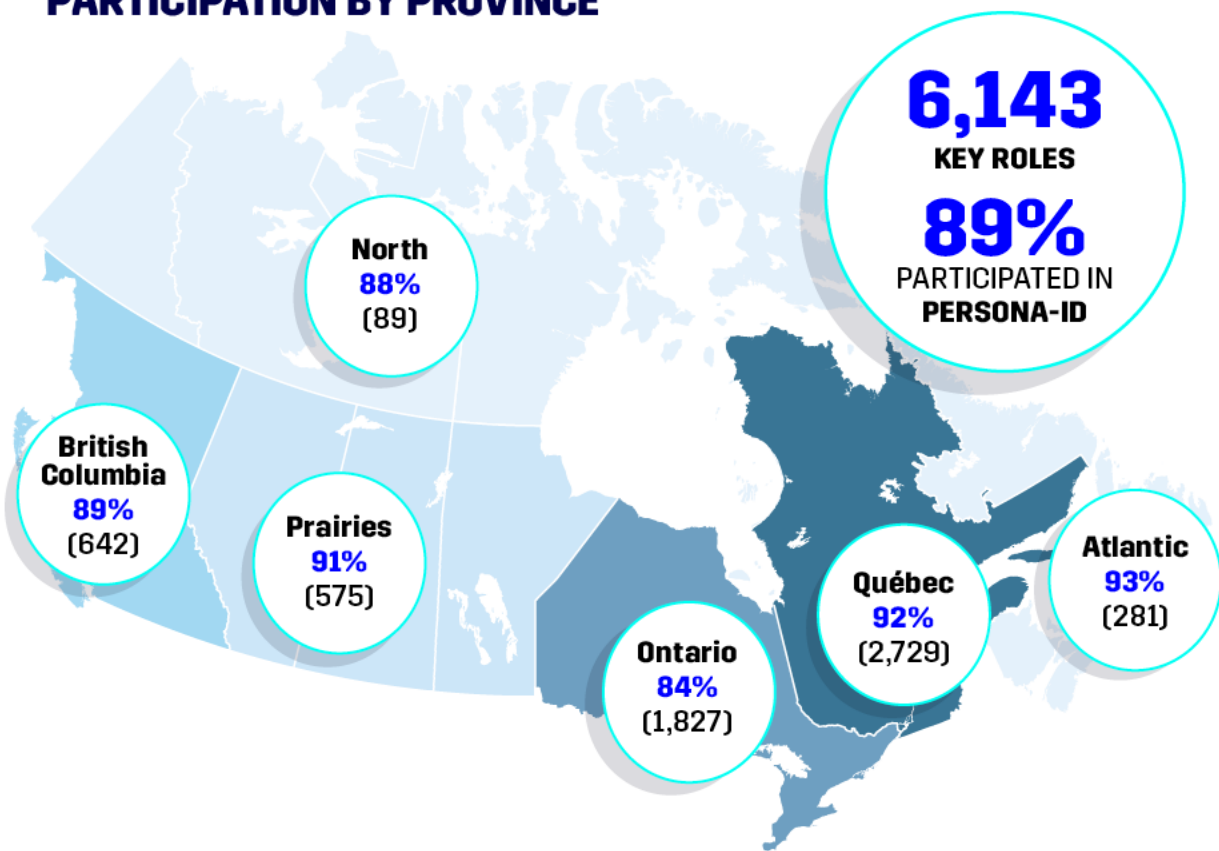
* Self-identified to at least 1 Diverse Community (Indigenous Peoples to Canada, Black and/or Racialized, 2SLGBTQ+, Persons living with one or more Disabilities)

¹ Racialized Communities include Black (or Afro-Canadian); East Asian; Indigenous Peoples from outside Canada; Latin American; Middle Eastern West Asian or North African; South Asian; Southeast Asian; and Multiracial as per the definition in 2024-2025.

PARTICIPATION IN PERSONA-ID BY KEY ROLES

Participation among **Key Roles** remained stable at **89%**, matching 2023–2024 levels. In **Interactive Digital Media (IDM)**, participation rose from **93%** to **96%** this year. French-language productions recorded a **five percentage point increase**, while English-language productions declined by **two percentage points**. Regionally, **Ontario** showed a **five percentage point gain**, whereas participation in other regions either declined slightly or held steady.

PARTICIPATION BY PROVINCE



LINEAR CONTENT



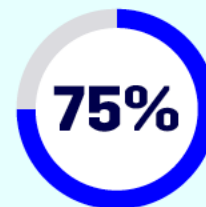
N = **5,174** KEY ROLES

IDM CONTENT



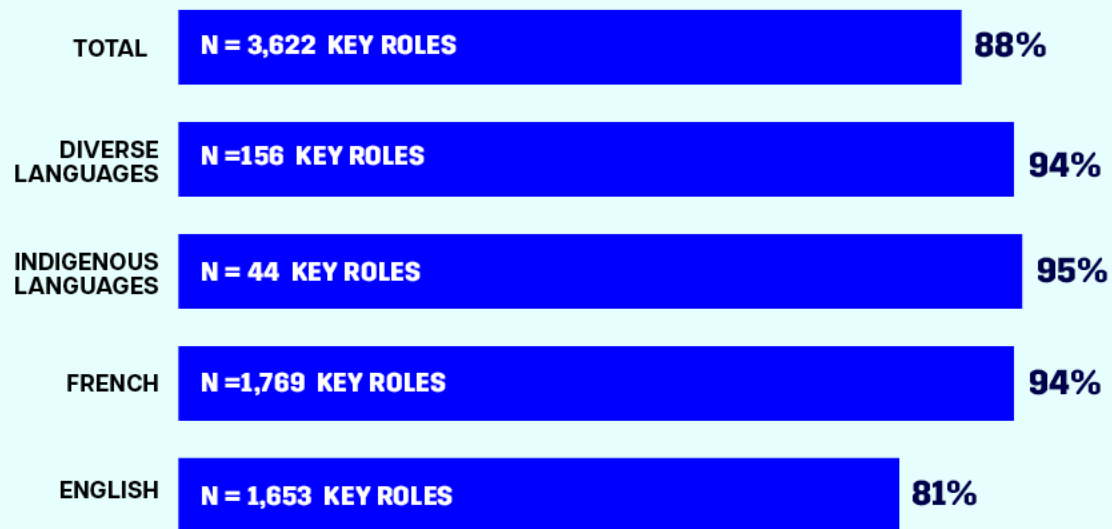
N = **568** KEY ROLES

INDUSTRY PROGRAMS



N = **401** KEY POSITIONS

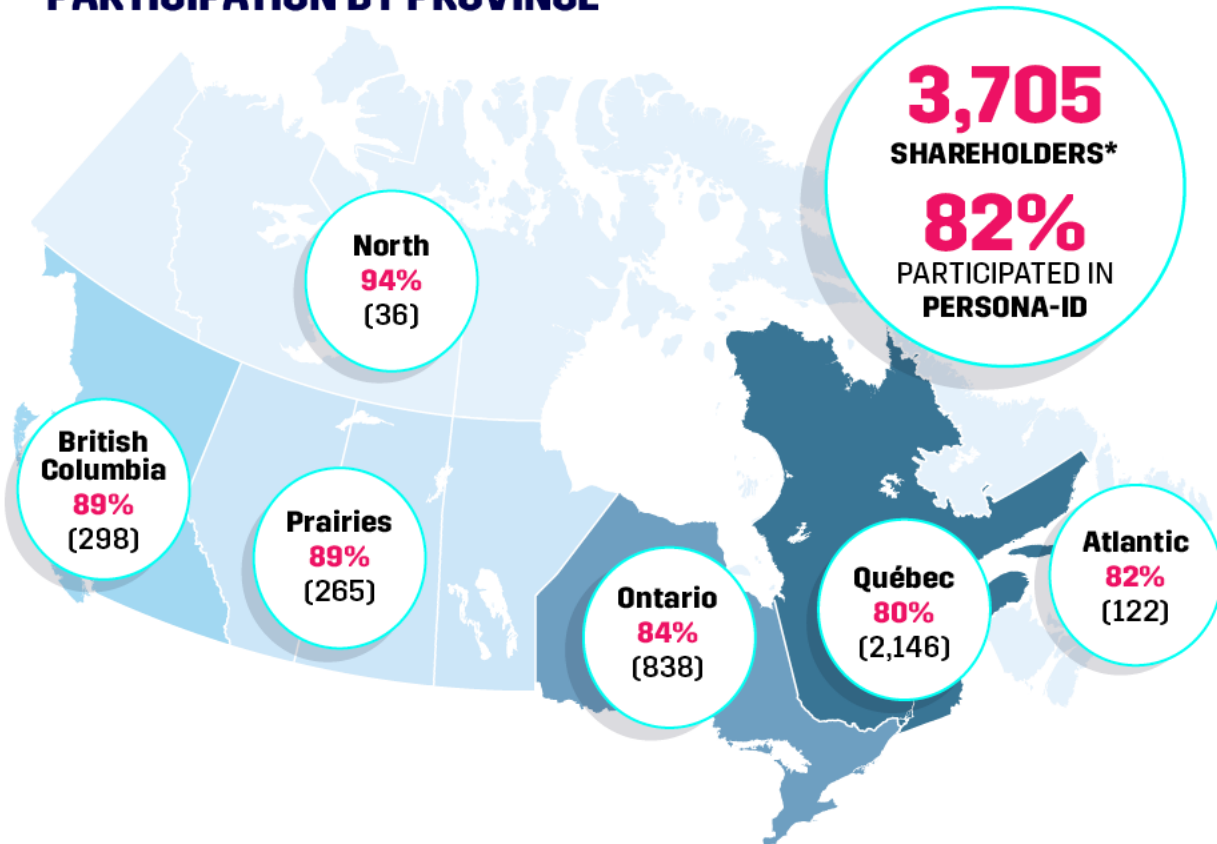
PARTICIPATION BY LANGUAGE OF PRODUCTION IN LINEAR CONTENT - PRODUCTION



PARTICIPATION IN PERSONA-ID BY SHAREHOLDERS (OWNERSHIP)

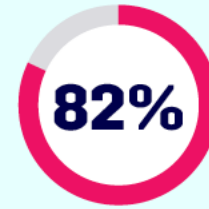
In 2024–2025, overall **Shareholder participation** in PERSONA-ID declined slightly, from **85%** to **82%** compared to the previous year. In **Linear** content, participation remained steady at **82%**, while **Interactive Digital Media (IDM)** projects recorded a notable **eight percentage point decrease**. **Diverse Language** productions, however, saw a significant **16 percentage point increase**, and **Ontario** registered a **six percentage point gain**. Participation in other regions remained stable or showed minor declines.

PARTICIPATION BY PROVINCE



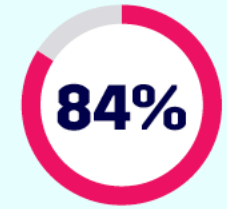
* This excludes shareholder corporations.

LINEAR CONTENT



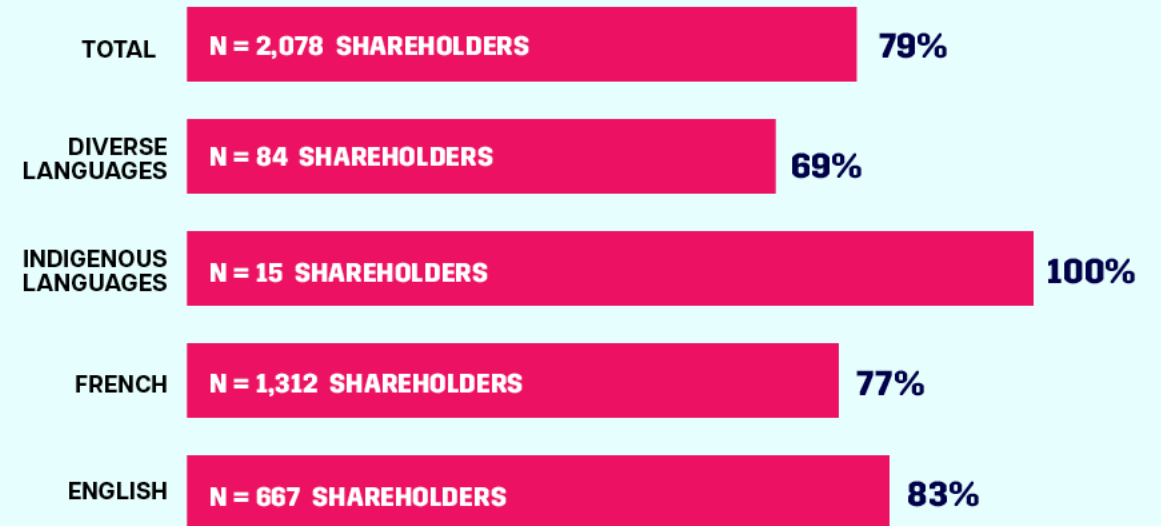
N = **3,300** SHAREHOLDERS

IDM CONTENT

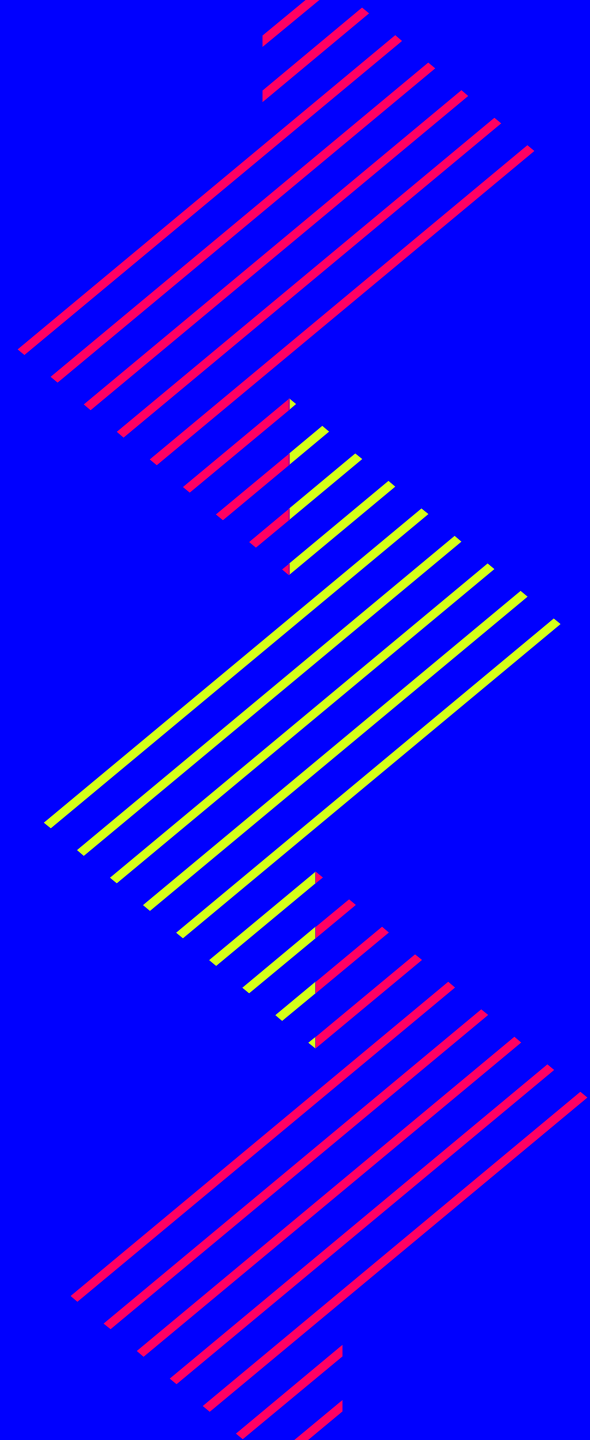


N = **405** SHAREHOLDERS

PARTICIPATION BY LANGUAGE OF PRODUCTION IN LINEAR CONTENT - PRODUCTION



3. REPRESENTATION IN LINEAR CONTENT



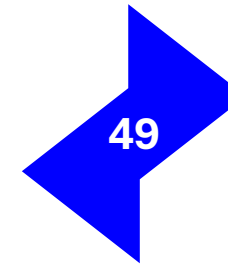
REPRESENTATION IN LINEAR CONTENT - OVERVIEW

This section reports on the overall demographic and social identity of Key Roles and Ownership from all funded Linear Content applications in 2024-2025, as disclosed by applicants through PERSONA-ID.

Linear programs support content for distribution on television and television-related platforms in four genres: Drama, Documentary, Children’s & Youth, and Variety & Performing Arts, and often in three stages of production: Predevelopment, Development and Production.

1,069 Total number of funded applications	\$307M Total funding for linear content
563 Projects funded in production	\$290.3M Funding in production
506 Projects funded in development	\$16.9M Funding in development

5,174
Total reported **Key Roles**



Average age of **Key Roles**

3,300
Total reported **Shareholders**



Average age of **Shareholders**

- ▶ Please note that the number of Key Roles in this report does not represent the number of individuals employed in these roles, but the number of roles themselves, since one individual may hold more than one role. Also, Ownership reflects the percentage of total shares across all submitted applications, not the percentage of individual shareholders.

REPRESENTATION IN LINEAR CONTENT - OVERVIEW

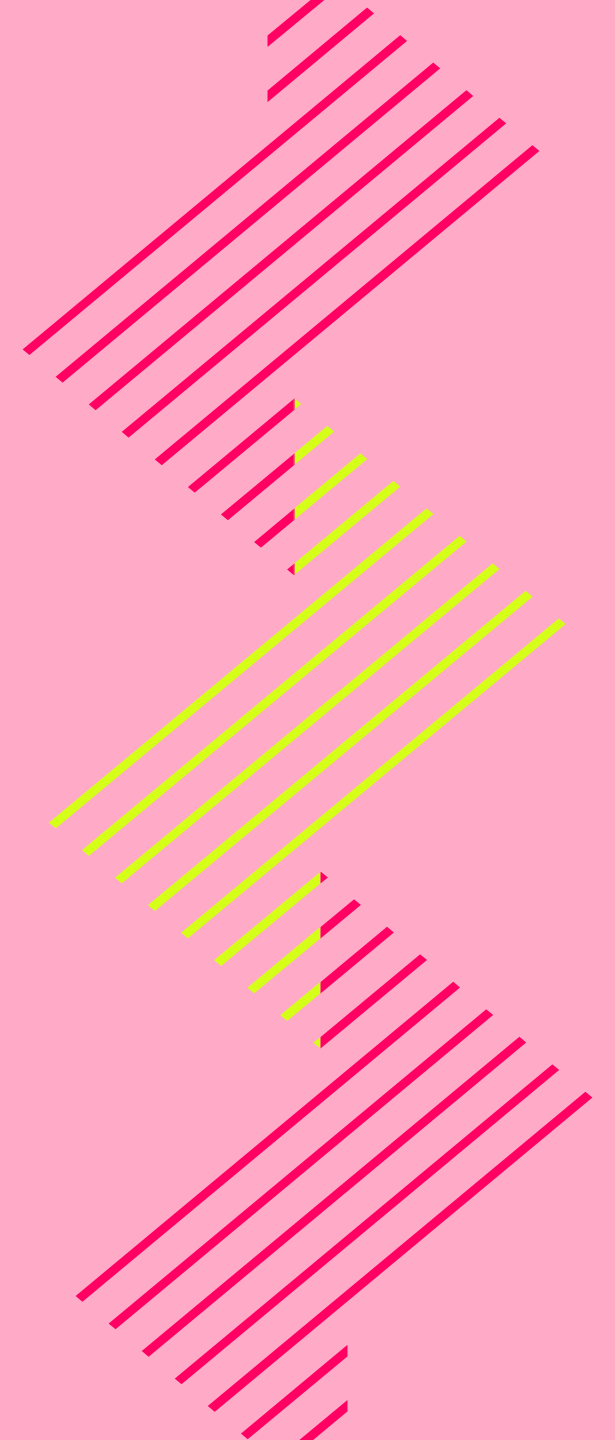
The following is the list of CMF programs under Linear Content divided between Selective and Automatic programs; including **Gender Balance or Diverse Community incentives**, any other incentives, requirements, and factors in place in 2024-2025*:

Program	Incentives and Requirements
Selective Programs	
DISTRIBUTOR PROGRAM	Gender Balance and Diverse Community incentives (Key Roles)
INDIGENOUS PROGRAM	Indigenous requirement (Ownership), Gender Balance & Diverse Community incentive (Key Roles)
PROGRAM FOR RACIALIZED COMMUNITIES (PRC)	Racialized requirement (Ownership), Gender Balance & Diverse Community incentive (Key Roles)
DIGITAL CREATORS PILOT PROGRAM	Gender Balance and Diverse Community incentives (Ownership)
POV PROGRAM	Gender Balance and Diverse Community incentives (Key Roles)
Automatic Programs	
BROADCASTER ENVELOPE PROGRAM	Gender Balance requirement (Key Roles), Diverse Community factor (Ownership), Gender Balance Factor (Ownership)
BROADCASTER ENVELOPE PROGRAM -DIVERSE LANGUAGES	Gender Balance requirement (Key Roles), Diverse Community factor (Ownership), Gender Balance Factor (Ownership)
FRANCOPHONE MINORITY PROGRAM	OLMC requirements (Ownership)
ANGLOPHONE MINORITY INCENTIVE	OLMC requirements (Ownership)
REGIONAL PRODUCTION FUNDING	Regional requirements
DEVELOPMENT ENVELOPE PROGRAM	Gender Balance requirement (Key Roles), Diverse Community factor (Ownership), Gender Balance Factor (Ownership)
PREDEVELOPMENT PROGRAM	Gender Balance requirement (Key Roles), Diverse Community factor (Ownership), Gender Balance Factor (Ownership)
SLATE DEVELOPMENT PILOT PROGRAM PREDEVELOPMENT PROGRAM	Included a selective sub-program with Indigenous and Black & Racialized requirements
TARGETED DEVELOPMENT AND PREDEVELOPMENT FUNDING	Included a sub-program with requirements for Indigenous Peoples and Black & Racialized communities

* For more details on the incentives, requirements or factors, please visit the [CMF's website](#) and review the Program Guidelines.

3.1

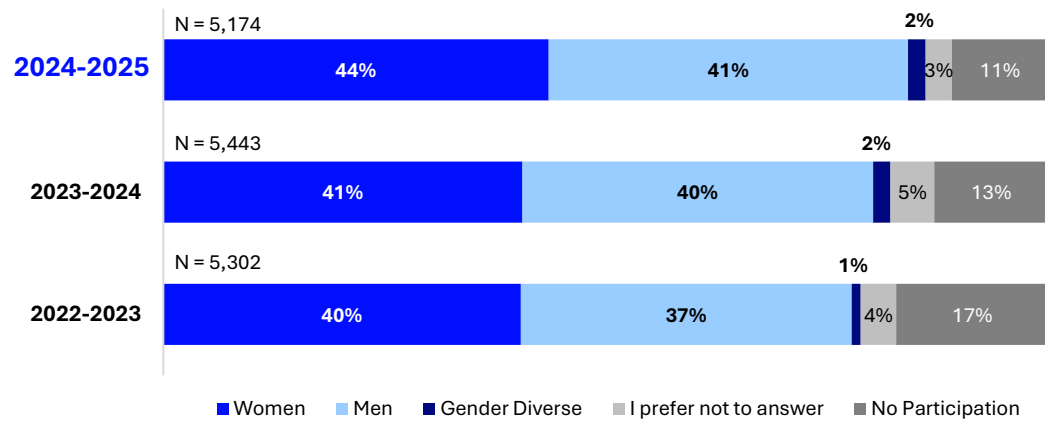
LINEAR CONTENT: OVERALL



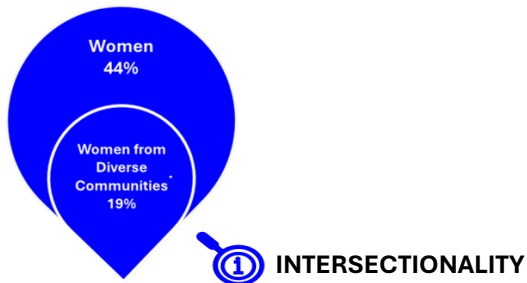
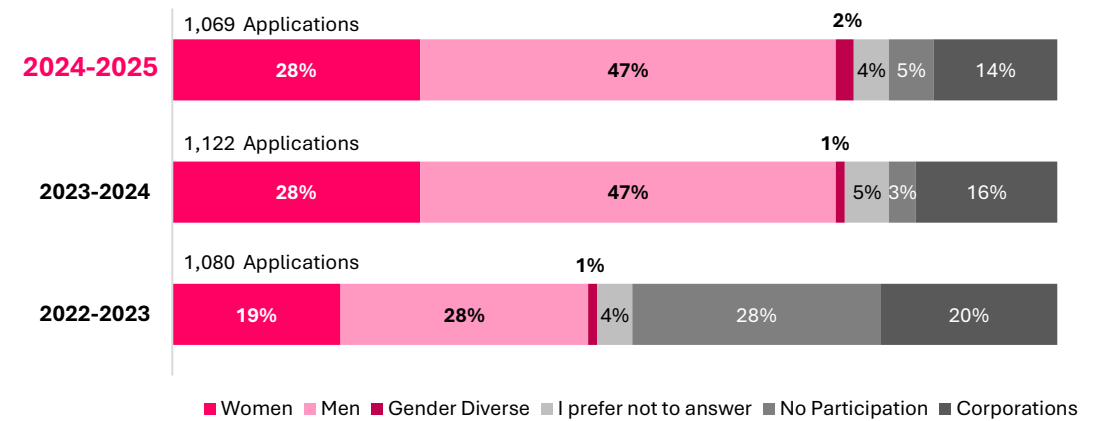
KEY ROLES AND OWNERSHIP BY GENDER

Representation of *Women* in Key Roles increased steadily since 2022-2023 to **44%** while *Men* were at **41%**, as reported in 2024-2025. Gender representation in Ownership has remained stable from last year.

GENDER REPRESENTATION IN KEY ROLES FOR LINEAR FUNDED APPLICATIONS



GENDER REPRESENTATION IN OWNERSHIP FOR LINEAR FUNDED APPLICATIONS



Q: In terms of gender, I identify as: [SELECT ANSWER]

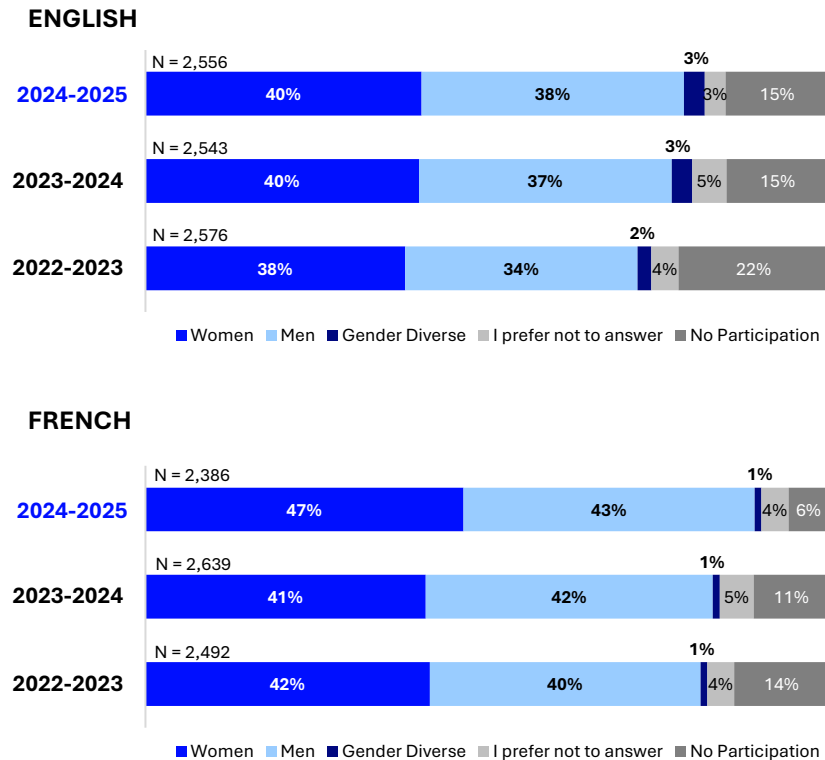
*Self-identified to at least 1 Diverse Community (Indigenous Peoples to Canada, Black and/or Racialized, 2SLGBTQ+, Persons living with one or more Disabilities)

Racialized Communities include Black (or Afro-Canadian); East Asian; Latin American; Middle Eastern West Asian or North African; South Asian; Southeast Asian; and Multiracial as per the definition in 2024-2025.

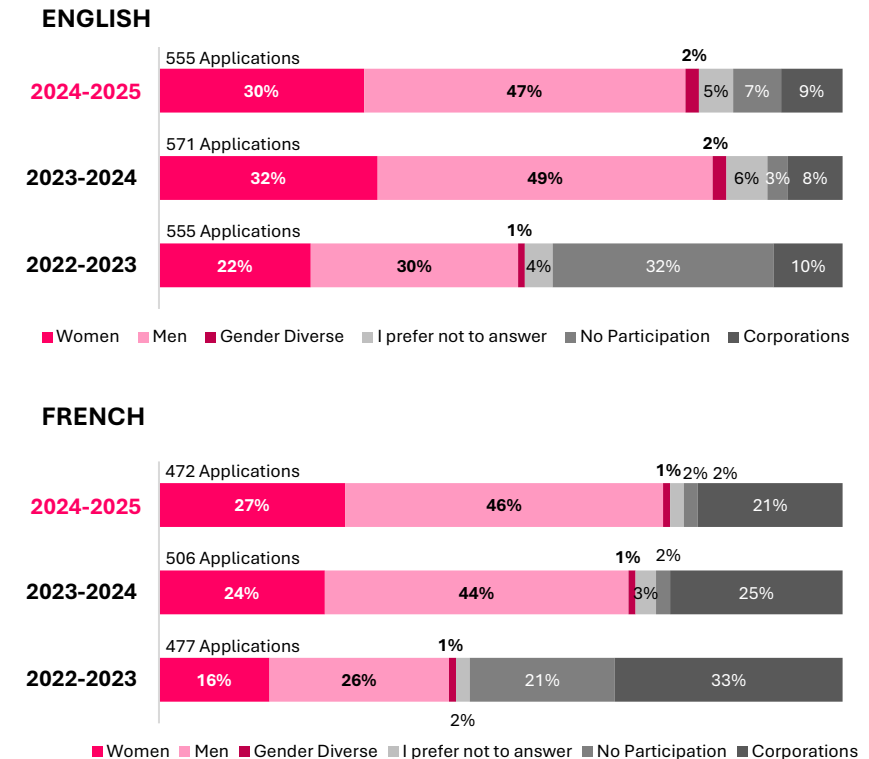
KEY ROLES AND OWNERSHIP BY GENDER BY LANGUAGE

Proportions of gender representation in Key Roles have remained stable in English projects, while French projects have seen a sharp increase of *Women* and participation overall. Since 2023-2024, participation of Ownership in English projects has slightly decreased, but numbers have increased proportionally in French. Representation of *Men* is still significantly higher than *Women* in both languages.

GENDER REPRESENTATION IN KEY ROLES FOR LINEAR FUNDED APPLICATIONS BY LANGUAGE



GENDER REPRESENTATION IN OWNERSHIP FOR LINEAR FUNDED APPLICATIONS BY LANGUAGE

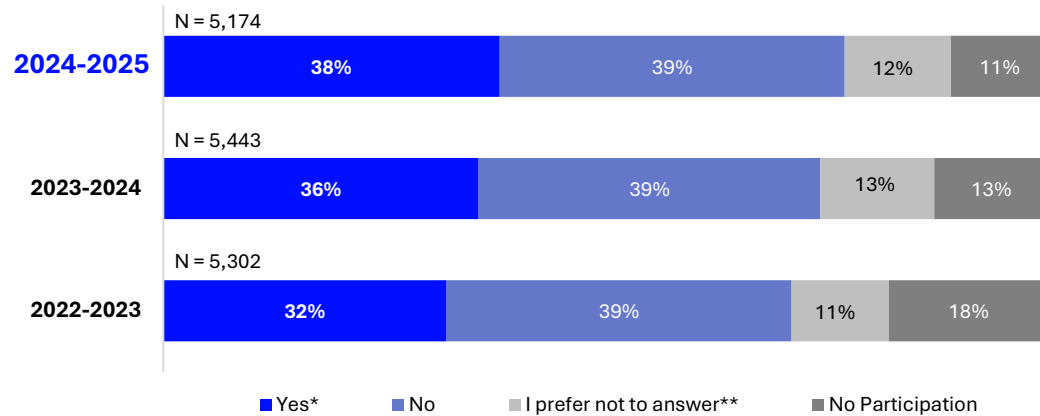


Q: In terms of gender, I identify as: [SELECT ANSWER]

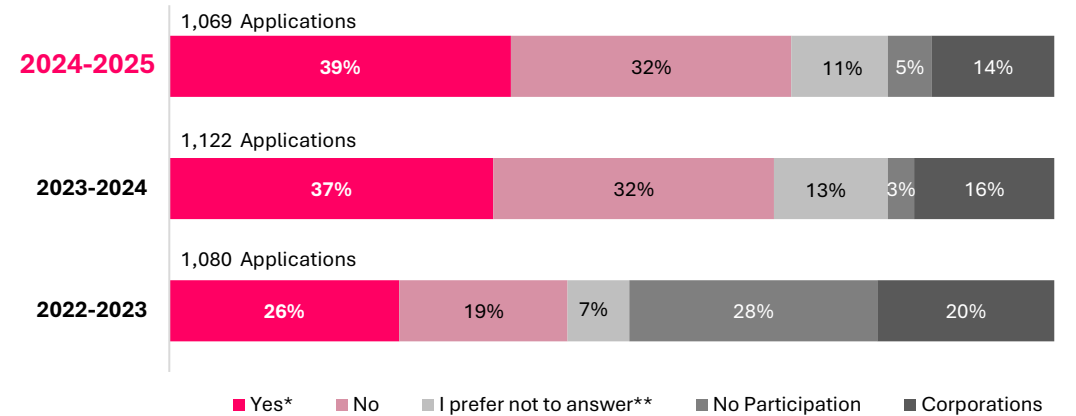
KEY ROLES AND OWNERSHIP BY DIVERSE COMMUNITIES

Representation of *Diverse Communities* in Key Roles increased to **38%** across three years from **32%** in 2022-2023; In Ownership, representation rose to **39%**.

DIVERSE COMMUNITIES REPRESENTATION IN KEY ROLES FOR LINEAR FUNDED APPLICATIONS



DIVERSE COMMUNITIES REPRESENTATION IN OWNERSHIP FOR LINEAR FUNDED APPLICATIONS



*Self-identified to at least 1 Diverse Community (Indigenous Peoples to Canada, Black and/or Racialized, 2SLGBTQ+, Persons living with one or more Disabilities)

**Did not self-identify to any of the Diverse Communities and answered "I Prefer not to answer" to any of the questions on Diverse Communities

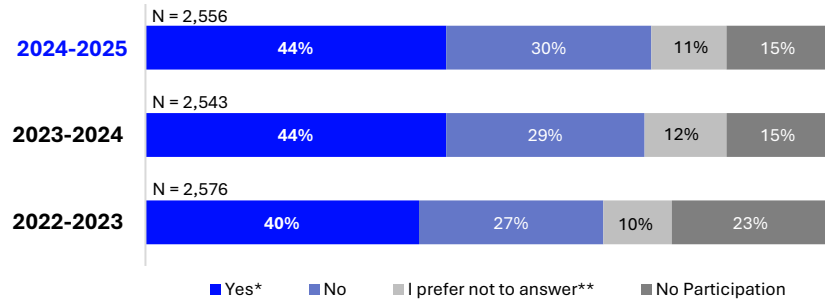
Racialized Communities include Black (or Afro-Canadian); East Asian; Latin American; Middle Eastern West Asian or North African; South Asian; Southeast Asian; and Multiracial as per the definition in 2024-2025.

KEY ROLES AND OWNERSHIP BY DIVERSE COMMUNITIES BY LANGUAGE

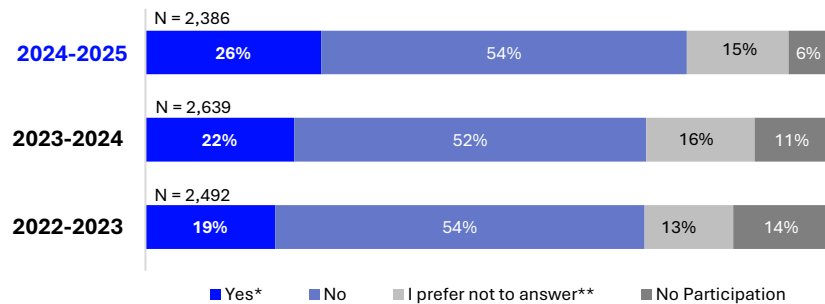
Representation of *Diverse Communities* in Key Roles has increased incrementally in both languages across three years; Representation of *Diverse Communities* in Ownership has seen steady growth year over year with more participation in French projects. In English, shifting participation rates has shifted representation.

DIVERSE COMMUNITIES REPRESENTATION IN KEY ROLES FOR LINEAR FUNDED APPLICATIONS BY LANGUAGE

ENGLISH

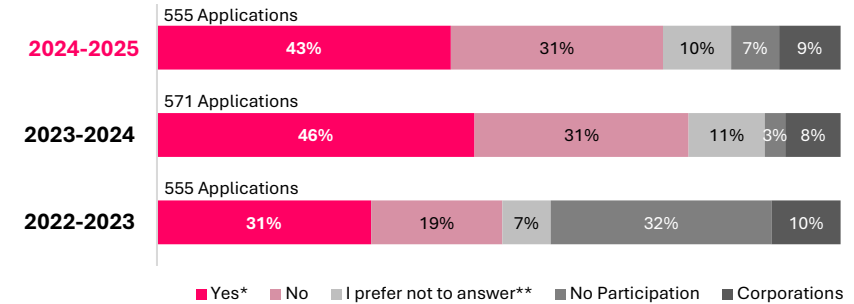


FRENCH

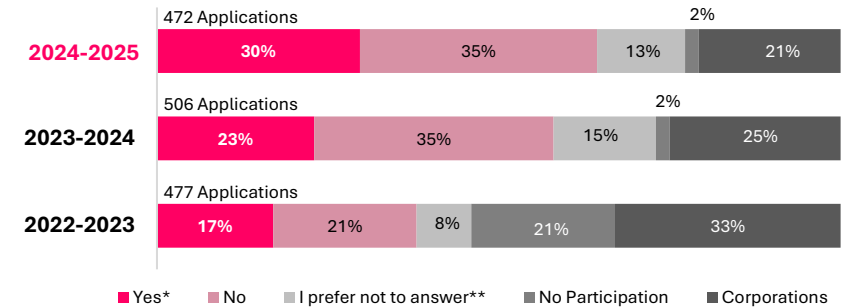


DIVERSE COMMUNITIES REPRESENTATION IN OWNERSHIP FOR LINEAR FUNDED APPLICATIONS BY LANGUAGE

ENGLISH



FRENCH



*Self-identified to at least 1 Diverse Community (Indigenous Peoples to Canada, Black and/or Racialized, 2SLGBTQ+, Persons living with one or more Disabilities)

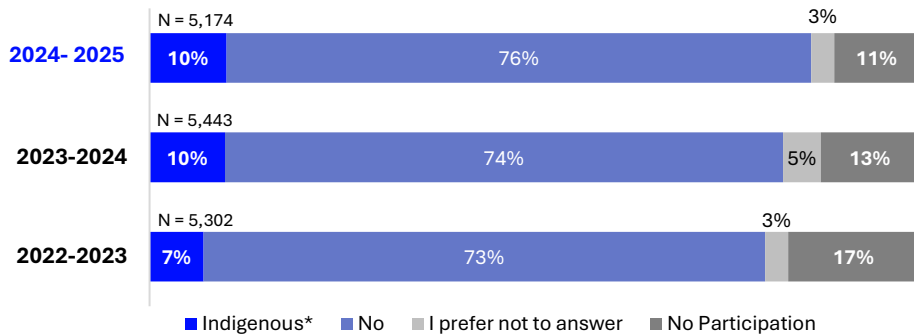
**Did not self-identify to any of the Diverse Communities and answered "I Prefer not to answer" to any of the questions on Diverse Communities

Racialized Communities include Black (or Afro-Canadian); East Asian; Latin American; Middle Eastern West Asian or North African; South Asian; Southeast Asian; and Multiracial as per the definition in 2024-2025.

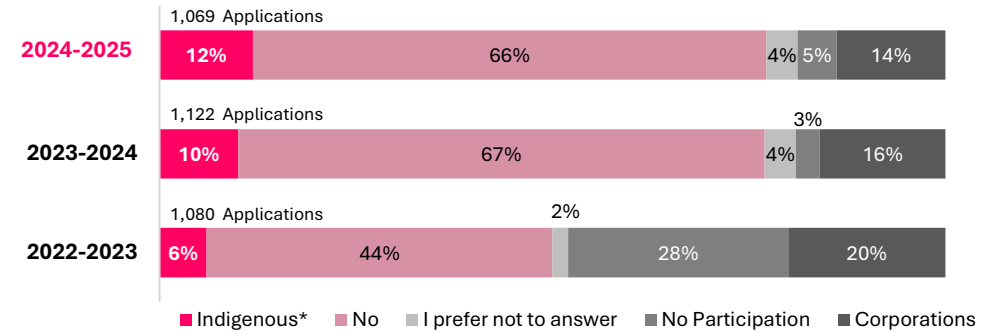
KEY ROLES AND OWNERSHIP BY INDIGENOUS PEOPLES

Indigenous Peoples make up **10%** of Key Roles and **12%** of Ownership. Both the representation of *Indigenous Peoples* in general and by specific Indigenous community remain stable from 2023-2024.

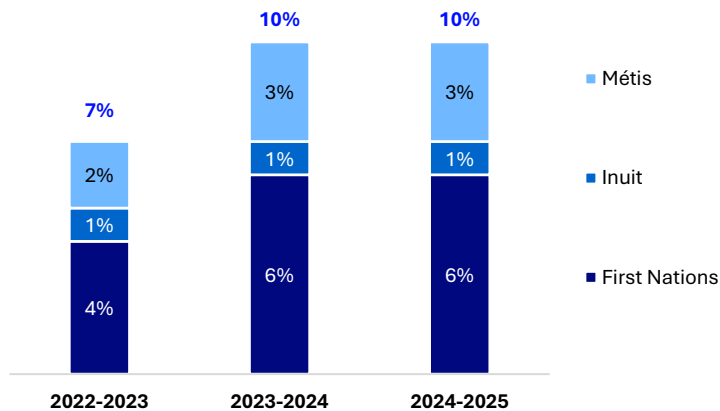
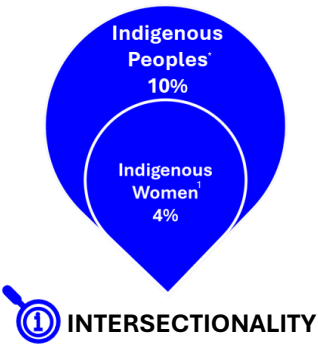
INDIGENOUS PEOPLE TO CANADA REPRESENTATION IN KEY ROLES FOR LINEAR FUNDED APPLICATIONS



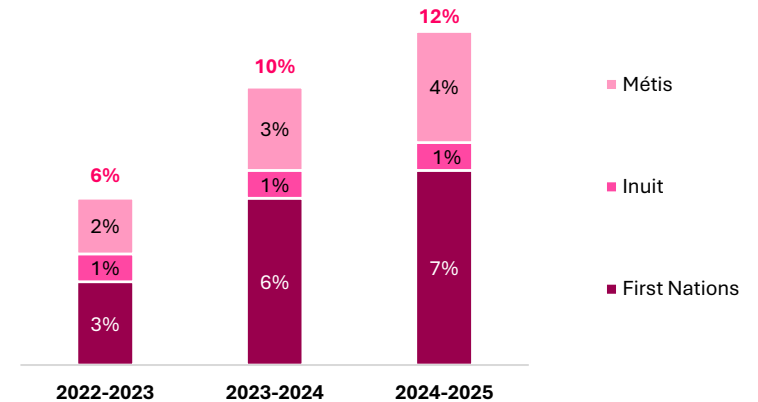
INDIGENOUS PEOPLE TO CANADA REPRESENTATION BY OWNERSHIP FOR LINEAR FUNDED APPLICATIONS



INDIGENOUS



INDIGENOUS



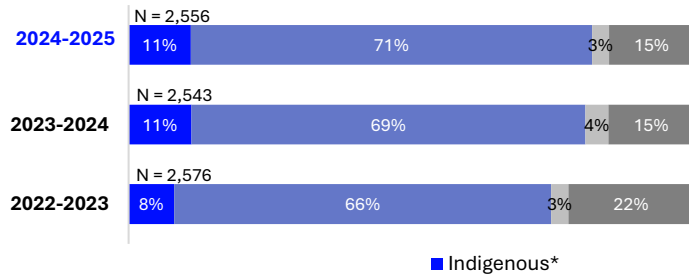
Q. I belong to one of the following Indigenous Peoples to Canada: [SELECT ANSWER]
 *Self identified as First Nations, Métis, or Inuit in Q. I belong to one of the following Indigenous Peoples to Canada: [SELECT ANSWER]
 †Self identified as women in Q: In terms of gender, I identify as: [SELECT ANSWER]

KEY ROLES BY INDIGENOUS PEOPLES BY LANGUAGE

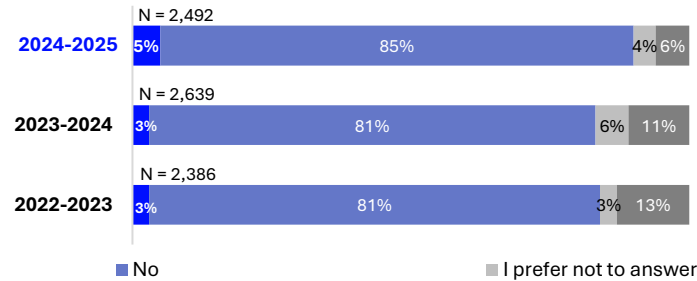
The proportion of Key Roles held by *Indigenous Peoples* remained stable at **67%** in Indigenous languages and **11%** in English, while the proportion in French increased from 3% to **5%** over the previous two years, with *First Nations* representation doubling.

REPRESENTATION OF INDIGENOUS PEOPLES IN KEY ROLES FOR LINEAR FUNDED APPLICATIONS BY PRODUCTION LANGUAGE

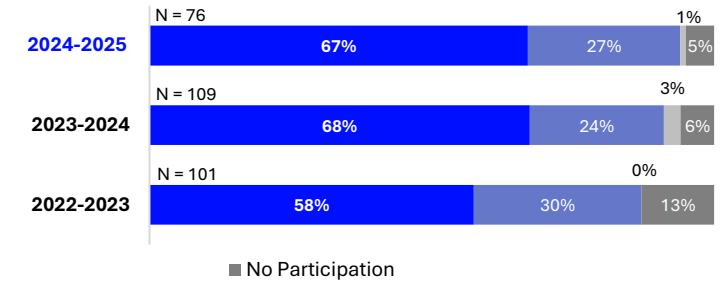
ENGLISH



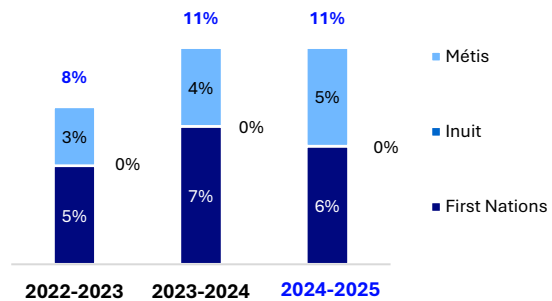
FRENCH



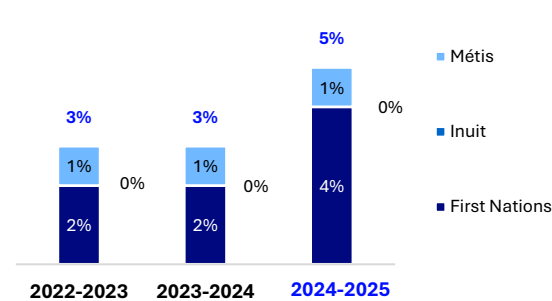
INDIGENOUS LANGUAGES



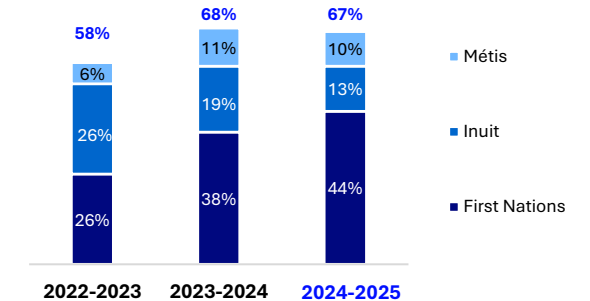
INDIGENOUS



INDIGENOUS



INDIGENOUS



Q. I belong to one of the following Indigenous Peoples to Canada: [SELECT ANSWER]

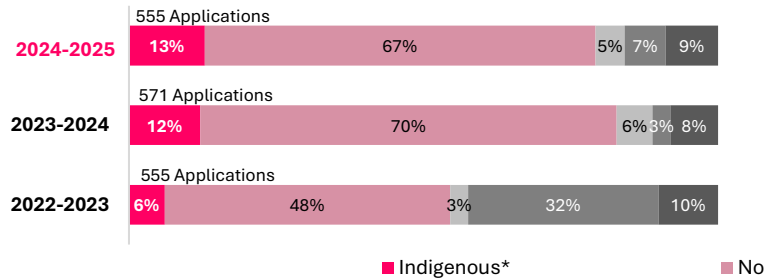
*Self identified as First Nations, Métis, or Inuit in Q. I belong to one of the following Indigenous Peoples to Canada: [SELECT ANSWER]

OWNERSHIP BY INDIGENOUS PEOPLES BY LANGUAGE

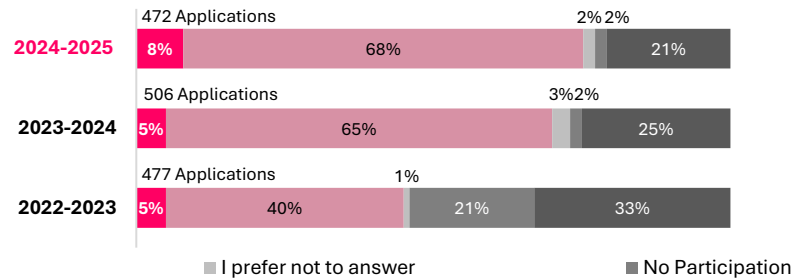
The percentage of shares declared in Indigenous language productions is at **99%** with only 1% selecting *Prefer not to answer*; Representation of *Indigenous Peoples* has also increased in all languages with **13%** in English, **8%** in French, and an **over 20%-point increase** in Indigenous Languages from 2023-2024.

REPRESENTATION OF INDIGENOUS PEOPLES BY OWNERSHIP FOR LINEAR FUNDED APPLICATIONS BY PRODUCTION LANGUAGE

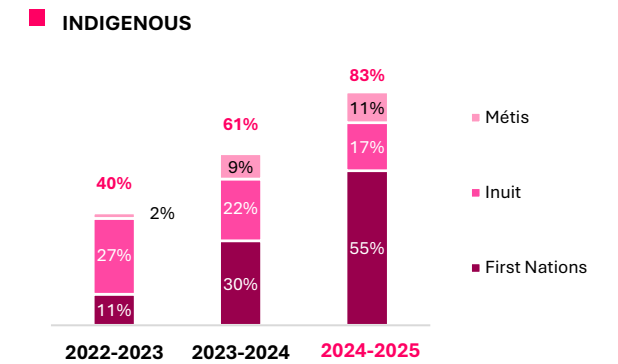
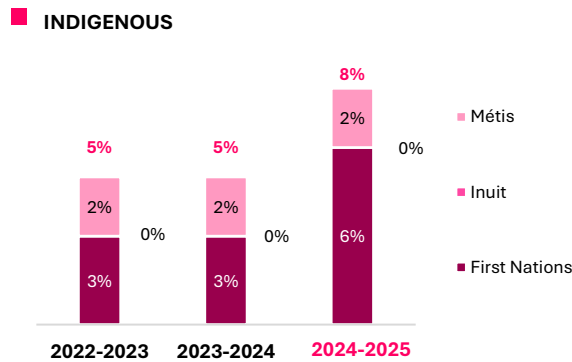
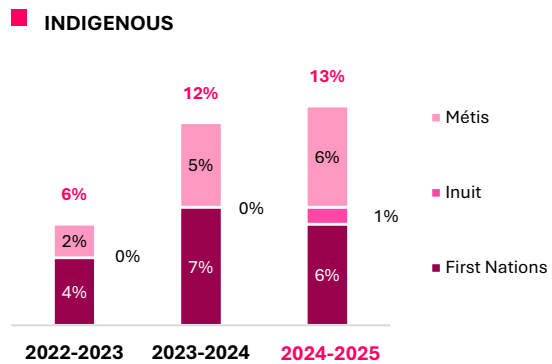
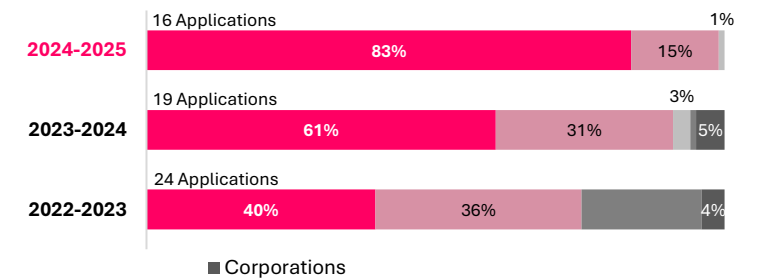
ENGLISH



FRENCH



INDIGENOUS LANGUAGES

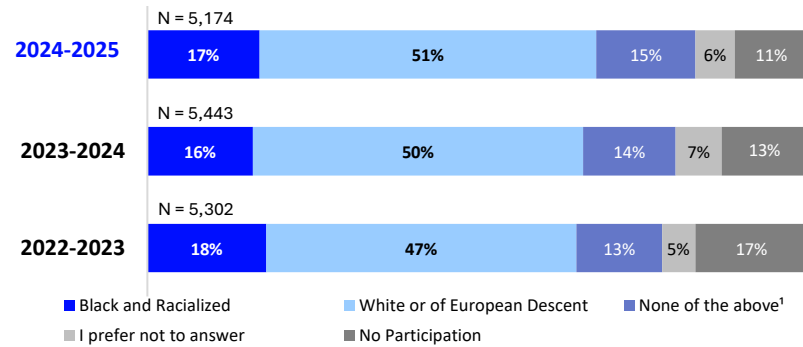


Q. I belong to one of the following Indigenous Peoples to Canada: [SELECT ANSWER]
 *Self identified as First Nations, Métis, or Inuit in Q. I belong to one of the following Indigenous Peoples to Canada: [SELECT ANSWER]

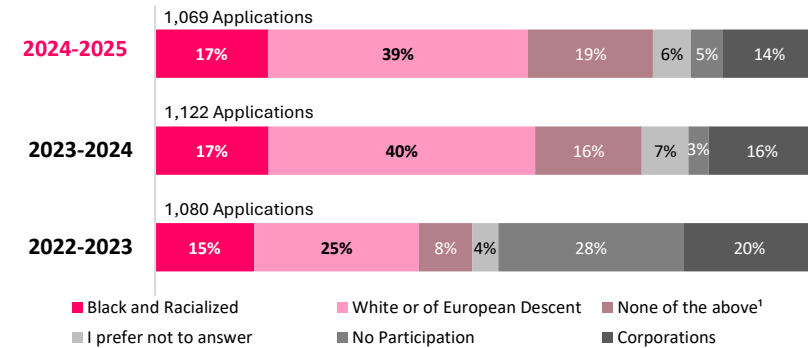
KEY ROLES AND OWNERSHIP BY RACIAL AND ETHNOCULTURAL IDENTITIES

Black and Racialized Communities' representation was stable at 17% in both Key Roles and Ownership while participation increased slightly. Among these communities, Black (or Afro-Canadian) individuals had the highest representation at 5% in Key Roles and 6% in Ownership.

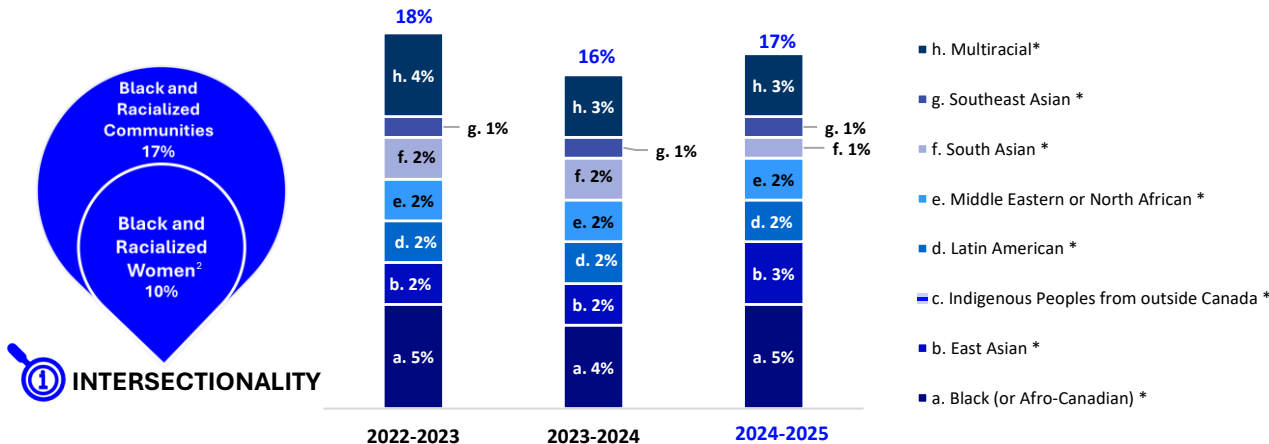
BLACK AND RACIALIZED COMMUNITIES REPRESENTATION BY KEY ROLES FOR LINEAR FUNDED APPLICATIONS



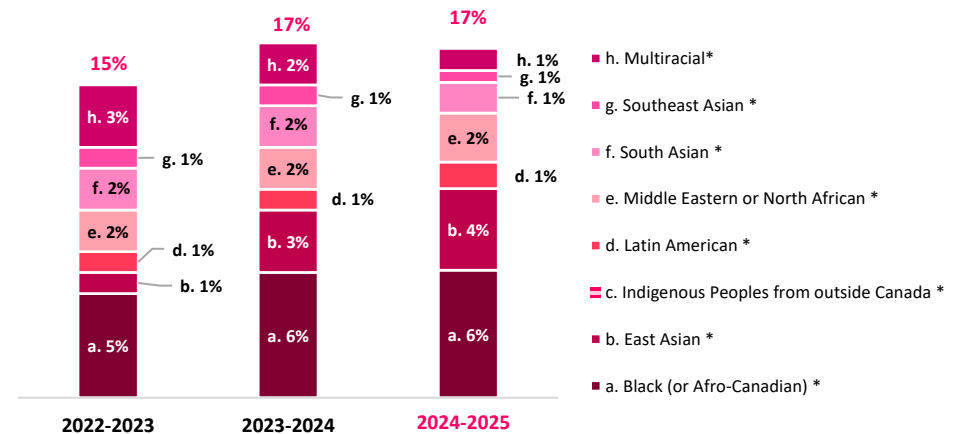
BLACK AND RACIALIZED COMMUNITIES REPRESENTATION BY OWNERSHIP FOR LINEAR FUNDED APPLICATIONS



BLACK AND RACIALIZED COMMUNITIES



BLACK AND RACIALIZED COMMUNITIES



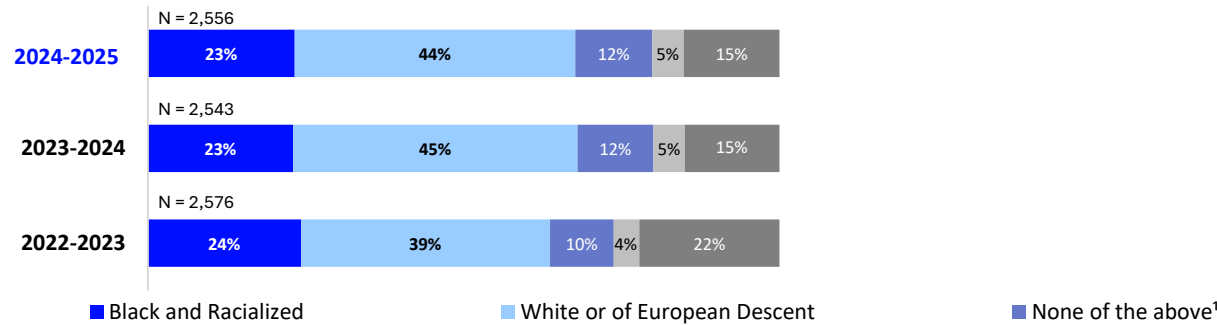
Q. The standardized category that best describes my racial or ethnocultural identity is: [SELECT ALL ANSWERS THAT APPLY]
 *Identities with * are included in CMF's definition of Racialized Community as per the definition in 2024-2025.
¹ None of the Above also includes responses that appeared under identity categories in earlier versions of the questionnaire other than those shown in this figure.
² Self identified as women in Q: In terms of gender, I identify as: [SELECT ANSWER]

KEY ROLES BY RACIAL AND ETHNOCULTURAL IDENTITIES BY LANGUAGE

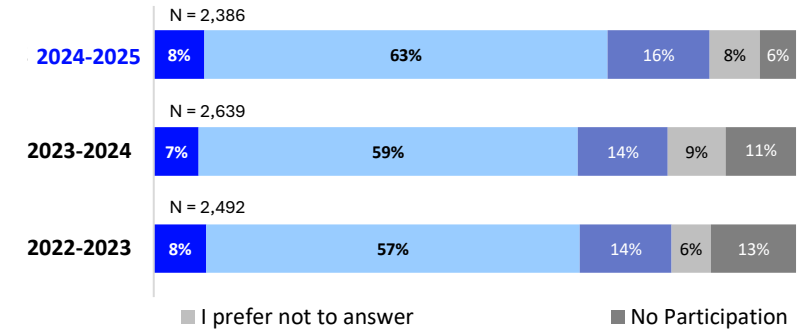
Similar to previous years, French language projects saw lower representation of *Black and Racialized Communities in Key Roles* at **8%** while English projects saw **23%**. *Black (or Afro-Canadian)* individuals were the group most represented in both languages, but English projects had a more even split between communities.

BLACK AND RACIALIZED COMMUNITIES REPRESENTATION BY KEY ROLES FOR LINEAR FUNDED APPLICATIONS BY LANGUAGE

ENGLISH

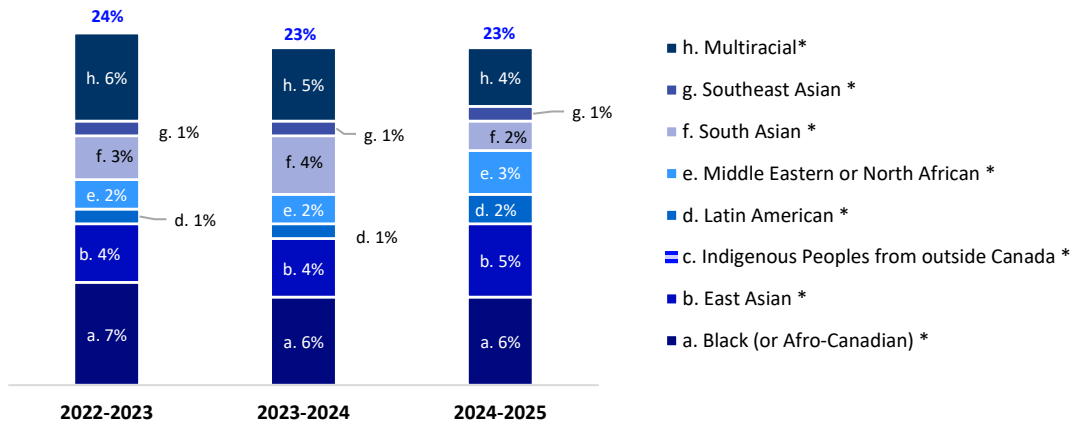


FRENCH

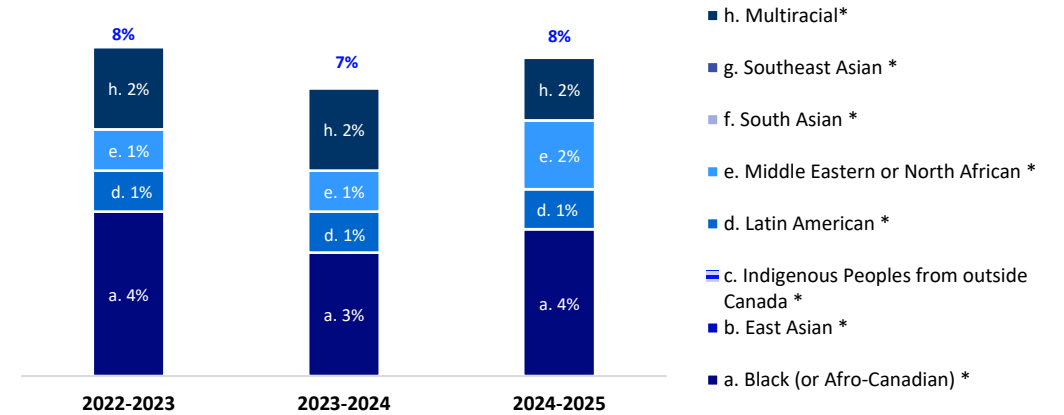


BLACK AND RACIALIZED COMMUNITIES

ENGLISH



FRENCH



Q. The standardized category that best describes my racial or ethnocultural identity is: [SELECT ALL ANSWERS THAT APPLY]

*Identities with * are included in CMF's definition of Racialized Community as per the definition in 2024-2025.

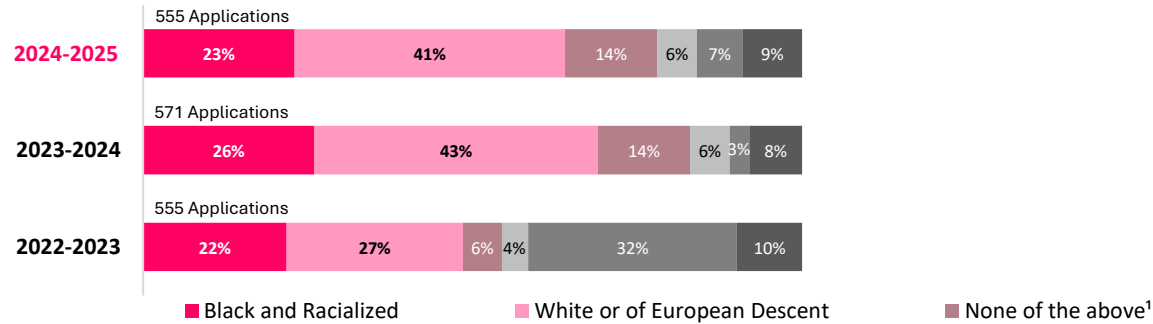
¹ None of the Above also includes responses that appeared under identity categories in earlier versions of the questionnaire other than those shown in this figure.

OWNERSHIP BY RACIAL AND ETHNOCULTURAL IDENTITIES BY LANGUAGE

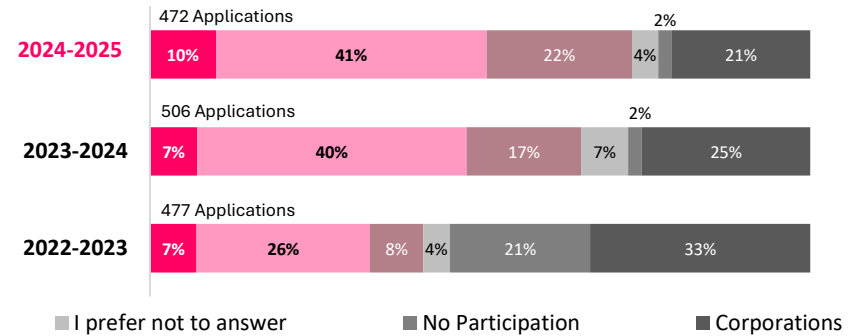
In English-language projects, lower participation was observed in Ownership from last year, while it increased in French language productions; *Black and Racialized Communities* now account for **10%** of Ownership in French projects. *Black(or Afro-Canadian)* and *East Asian* individuals were most represented in English projects at **7%** each with *Black(or Afro-Canadian)* individuals also making up **5%** in French projects.

BLACK AND RACIALIZED COMMUNITIES REPRESENTATION BY OWNERSHIP FOR LINEAR FUNDED APPLICATIONS BY LANGUAGE

ENGLISH

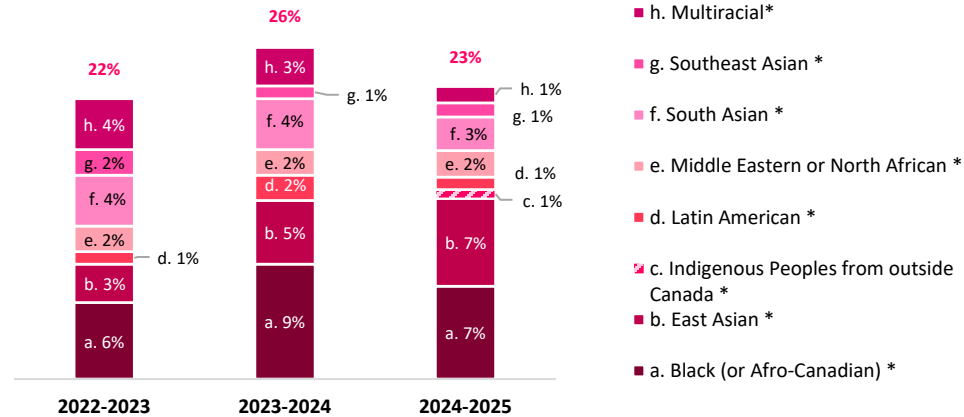


FRENCH

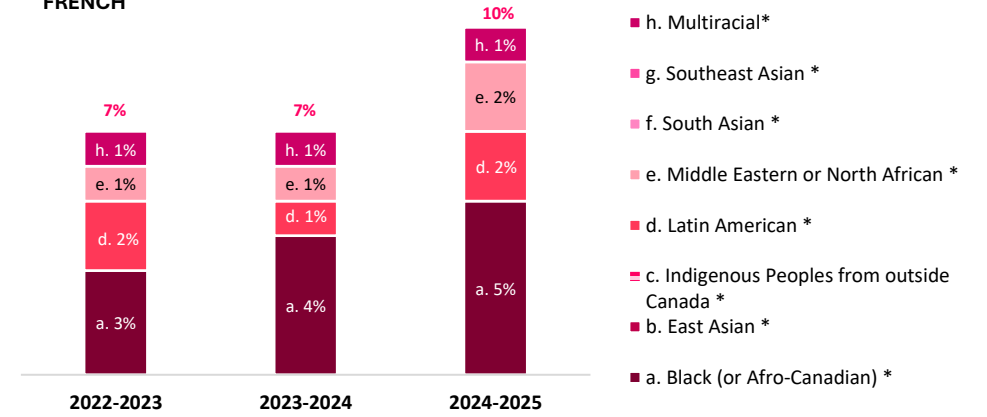


BLACK AND RACIALIZED COMMUNITIES

ENGLISH



FRENCH



Q. The standardized category that best describes my racial or ethnocultural identity is: [SELECT ALL ANSWERS THAT APPLY]

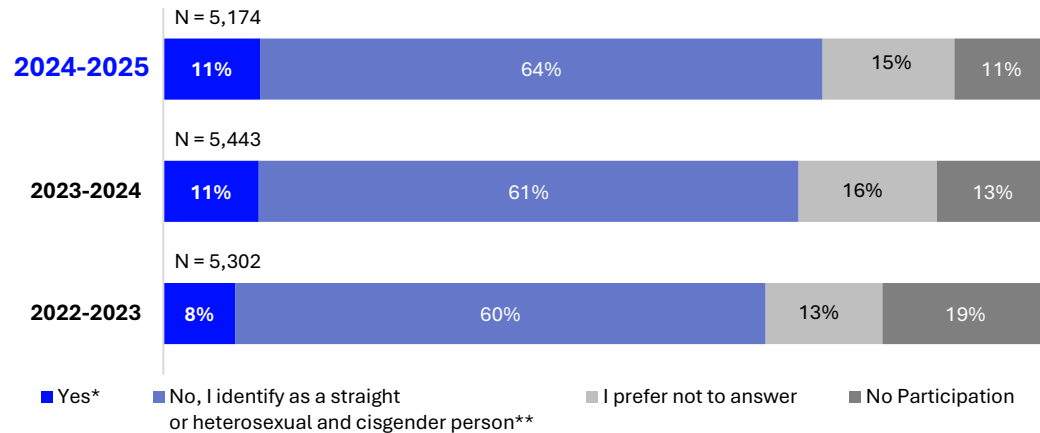
*Identities with * are included in CMF's definition of Racialized Community as per the definition in 2024-2025.

¹ None of the Above also includes responses that appeared under identity categories in earlier versions of the questionnaire other than those shown in this figure.

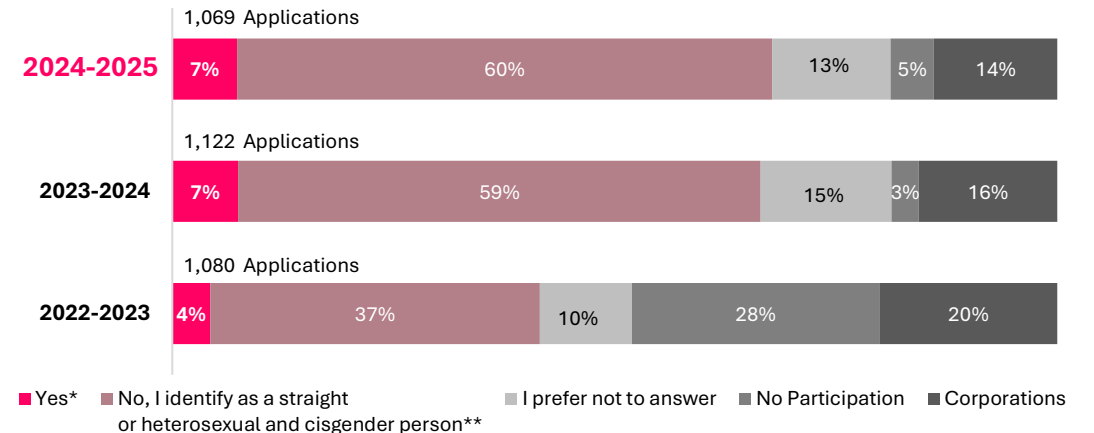
KEY ROLES AND OWNERSHIP BY 2SLGBTQ+ IDENTITIES

Overall 2SLGBTQ+ representation stable in Key Roles from 2023-2024 in both Key Roles at **11%** and Ownership at **7%**; *Prefer not to answer* highest rate for sexual orientation self-identification compared to other identities with **15%** for Key Roles and **13%** for Ownership.

2SLGBTQ+ REPRESENTATION IN KEY ROLES FOR LINEAR FUNDED APPLICATIONS



2SLGBTQ+ REPRESENTATION IN OWNERSHIP FOR LINEAR FUNDED APPLICATIONS



*Answered "Yes" to Q. I openly identify as a 2SLGBTQ+ person: [SELECT ANSWER]

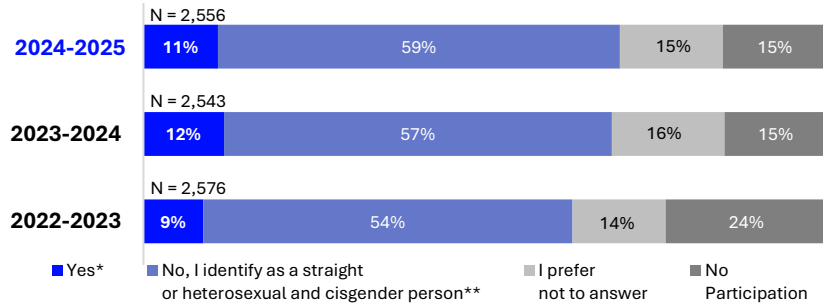
**Answered "No, I identify as a straight or heterosexual and cisgender person" to Q. I openly identify as a 2SLGBTQ+ person: [SELECT ANSWER]

KEY ROLES AND OWNERSHIP BY 2SLGBTQ+ IDENTITIES BY LANGUAGE

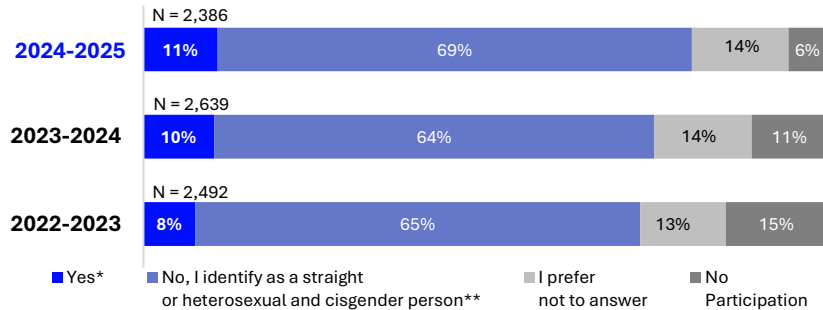
Representation of 2SLGBTQ+ communities sees stable shifts year-over-year in both languages; Sustained growth is observed in participation in French language projects in both Key Roles and Ownership.

2SLGBTQ+ REPRESENTATION IN KEY ROLES FOR LINEAR FUNDED APPLICATIONS BY LANGUAGE

ENGLISH

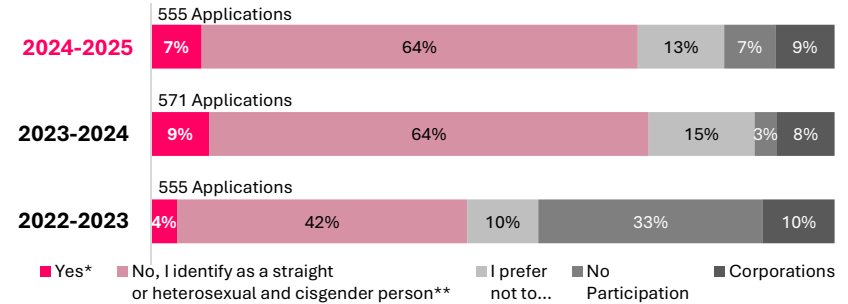


FRENCH

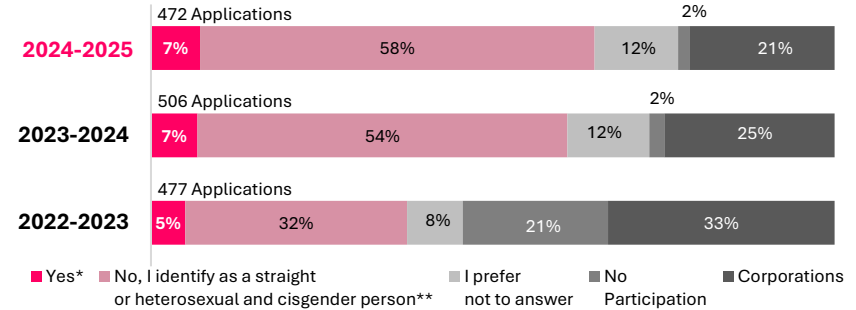


2SLGBTQ+ REPRESENTATION IN OWNERSHIP FOR LINEAR FUNDED APPLICATIONS BY LANGUAGE

ENGLISH



FRENCH



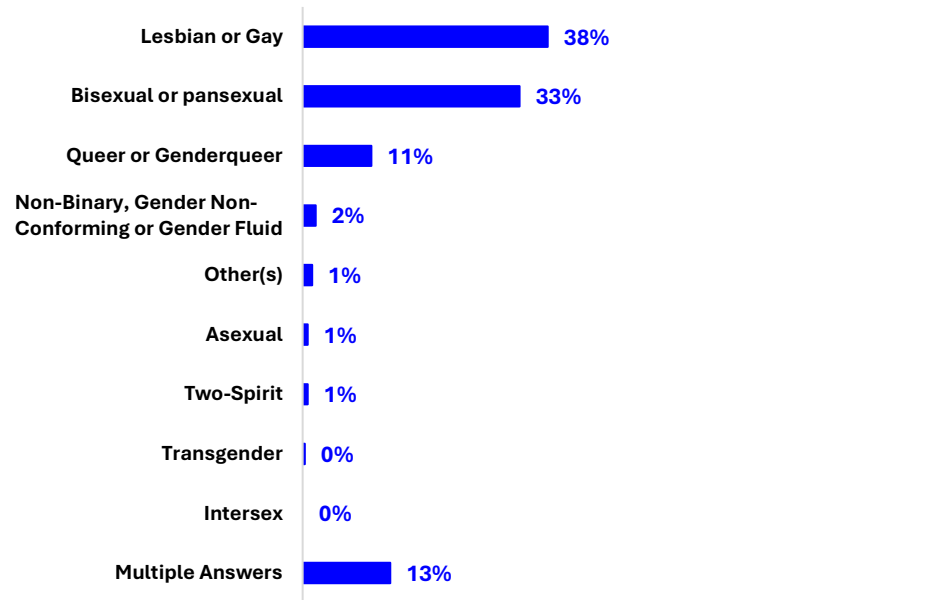
*Answered "Yes" to Q. I openly identify as a 2SLGBTQ+ person: [SELECT ANSWER]

**Answered "No, I identify as a straight or heterosexual and cisgender person" to Q. I openly identify as a 2SLGBTQ+ person: [SELECT ANSWER]

KEY ROLES BY 2SLGBTQ+ IDENTITY

Within 2SLGBTQ+ Communities, *Lesbian and Gay* individuals are most represented at **38%**, with *Bisexual and Pansexual* people following shortly after at **33%**. Of 2SLGBTQ+ communities' 11% representation, only **2%** are also from *Black and Racialized Communities*.

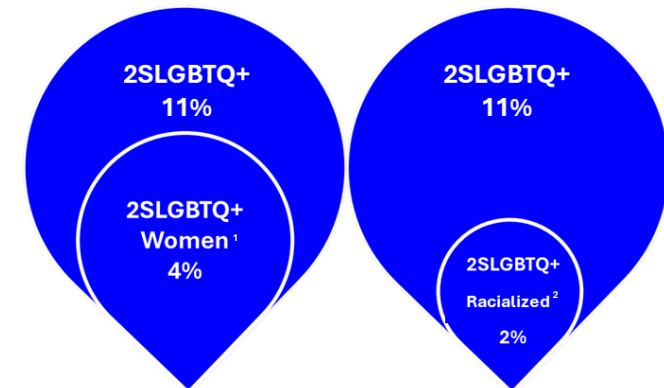
IDENTITIES AMONG 2SLGBTQ+* KEY ROLES IN LINEAR FUNDED PROJECTS – 2024-2025



Note: Total may exceed 100% as one can identify to more than one group



INTERSECTIONALITY



*Answered "Yes" to Q. *I openly identify as a 2SLGBTQ+ person:* [SELECT ANSWER]

Q. *If you answered "Yes" in the previous question, More specifically, I define myself as:* [SELECT ALL ANSWERS THAT APPLY]

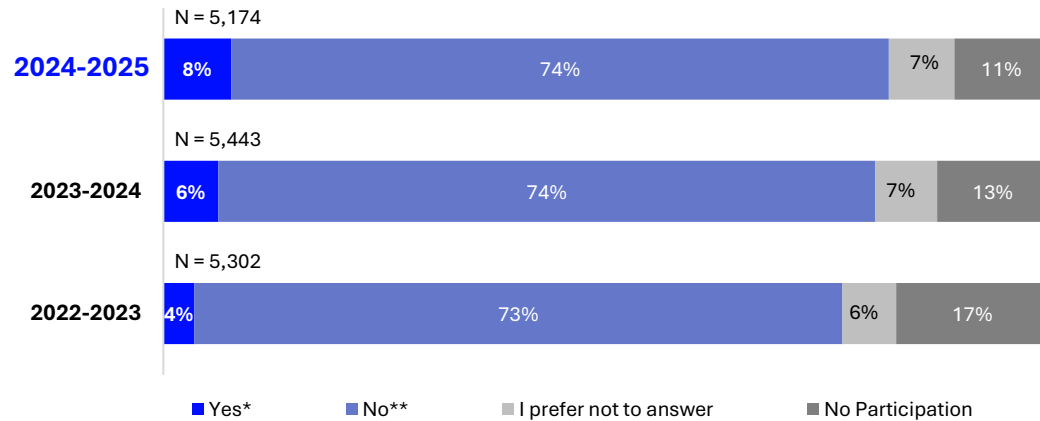
¹Self identified as women in Q: *In terms of gender, I identify as:* [SELECT ANSWER]

²Self-identified to a Racialized Community: Racialized Communities include Black (or Afro-Canadian); East Asian; Latin American; Middle Eastern West Asian or North African; South Asian; Southeast Asian; and Multiracial as per the definition in 2024-2025.

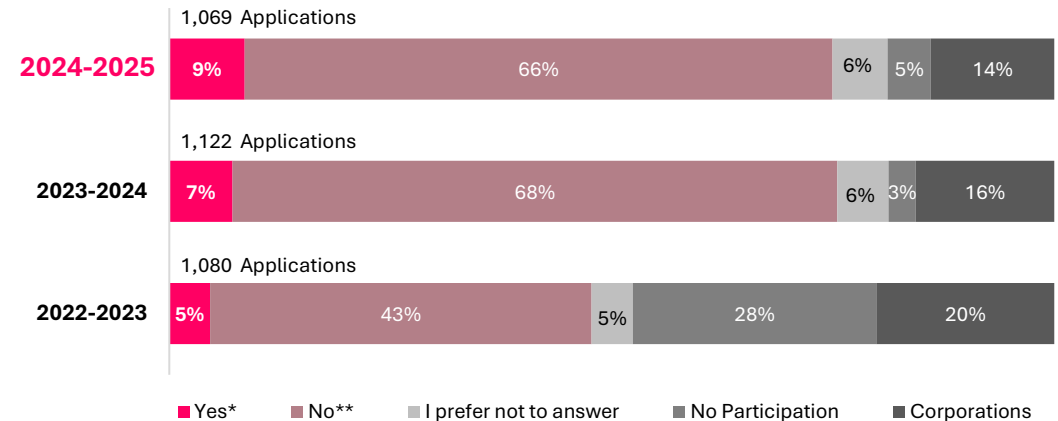
KEY ROLES AND OWNERSHIP BY DISABILITY STATUS

Representation of *Disabled Persons/Persons with Disability(ies)* sees sustained **growth of 2%-points** each year in both Key Roles and Ownership; In 2024-2025, **8%** of Key Roles, and **9%** of Shareholders were *Disabled Persons/Persons with Disability(ies)*.

KEY ROLES REPRESENTATION OF PERSONS WITH DISABILITIES IN LINEAR FUNDED APPLICATIONS



OWNERSHIP REPRESENTATION OF PERSONS WITH DISABILITIES IN LINEAR FUNDED APPLICATIONS



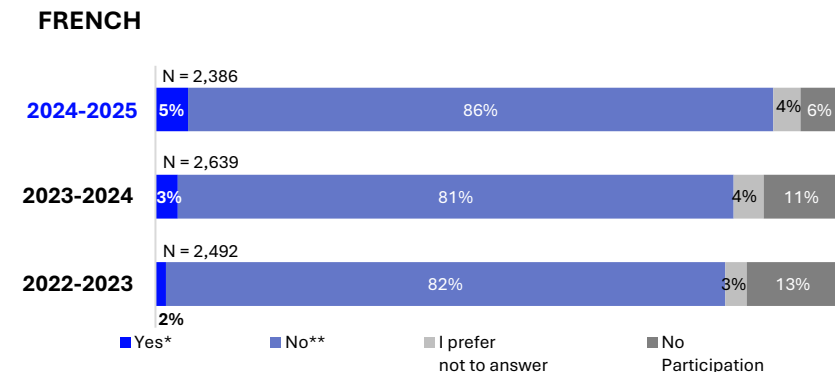
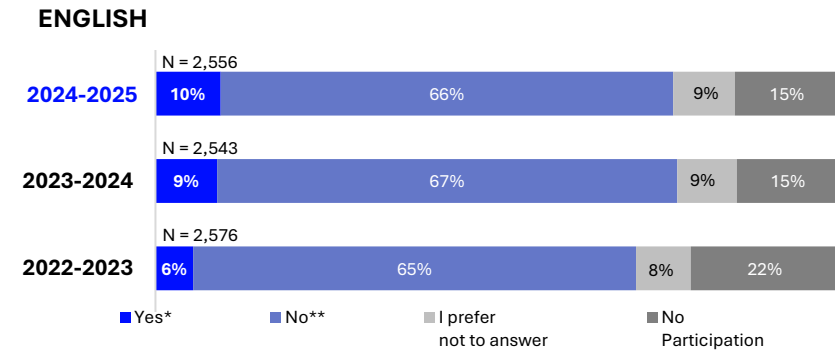
*Answered "Yes" to Q. I am a person living with one or more disabilities: [SELECT ANSWER]

**Answered "No" to Q. I am a person living with one or more disabilities: [SELECT ANSWER]

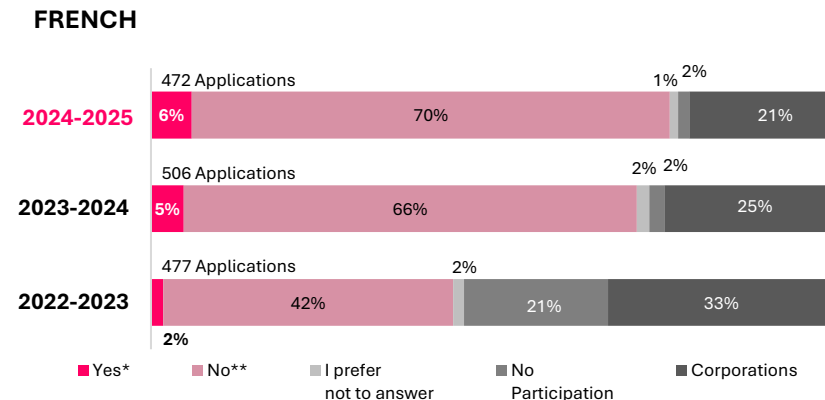
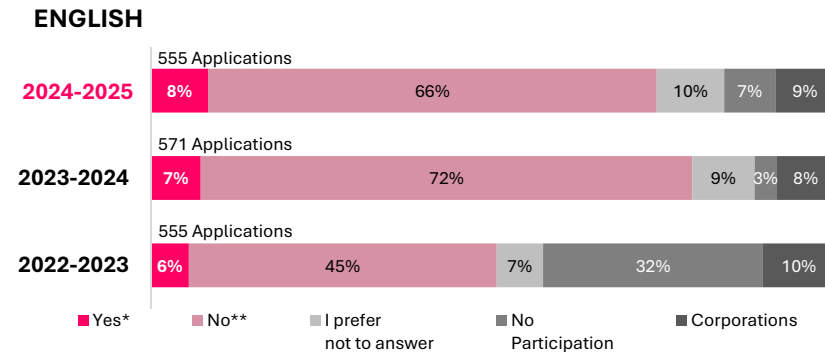
KEY ROLES AND OWNERSHIP BY DISABILITY STATUS BY LANGUAGE

Stable increases in the representation of *Disabled Persons/Persons with Disability(ies)* year-over-year in both Key Roles and Ownership in both English and French year-over-year; Higher representation in English projects at **10%** of Key Roles and **8%** of Shareholders than in French at **5%** and **6%**, respectively; Small shifts in participation across three years.

KEY ROLES REPRESENTATION OF PERSONS WITH DISABILITIES IN LINEAR FUNDED APPLICATIONS BY LANGUAGE



OWNERSHIP REPRESENTATION OF PERSONS WITH DISABILITIES IN LINEAR FUNDED APPLICATIONS BY LANGUAGE



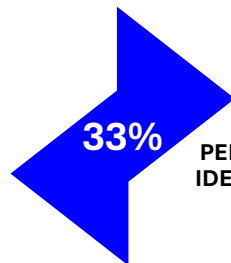
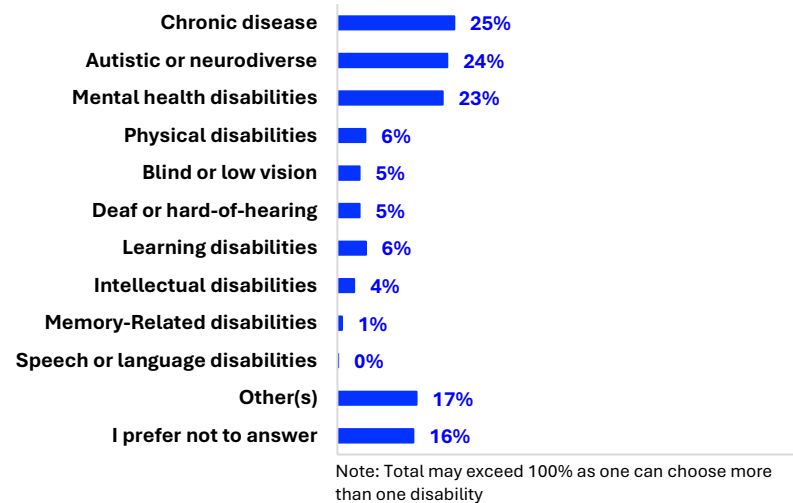
*Answered "Yes" to Q. I am a person living with one or more disabilities: [SELECT ANSWER]

**Answered "No" to Q. I am a person living with one or more disabilities: [SELECT ANSWER]

KEY ROLES AND OWNERSHIP BY DISABILITY

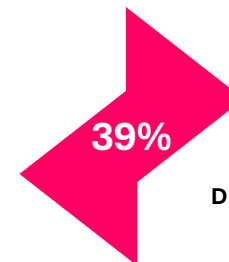
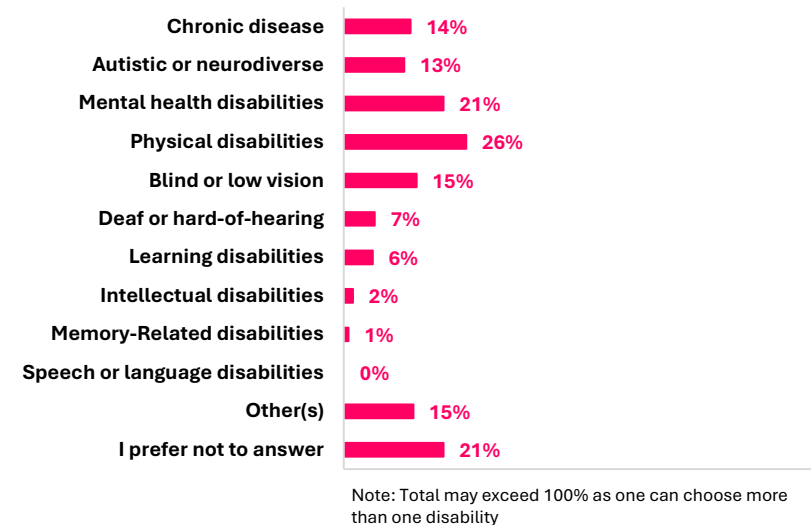
The most recorded disabilities in Key Roles were *Chronic disease*, *Autistic or neurodiverse*, and *Mental health disabilities* at around **25%** each. In Ownership, the most common were *Physical disabilities* at **26%** and *Mental health disabilities* at **21%**, while **over 20%** did not specify their disabilities. **33%** of Disabled Persons/Persons with Disability(ies) in Key Roles and **39%** in Ownership required accommodations.

DISABILITIES AMONG KEY ROLES WHO IDENTIFY AS DISABLED IN LINEAR FUNDED APPLICATIONS – 2024-2025



33%
PERCENTAGE OF KEY ROLES WHO IDENTIFY AS DISABLED REQUIRING ACCOMMODATIONS

OWNERSHIP SHARES BY DISABILITY AMONG SHAREHOLDERS WHO IDENTIFY AS DISABLED IN LINEAR FUNDED APPLICATIONS - 2024-2025



39%
PERCENTAGE OF OWNERSHIP AMONG SHAREHOLDERS WHO IDENTIFY AS DISABLED REQUIRING ACCOMMODATIONS

Answered "Yes" to Q. I am a person living with one or more disabilities: [SELECT ANSWER]

Q. If the answer to the previous question (I am a person living with one or more disabilities) is "Yes": More specifically, I live with the following disabilities or conditions: [SELECT ANSWER]

Q. If the answer to the question (I am a person living with one or more disabilities) is "Yes": I require the following accommodation(s) to communicate, access information and work in my field: [SELECT ALL ANSWERS THAT APPLY]

KEY ROLES BY DISABILITY STATUS BY INTERSECTIONAL IDENTITIES

Within *Disabled Persons/Persons with Disability(ies)* in Key Roles, **half** were women. Disabled Persons/Persons with Disability(ies) who are *Indigenous*, from *Black and Racialized Communities*, or *2SLGBTQ+* communities were representative of **1%** of Key Roles each.



*Answered "Yes" to Q. I am a person living with one or more disabilities: [SELECT ANSWER]

¹Self-identified to a Racialized Community: Racialized Communities include Black (or Afro-Canadian); East Asian; Latin American; Middle Eastern West Asian or North African; South Asian; Southeast Asian; and Multiracial as per the definition in 2024-2025.

²Answered "Yes" to Q. I openly identify as a 2SLGBTQ+ person: [SELECT ANSWER]

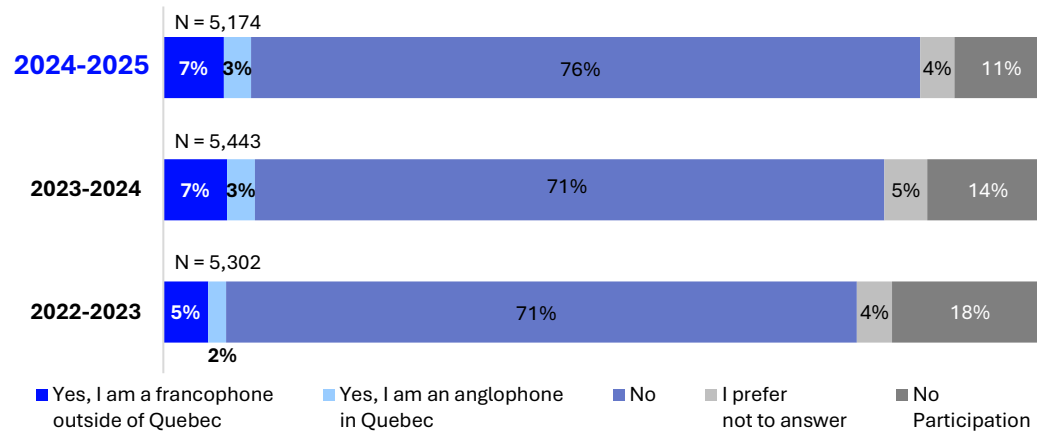
³Self identified as First Nations, Inuit, or Métis in Q. I belong to one of the following Indigenous Peoples to Canada: [SELECT ANSWER]

⁴Self identified as women in Q: In terms of gender, I identify as: [SELECT ANSWER]

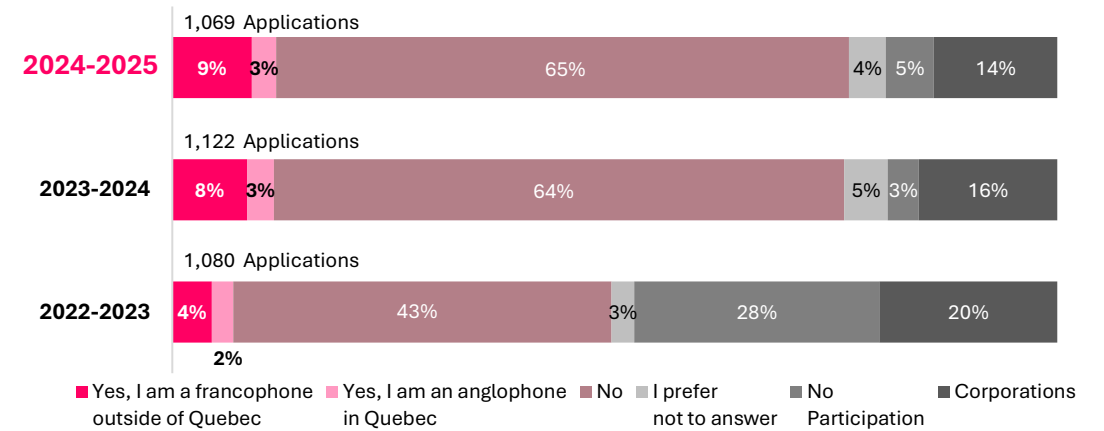
KEY ROLES AND OWNERSHIP BY OFFICIAL LANGUAGE MINORITY COMMUNITY (OLMC)

Representation of OLMCs stable from 2023-2024 in both *Francophones outside Quebec* with Key Roles at 7% and Ownership at 9%, and *Anglophones in Quebec* at 3% in both Key Roles and Ownership.

OLMC REPRESENTATION IN KEY ROLES FOR LINEAR FUNDED APPLICATIONS



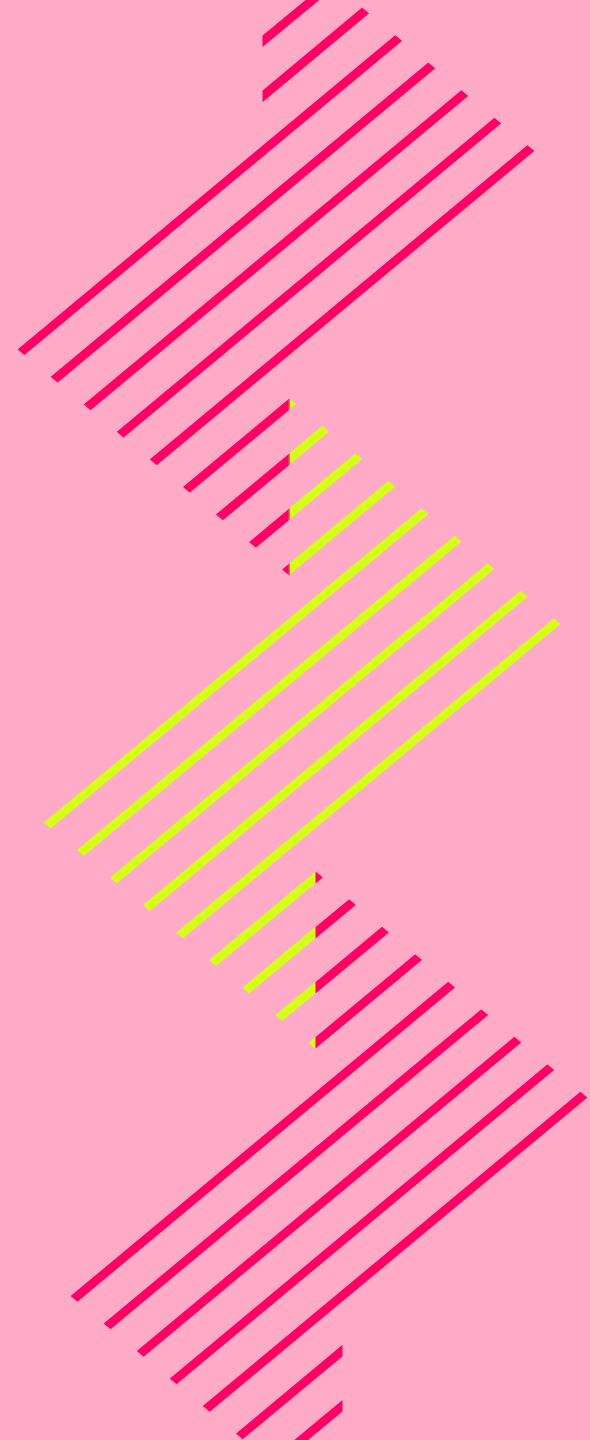
OLMC REPRESENTATION IN OWNERSHIP FOR LINEAR FUNDED APPLICATIONS



Q. If you answered "Canada" in (Q. My country of residency is: [SELECT ANSWER]), I have belonged to an official language minority in Canada for at least the past three years: [SELECT ANSWER]

3.2

LINEAR CONTENT: CONTENT THEMES AND REPRESENTATION



CONTENT THEMES AND REPRESENTATION

Since 2023–2024, applicants to the CMF linear programs have been asked to indicate whether their projects “include or reflect storylines, main characters, or subject matter” related to **Indigenous Peoples, Equity-Deserving Communities***, and whether they incorporate **climate- or sustainability-related themes**. This information provides new insight into on-screen representation and helps illustrate the types of stories and themes appearing in projects supported through CMF programs.

% OF PROJECTS WITH STORYLINES RELATED TO INDIGENOUS AND EQUITY-DESERVING COMMUNITIES OR CLIMATE THEMES IN FUNDED LINEAR PRODUCTIONS, BY LANGUAGE– 2024-2025

# of Storylines narrative	Overall	French	English
None of the above	43%	60%	26%
1 Storyline narrative	29%	23%	34%
2 Storylines narrative	14%	8%	18%
3 or more Storylines narrative	14%	9%	21%

556 Applications	280 Applications	244 Applications
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% OF PROJECTS WITH AT LEAST 1 STORYLINE RELATED TO INDIGENOUS AND EQUITY-DESERVING COMMUNITIES OR CLIMATE THEMES IN LINEAR FUNDED PRODUCTION PROJECTS BY LANGUAGE AND BUDGETS – 2024-2025

by Budget Size	# of Applications	French	English
		% of Projects with at least 1 Storyline narrative	% of Projects with at least 1 Storyline narrative
Large	38	61%	77%
Medium	124	40%	67%
Small	118	33%	79%
Total	280	40%	74%

✦ In 2024–2025, **more than half (57%)** of all funded projects featured at least one Indigenous or Equity-Deserving Community, or environmental theme. Language markets differed: only one in four English-language projects did not include any of these themes, compared with 60% of French-language projects.

✦ Budget levels also revealed contrasting results. In English-language production, **nearly 80%** of both small- and large-budget projects included at least one of these themes. In the French-language market, **61%** of large-budget projects featured such storylines, almost twice the level observed among small-budget projects.

Q. Does this Project include or reflect storylines, main characters or subject matter related to one or more of the following?
 *Please read the [Glossary](#) in the Summary version of the report for definitions of all Indigenous and Equity-Deserving Communities

CONTENT THEMES AND REPRESENTATION

KEY ROLES IDENTITIES BY CONTENT THEME IN LINEAR FUNDED PRODUCTION PROJECTS – 2024-2025

Storyline narrative	% of Women	% of Indigenous People to Canada	% of Black & Racialized Communities	% of 2SLGBTQ+	% of Persons with Disabilities	% of OLMC
None of the above	41%	1%	6%	10%	4%	4%
Individuals who identify as women	47%	8%	23%	14%	6%	9%
First Nations, Inuit or Métis	42%	35%	7%	10%	6%	11%
Black and Racialized Communities	44%	5%	35%	15%	6%	10%
2SLGBTQ+	40%	11%	15%	23%	8%	10%
Disabled People or People with Disabilities	44%	2%	16%	12%	14%	8%
Official Language Minority Communities (OLMCs)	49%	14%	6%	19%	11%	53%
Regional communities	40%	15%	14%	12%	7%	13%
Include Climate Change or Sustainability themes or storylines in the content itself	41%	12%	13%	18%	7%	10%

N=3,622 KEY ROLES

% OF PROJECTS BY CONTENT THEME IN LINEAR FUNDED PRODUCTION PROJECTS BY LANGUAGE – 2024-2025

Storyline narrative	Overall Linear Productions	French	English
None of the above	43%	60%	26%
Individuals who identify as women	27%	15%	39%
First Nations, Métis or Inuit	16%	10%	23%
Black and Racialized Communities	28%	16%	37%
2SLGBTQ+	13%	9%	19%
Disabled People or People with Disabilities	8%	7%	9%
Official Language Minority Communities (OLMCs)	7%	10%	4%
Regional communities	15%	9%	22%
Include Climate Change or Sustainability themes or storylines in the content itself	9%	6%	14%

556 Applications | 280 Applications | 244 Applications

- Similar to previous years, projects that centre stories, characters, or themes connected to Indigenous and Equity-Deserving Communities often involve higher representation from creatives belonging to those same communities.
- Projects with **environmental or climate-related themes** also showed a notable trend: women held **41%** of Key Roles, **more than double** the share of the next most-represented demographic group.

- Across both English- and French-language productions, *Women* and *Black and Racialized Communities* appear most frequently in projects featuring Indigenous and Equity-Deserving Community storylines, a pattern consistent with last year's results.

Q. Does this Project include or reflect storylines, main characters or subject matter related to one or more of the following?

4. REPRESENTATION IN INTERACTIVE CONTENT

REPRESENTATION IN INTERACTIVE CONTENT - OVERVIEW

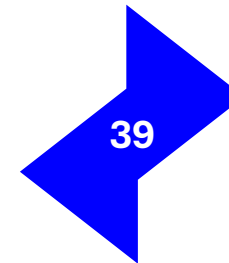
This section reports on the overall demographic and social identity of Key Roles and Ownership from all funded Interactive Digital Media (IDM) applications in 2024-2025, as disclosed through PERSONA-ID

IDM content includes Interactive Digital Media and application software, like videogames and immersive experiences (e.g. Virtual Reality and Augmented Reality), as well as web and mobile applications/software with connections to the Canadian Cultural sector.

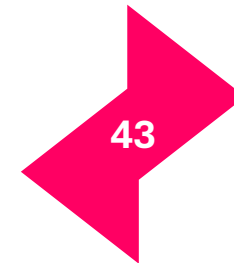
159	\$46.9M
Total number of funded applications	Total funding for Interactive content
43	\$37.6M
Projects funded in production	Funding in production
116	\$9.3M
Projects funded in development	Funding in development

568
Total reported **Key Roles**

405
Total reported **Shareholders**



Average age of **Key Roles**



Average age of **Shareholders**

⚡ Please note that the number of Key Roles in this report does not represent the number of individuals employed in these roles, but the number of roles themselves, since one individual may hold more than one role. Also, Ownership reflects the percentage of total shares across all submitted applications, not the percentage of individual shareholders.

REPRESENTATION IN INTERACTIVE CONTENT - OVERVIEW

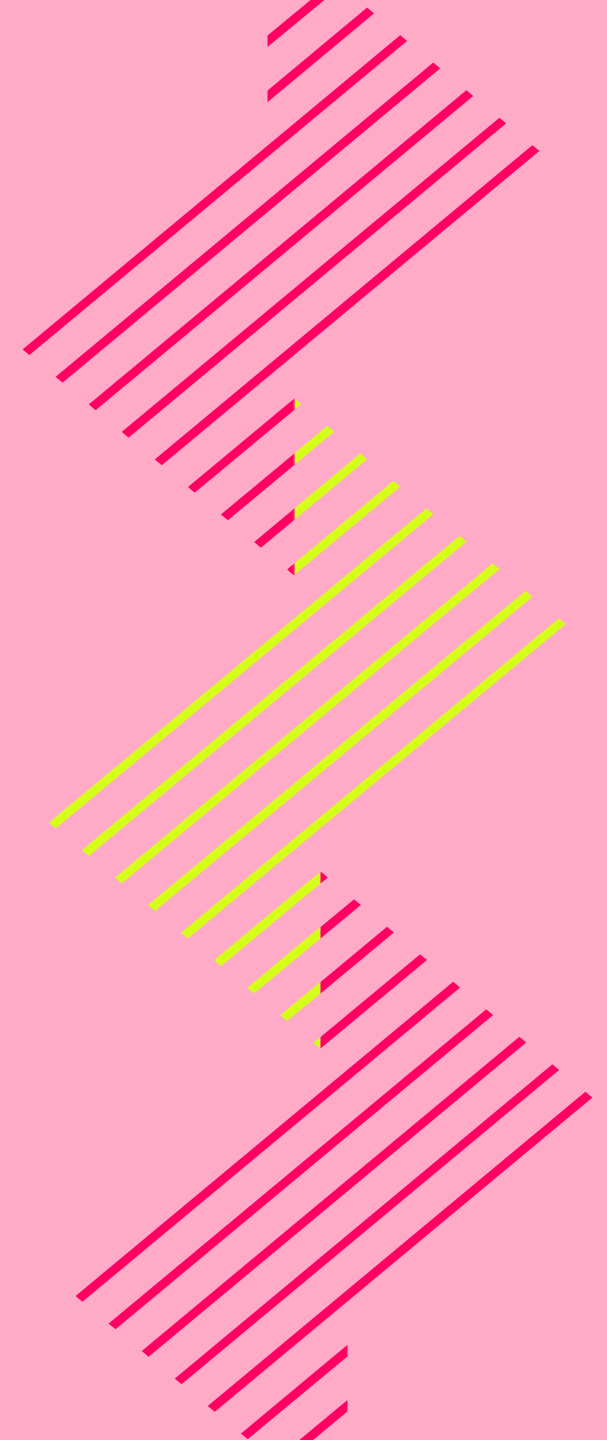
The following is the list of Programs included under Interactive Digital Media (IDM) Content; including the **Gender Balance** and **Diverse Community incentives**, any other incentives, requirements and factors in place in 2024-2025*:

Program	Selective / Automatic	Incentives and Requirements
Production (Creation) Programs		
INNOVATION AND EXPERIMENTATION PROGRAM	Selective	Gender Balance and Diverse Community incentives
COMMERCIAL PROJECTS PROGRAM	Selective	Gender Balance and Diverse Community incentives
ITERATION PROGRAM	Automatic	Reserved funds for Diverse Community and Gender Balance ownership
Development (Ideation) Programs		
PROTOTYPING PROGRAM	Selective	Gender Balance and Diverse Community incentives
CONCEPTUALIZATION	Automatic	Diverse Community reserved funds

* For more details on the incentives, requirements or factors, please visit the [CMF's website](#) and review the Program Guidelines.

4.1

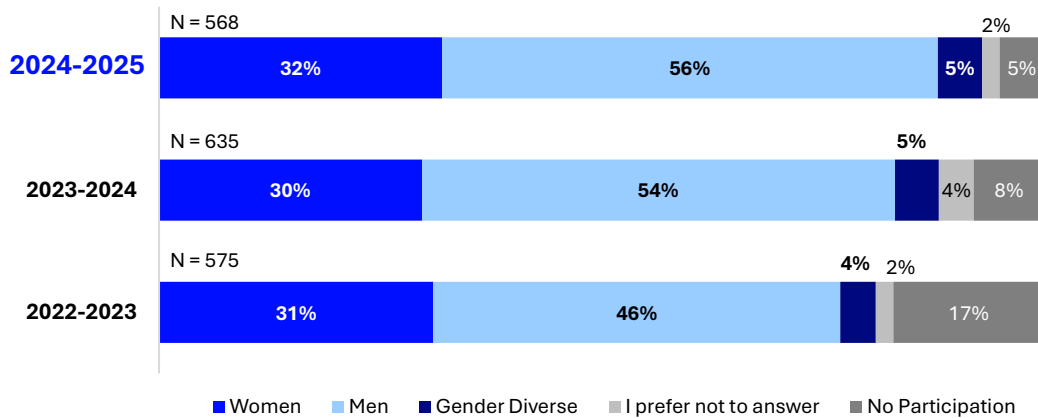
INTERACTIVE CONTENT: OVERALL



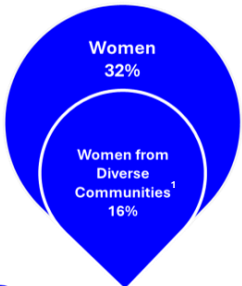
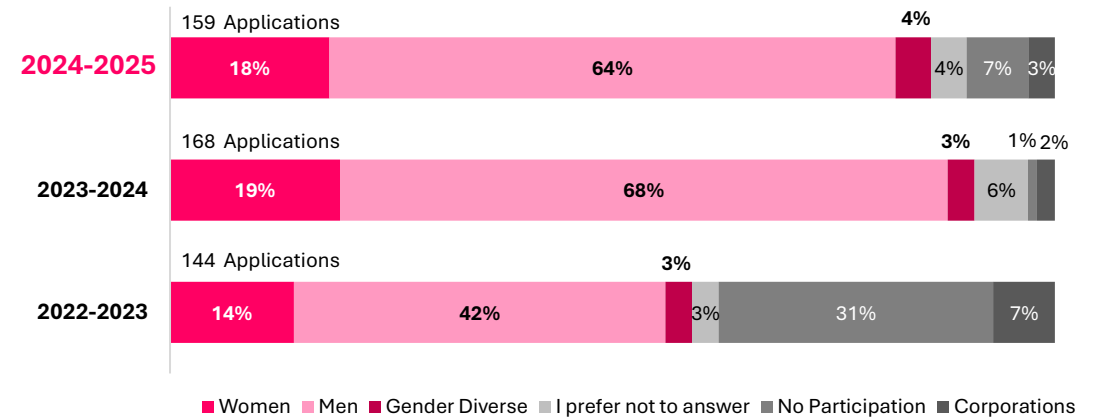
KEY ROLES AND OWNERSHIP BY GENDER

Increases in participation for Key Roles in 2024-2025 led to positive shifts of representation with *Men* at **56%** and *Women* at **32%**. The participation rate was lower amongst shareholders this year, which led to decreasing levels of representation in Ownership among *Men* (**64%**), while *Women* were stable from last year.

GENDER REPRESENTATION IN KEY ROLES FOR IDM FUNDED APPLICATIONS



GENDER REPRESENTATION IN OWNERSHIP FOR IDM FUNDED APPLICATIONS



INTERSECTIONALITY

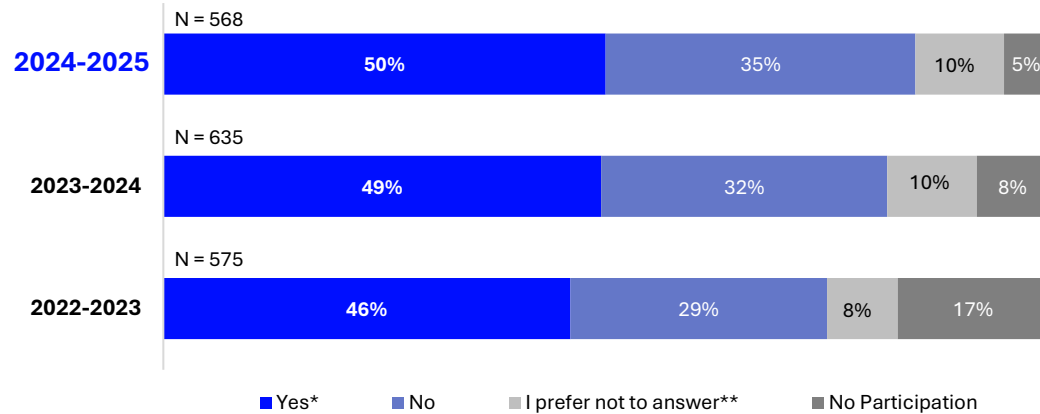
Q. In terms of gender, I identify as: [SELECT ANSWER]

¹ Self-identified to at least 1 Diverse Community (Indigenous Peoples to Canada, Black and/or Racialized, 2SLGBTQ+, Persons living with one or more Disabilities)

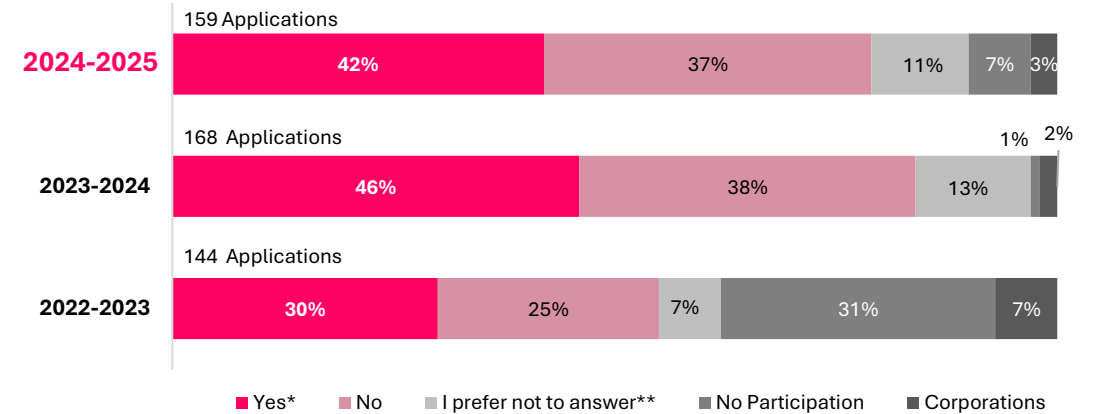
KEY ROLES AND OWNERSHIP BY DIVERSE COMMUNITIES

The representation of *Diverse Communities* accounted for **half** of Key Roles in Interactive Digital Media in 2024-2025, following a steady year-over-year growth. Ownership by *Diverse Communities* declined by 4%-points to **42%** compared to the previous year, but remains strong.

DIVERSE COMMUNITIES REPRESENTATION IN KEY ROLES FOR IDM FUNDED APPLICATIONS



DIVERSE COMMUNITIES REPRESENTATION IN OWNERSHIP FOR IDM FUNDED APPLICATIONS



*Self-identified to at least 1 Diverse Community (Indigenous Peoples to Canada, Black and/or Racialized, 2SLGBTQ+, Persons living with one or more Disabilities)

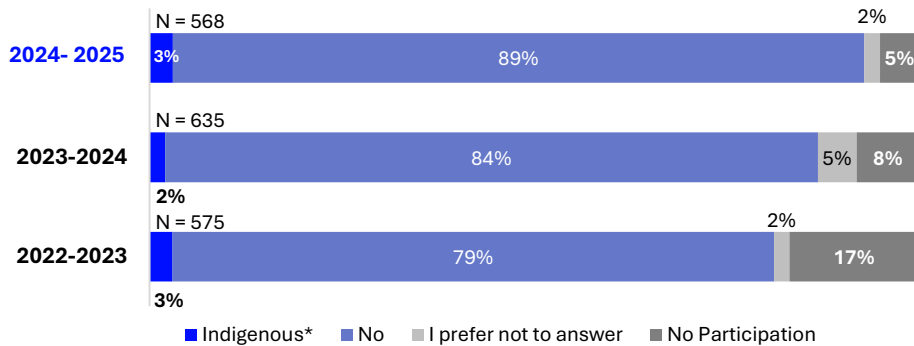
**Did not self-identify to any of the Diverse Communities and answered "I Prefer not to answer" to any of the questions on Diverse Communities

Racialized Communities include Black (or Afro-Canadian); East Asian; Latin American; Middle Eastern West Asian or North African; South Asian; Southeast Asian; and Multiracial as per the definition in 2024-2025.

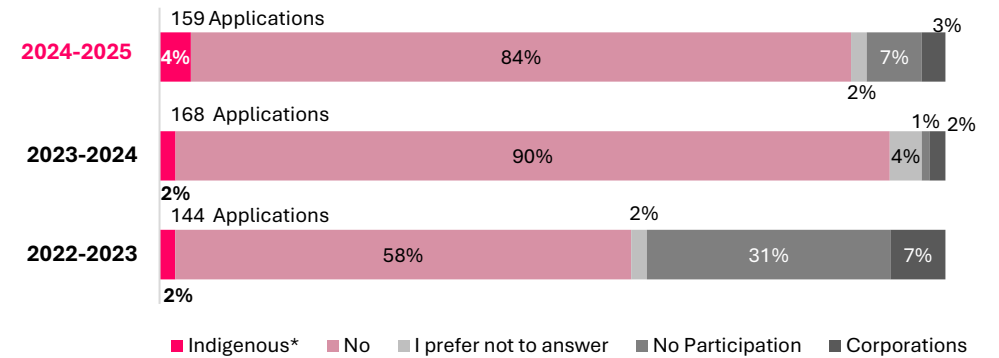
KEY ROLES AND OWNERSHIP BY INDIGENOUS PEOPLES

Indigenous Peoples represented 3% of Key Roles in 2024-2025, with Métis individuals accounting for two-thirds of these positions. Ownership by Indigenous Peoples rose to 4% in 2024-2025, driven primarily by increased representation of Métis individuals.

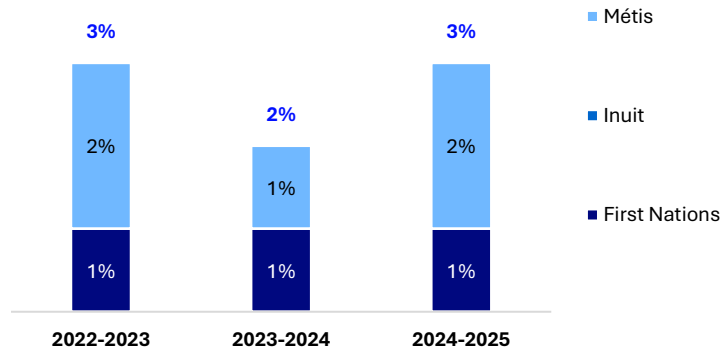
INDIGENOUS PEOPLE TO CANADA REPRESENTATION IN KEY ROLES FOR IDM FUNDED APPLICATIONS



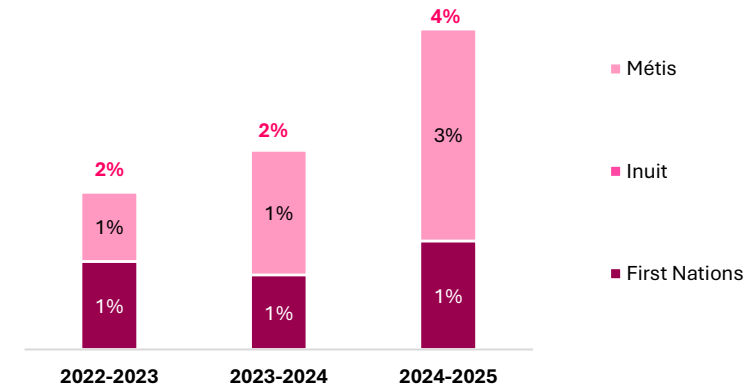
INDIGENOUS PEOPLE TO CANADA REPRESENTATION BY OWNERSHIP FOR IDM FUNDED APPLICATIONS



INDIGENOUS



INDIGENOUS

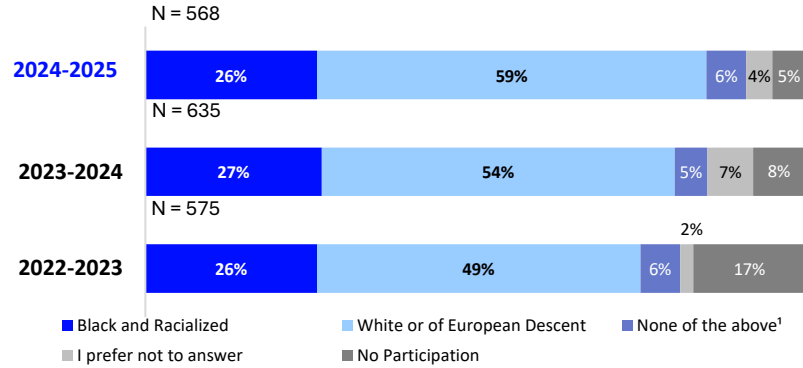


Q. I belong to one of the following Indigenous Peoples to Canada: [SELECT ANSWER]
 *Self identified as First Nations, Métis, or Inuit in Q. I belong to one of the following Indigenous Peoples to Canada: [SELECT ANSWER]

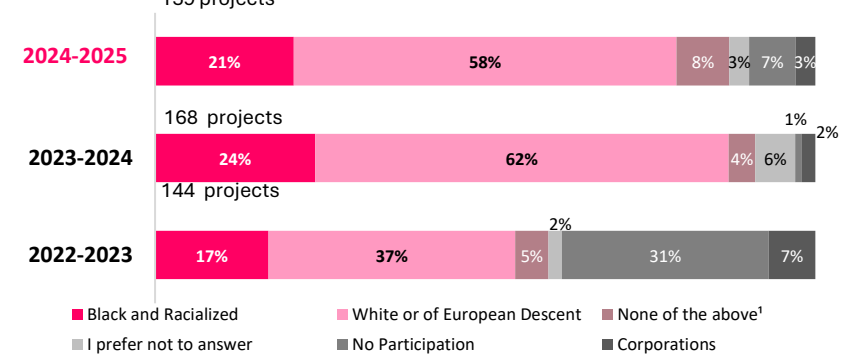
KEY ROLES AND OWNERSHIP BY RACIAL AND ETHNOCULTURAL IDENTITIES

Black and Racialized Communities' representation in Key Roles remained relatively stable at **26%**, with notable shifts for *East Asian (5%)*, *Latin American (4%)* and *Southeast Asian (3%)* groups, while *Black (Afro-Canadian)* individuals held steady at **4%**. Ownership by *Black and Racialized Communities* in IDM projects declined by 3 percentage points to **21%**, driven by decreased representation among *East Asian* and *Middle Eastern or North African* communities.

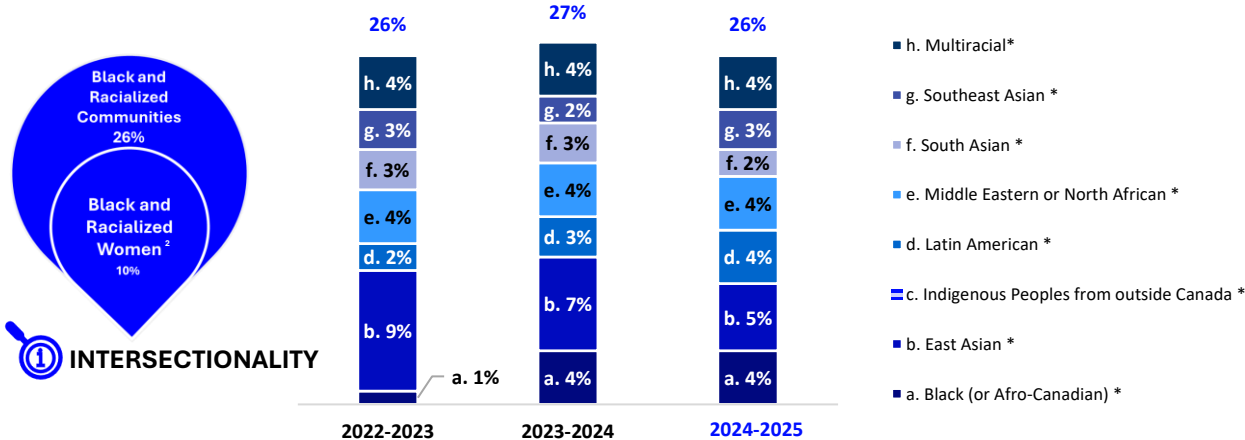
BLACK AND RACIALIZED COMMUNITIES REPRESENTATION BY KEY ROLES FOR IDM FUNDED APPLICATIONS



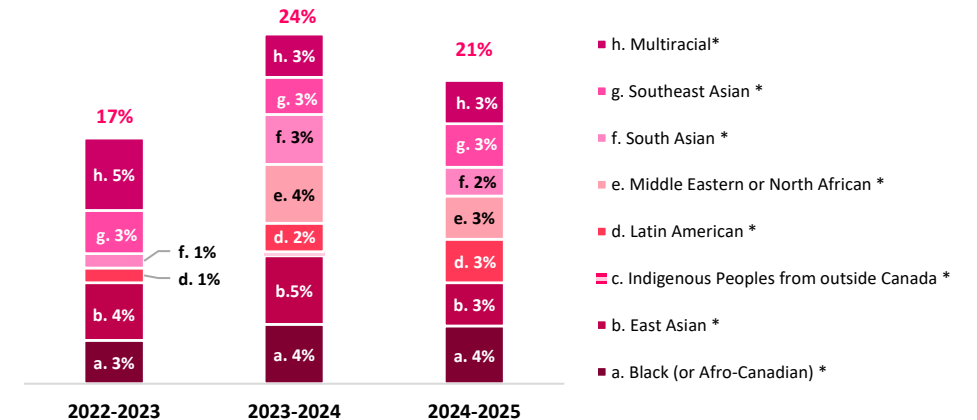
BLACK AND RACIALIZED COMMUNITIES REPRESENTATION BY OWNERSHIP FOR IDM FUNDED APPLICATIONS



BLACK AND RACIALIZED COMMUNITIES



BLACK AND RACIALIZED COMMUNITIES



Q. The standardized category that best describes my racial or ethnocultural identity is: [INSERT GROUP]

*Identities with * are included in CMF's definition of Racialized Community as per the definition in 2024-2025

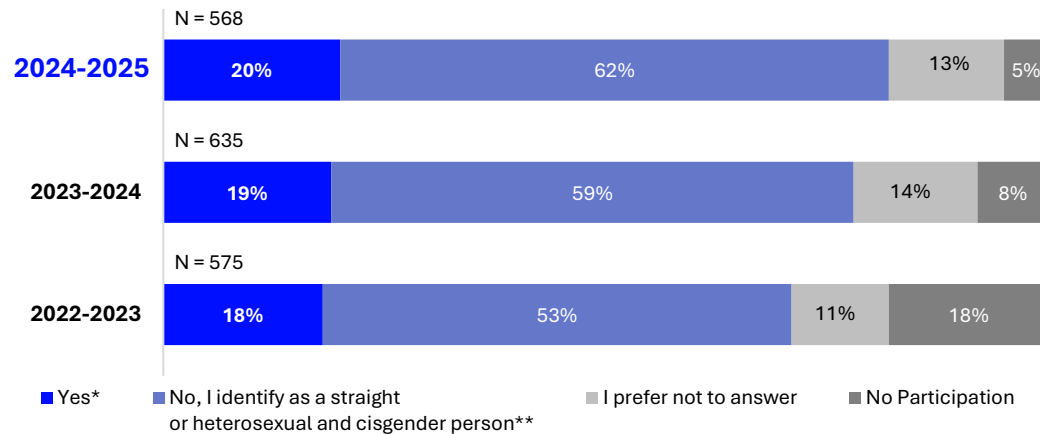
¹ None of the Above also includes responses that appeared under identity categories in earlier versions of the questionnaire other than those shown in this figure.

² Self identified as women in Q: In terms of gender, I identify as: [SELECT ANSWER]

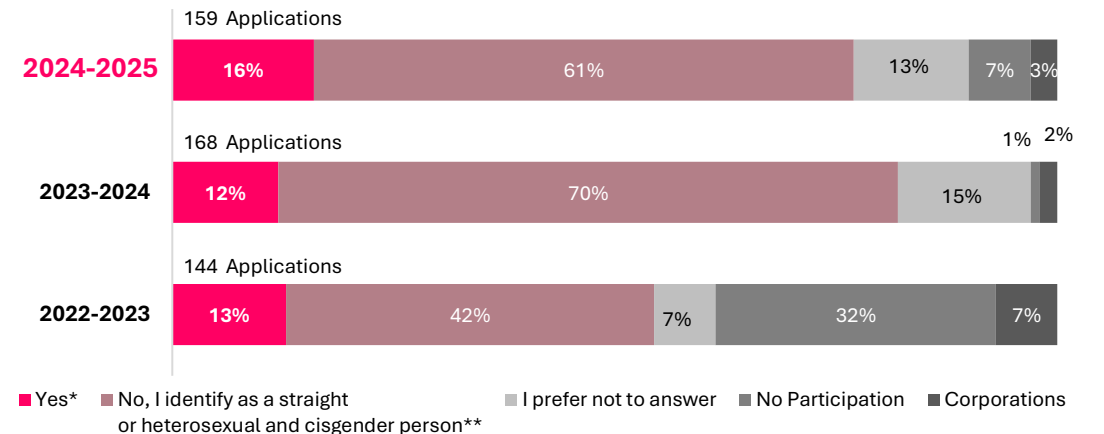
KEY ROLES AND OWNERSHIP BY 2SLGBTQ+ IDENTITIES

Representation of 2SLGBTQ+ individuals in Key Roles increased slightly in 2024–2025, now accounting for **20%** of Key Roles. 2SLGBTQ+ Ownership increased by 4 percentage points to **16%**.

2SLGBTQ+ REPRESENTATION IN KEY ROLES FOR IDM FUNDED APPLICATIONS



2SLGBTQ+ REPRESENTATION IN OWNERSHIP FOR IDM FUNDED APPLICATIONS



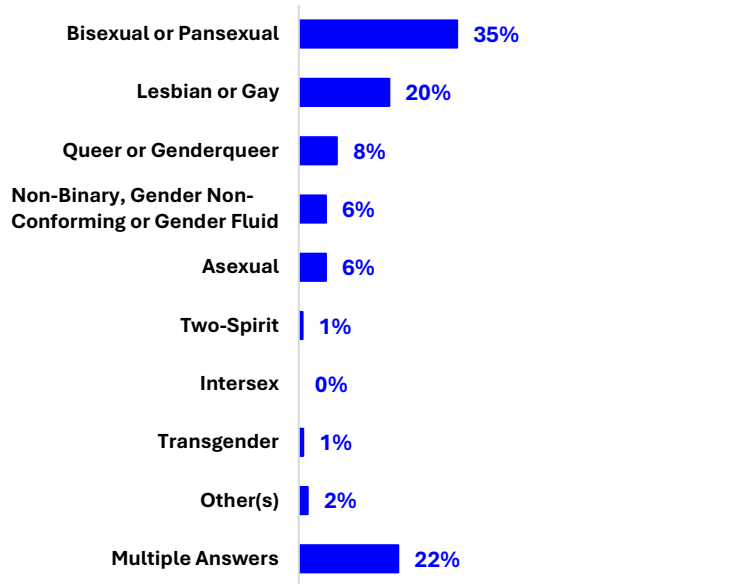
*Answered "Yes" to Q. I openly identify as a 2SLGBTQ+ person: [INSERT GROUP]

**Answered "No, I identify as a straight or heterosexual and cisgender person" to Q. I openly identify as a 2SLGBTQ+ person: [INSERT GROUP]

KEY ROLES BY 2SLGBTQ+ IDENTITY

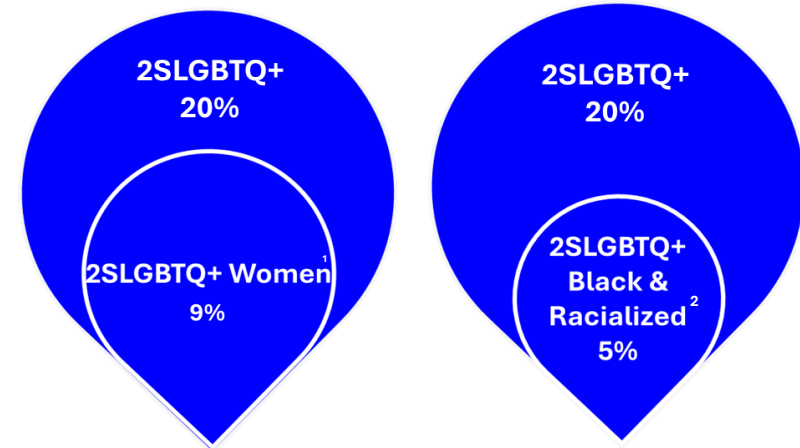
Among 2SLGBTQ+ individuals in Key Roles in IDM projects, *Bisexual and Pansexual* identities were the most common, representing **35%**. Additionally, **9%** of Key Roles were held by 2SLGBTQ+ women, while **5%** were held by those from *Black and Racialized Communities*.

IDENTITIES AMONG 2SLGBTQ+* KEY ROLES IN IDM FUNDED PROJECTS -2024-2025



Note: Total may exceed 100% as one can identify to more than one group

INTERSECTIONALITY



*Answered "Yes" to Q. I openly identify as a 2SLGBTQ+ person: [INSERT GROUP]

Q. If you answered "Yes" in the previous question, More specifically, I define myself as: [INSERT GROUP]

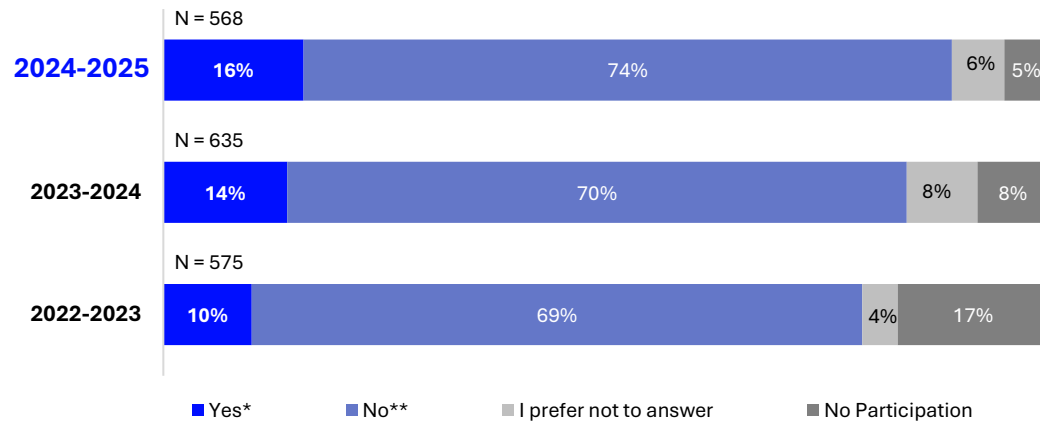
¹Self identified as women in Q: In terms of gender, I identify as: [SELECT ANSWER]

²Self-identified to a Racialized Community: Racialized Communities include Black (or Afro-Canadian); East Asian; Latin American; Middle Eastern West Asian or North African; South Asian; Southeast Asian; and Multiracial as per the definition in 2024-2025.

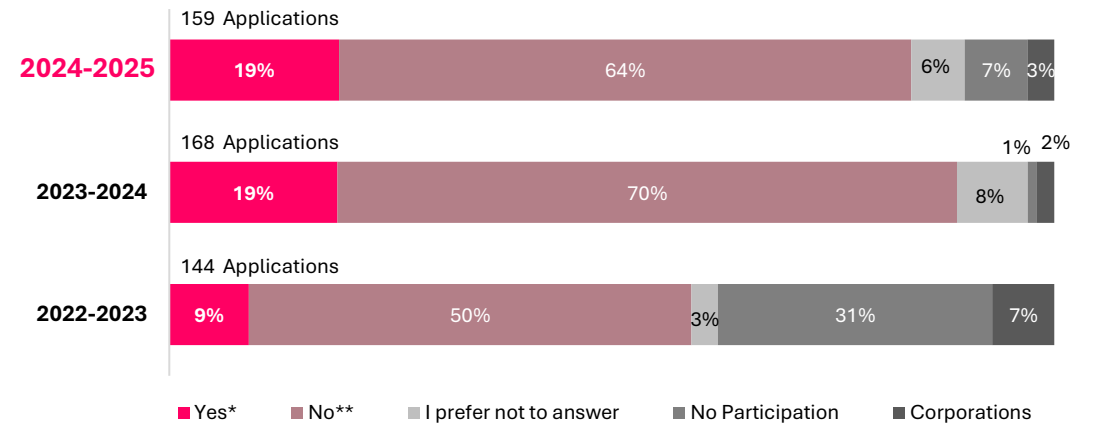
KEY ROLES AND OWNERSHIP BY DISABILITY STATUS

Representation of *Disabled Persons/Persons with disability(ies)* in Key Roles has grown steadily across three years, reaching **16%** in 2024–2025. Ownership by this community in IDM projects held steady at **19%** in 2024–2025, consistent with the previous year.

KEY ROLES REPRESENTATION OF PERSONS WITH DISABILITIES IN IDM FUNDED APPLICATIONS



OWNERSHIP REPRESENTATION OF PERSONS WITH DISABILITIES IN IDM FUNDED APPLICATIONS

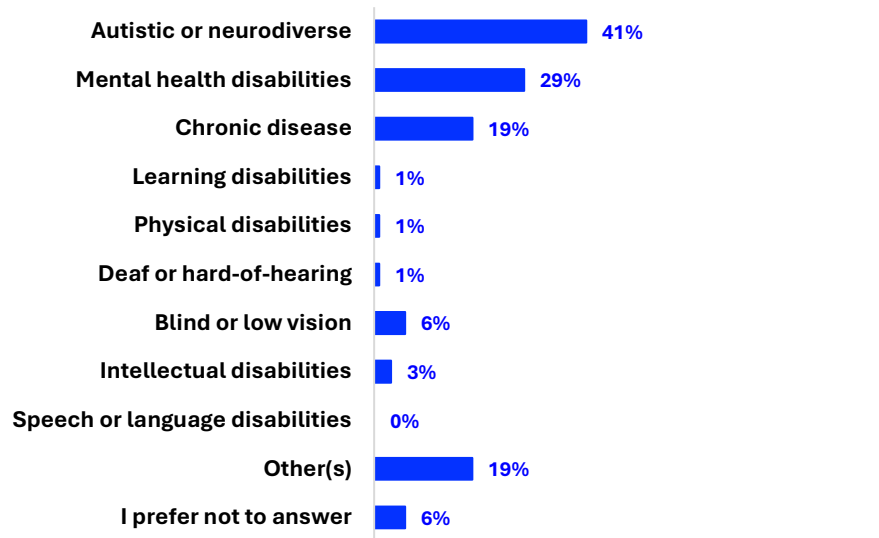


*Answered "Yes" to Q. I am a person living with one or more disabilities: [Insert answer]
 **Answered "No" to Q. I am a person living with one or more disabilities: [Insert answer]

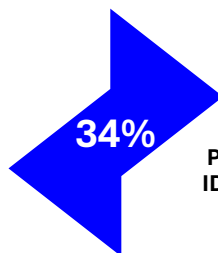
KEY ROLES AND OWNERSHIP BY DISABILITIES

Among *Disabled Persons/Persons with disability(ies)* in Key Roles, the most frequently reported disability was *Autism or neurodivergence*, cited by **41%**. *Mental health disabilities* followed at **29%**, with *chronic diseases* reported by **19%**. Conversely, Ownership by *Disabled Persons/Persons with disability(ies)* was highest among individuals with *Mental health disabilities* (**30%**), followed closely by those who are *Autistic or neurodiverse* (**29%**), and those with *Chronic diseases* (**26%**).

DISABILITIES AMONG KEY ROLES WHO IDENTIFY AS DISABLED* IN INTERACTIVE FUNDED APPLICATIONS - 2024-2025

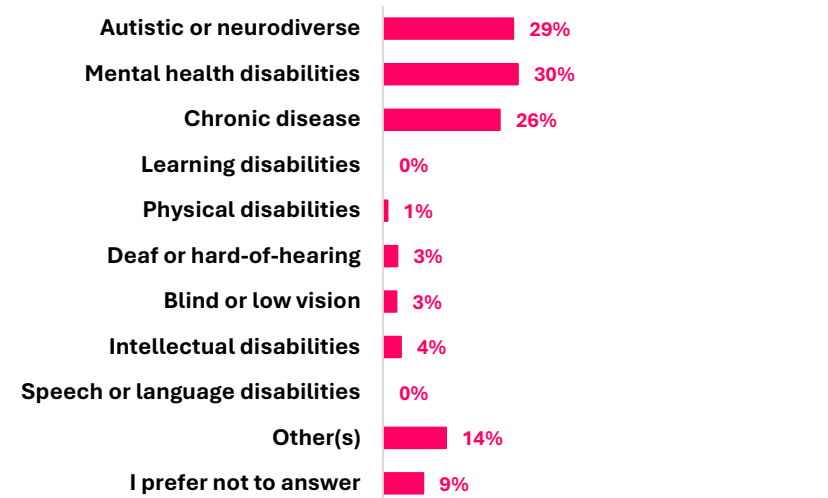


Note: Total may exceed 100% as one can choose more than one disability



34%
PERCENTAGE OF KEY ROLES WHO IDENTIFY AS DISABLED REQUIRING ACCOMMODATIONS

OWNERSHIP SHARES BY DISABILITY AMONG SHAREHOLDERS WHO IDENTIFY AS DISABLED* IN INTERACTIVE FUNDED APPLICATIONS - 2024-2025



Note: Total may exceed 100% as one can choose more than one disability



50%
PERCENTAGE OF OWNERSHIP AMONG SHAREHOLDERS WHO IDENTIFY AS DISABLED REQUIRING ACCOMMODATIONS

*Answered "yes" to Q. *I am a person living with one or more disabilities: [INSERT ANSWER]*

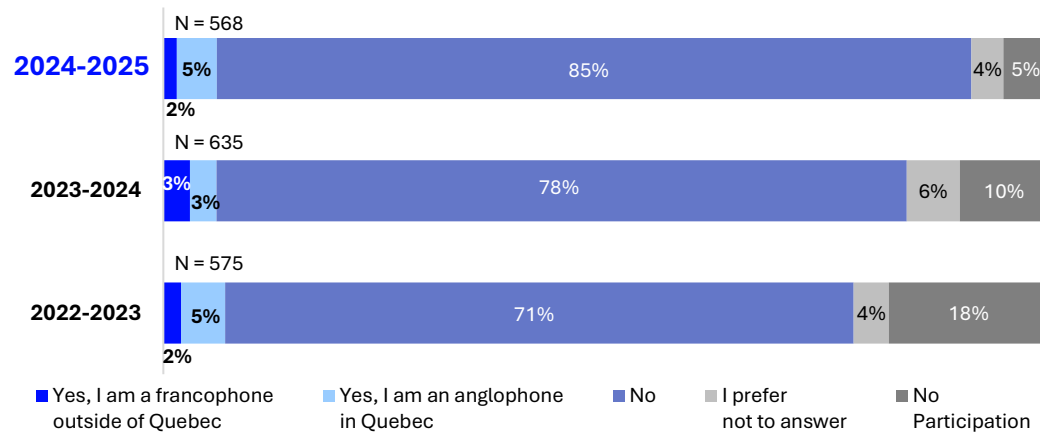
Q. *If the answer to the previous question (I am a person living with one or more disabilities) is "Yes": More specifically, I live with the following disabilities or conditions: [INSERT ANSWER]*

Q. *If the answer to the question (I am a person living with one or more disabilities) is "Yes": I require the following accommodation(s) to communicate, access information and work in my field: [INSERT ANSWER]*

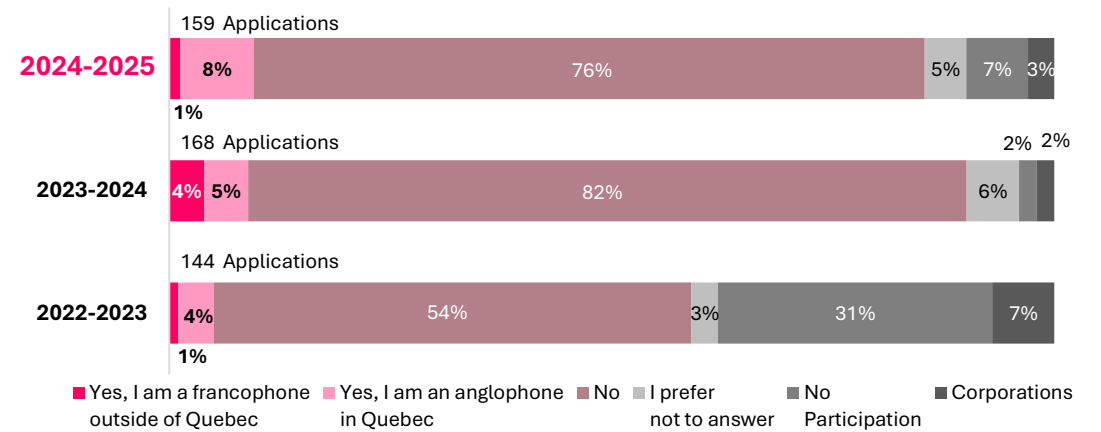
KEY ROLES AND OWNERSHIP BY OFFICIAL LANGUAGE MINORITY COMMUNITY (OLMC)

7% of Key Roles were held by individuals from OLMCs including 2% by Francophones outside Quebec and 5% by Anglophones within Quebec. OLMCs held 9% of IDM project ownership, unchanged from 2023-2024, with a shift from Francophones outside Quebec whose share decreased from 4% to 1%, and Anglophones in Quebec, whose share increased from 5% to 8%.

OLMC REPRESENTATION IN KEY ROLES FOR IDM FUNDED APPLICATIONS



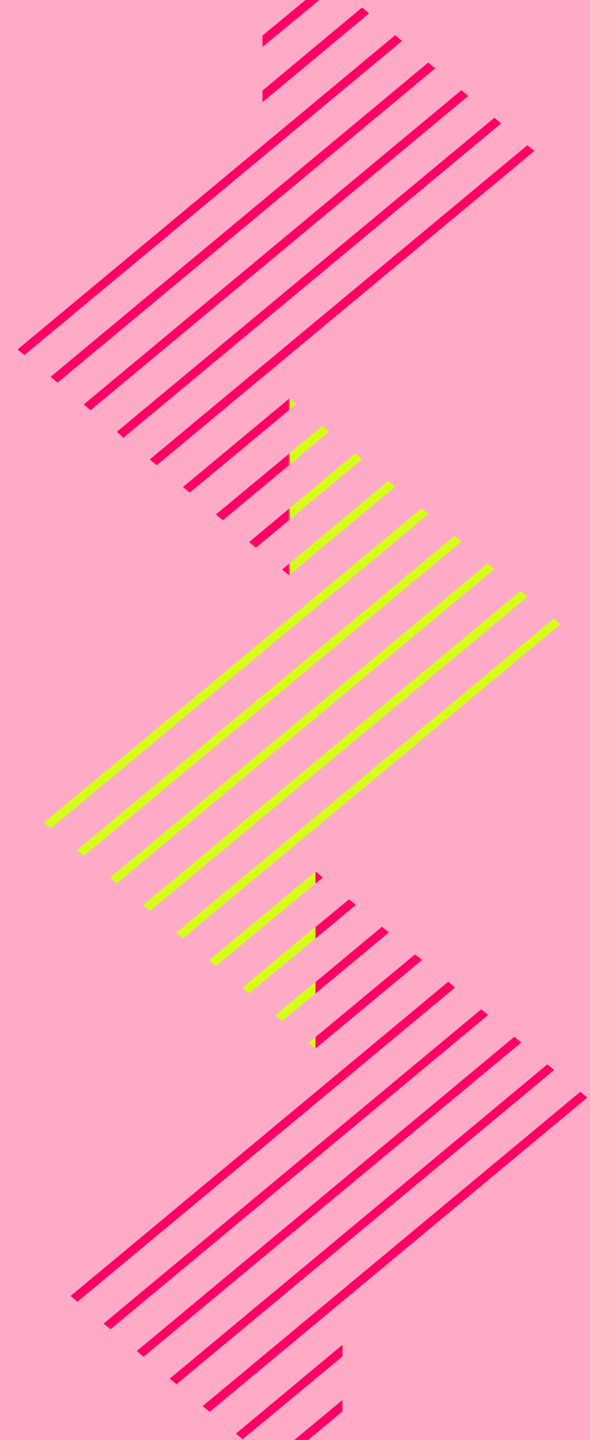
OLMC REPRESENTATION IN OWNERSHIP FOR IDM FUNDED APPLICATIONS



Q. If you answered "Canada" in (Q. My country of residency is: [Insert answer]), I have belonged to an official language minority in Canada for at least the past three years: [Insert answer]

4.2

INTERACTIVE CONTENT: CONTENT THEMES AND REPRESENTATION



CONTENT THEMES AND REPRESENTATION

Since 2023–2024, applicants to the CMF Interactive Digital Media (IDM) programs have been asked to indicate whether their projects “include or reflect storylines, main characters, or subject matter” related to **Indigenous Peoples, Equity-Deserving Communities***, or whether they incorporate **climate- or sustainability-related themes**. This information provides new insight into on-screen representation and helps illustrate the types of stories and themes appearing in projects supported through CMF programs.

% OF PROJECTS WITH STORYLINES RELATED TO INDIGENOUS AND EQUITY-DESERVING COMMUNITIES OR CLIMATE THEMES IN IDM FUNDED PROJECTS – 2024-2025

# of Storylines narrative	IDM
None of the above	52%
1 Storyline narrative	18%
2 Storylines narrative	13%
3 or more Storylines narrative	17%

159 Applications

% OF PROJECTS WITH AT LEAST 1 STORYLINE RELATED TO INDIGENOUS AND EQUITY-DESERVING COMMUNITIES OR CLIMATE THEMES IN IDM FUNDED PROJECTS BY PRODUCTION BUDGETS - 2024-2025

IDM PROJECTS		
by Budget Size	# of Applications	% of Projects with at least 1 Storyline narrative
Large	15	60%
Medium	13	31%
Small	131	48%
Total	159	48%

➤ **Nearly half (48%)** of IDM-funded projects included at least one storyline, main character, or subject matter related to Indigenous or Equity-Deserving Communities, or incorporated climate change or environmental themes.

➤ Large-budget IDM productions were the most likely to feature these types of content, appearing at **roughly twice** the rate of medium-budget projects and about **12 percentage points more** than small-budget projects.

Q. Does this Project include or reflect storylines, main characters or subject matter related to one or more of the following?
 *Please read the [Glossary](#) in the Summary version of the report for definitions of all Indigenous and Equity-Deserving Communities

CONTENT THEMES AND REPRESENTATION

KEY ROLES IDENTITIES REPRESENTATION BY STORYLINES RELATED TO INDIGENOUS & EQUITY-DESERVING COMMUNITIES IN IDM FUNDED PROJECTS – 2024-2025

Storyline narrative	% of Women	% of Indigenous People to Canada	% of Black & Racialized Communities	% of 2SLGBTQ+	% of Persons with Disabilities	% of OLMC
None of the above	31%	2%	28%	12%	12%	6%
Individuals who identify as women	32%	2%	27%	30%	24%	7%
First Nations, Inuit or Métis	27%	18%	28%	20%	18%	8%
Black and Racialized Communities	33%	2%	37%	19%	17%	7%
2SLGBTQ+	33%	2%	30%	43%	28%	6%
Disabled People or People with Disabilities	23%	5%	27%	38%	34%	9%
Official Language Minority Communities (OLMCs)	25%	5%	25%	25%	40%	10%
Regional communities	27%	6%	37%	39%	41%	4%
Include Climate Change or Sustainability themes or storylines in the content itself	22%	5%	24%	27%	24%	9%

N= 568 KEY ROLES

- ◆ Key Roles held by individuals from *Indigenous and Equity-Deserving communities* were more often represented when the storyline, main characters, or subject matter related directly to their own communities, **most notably for Indigenous Peoples and 2SLGBTQ+ Key Roles.**
- ◆ Projects featuring regional community themes also saw comparatively **strong representation from 2SLGBTQ+ individuals and Persons with Disability(ies).**

% OF PROJECTS BY CONTENT THEME IN IDM FUNDED PROJECTS – 2024-2025

Storyline narrative	IDM
None of the above	52%
Individuals who identify as women	31%
First Nations, Métis or Inuit	11%
Black and Racialized Communities	25%
2SLGBTQ+	21%
Disabled People or People with disabilities	11%
Official Language Minority Communities (OLMCs)	4%
Regional communities	11%
Include Climate Change or Sustainability themes or storylines in the content itself	30%

159 Applications

- ◆ *Women* and members of *Black and Racialized Communities* appeared most frequently across projects that included *Indigenous and Equity-Deserving Community*–related narratives.
- ◆ Environmental themes were also prominent: **30% of IDM-funded projects included climate- or sustainability-related storylines.**

Q. Does this Project include or reflect storylines, main characters or subject matter related to one or more of the following?

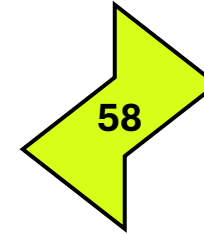
5. REPRESENTATION IN INDUSTRY PROGRAMS

INDUSTRY PROGRAMS

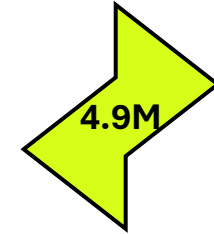
In 2024–2025, the CMF offered two industry-focused programs to organizations designed to strengthen equity, skills, and participation across Canada’s screen-based sector. The **Sector Development Support Program** funded capacity-building and market-access initiatives to help organizations expand opportunities for creators and companies, with priority given to projects advancing Equity, Diversity, Inclusion, and Accessibility (EDIA).

This year also data from the **Changing Narratives Fund** is included. The program supports initiatives aimed at improving the authentic representation of Indigenous and Equity-Deserving Communities, including religious minorities. Because this program was newly introduced in 2024–2025, the demographic results presented here cannot be compared with previous years.

While each program has its own focus, with Sector Development focusing on industry capacity and access, and Changing Narratives on representation and narrative change, both share the objective of strengthening participation and opportunities for underrepresented communities. The demographic data in this section, collected through PERSONA-ID at application, reflects the board members and project leads reported by funded organizations across both programs.

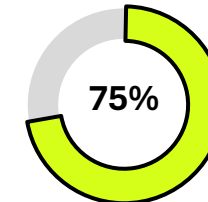


Number of funded projects



Dollar amount of Funding provided

PERSONA-ID PARTICIPATION RATE

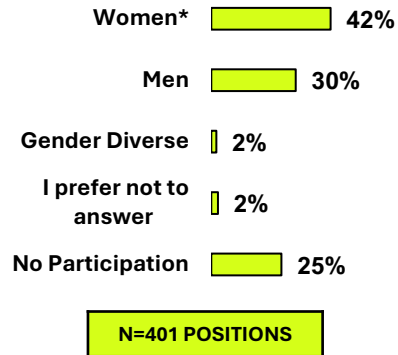


N=401 POSITIONS

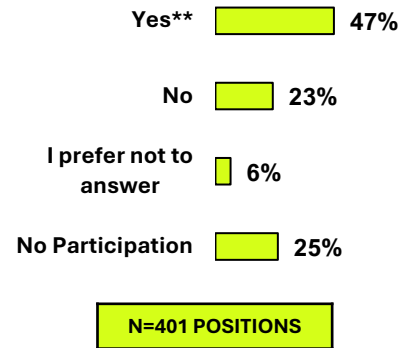
INDUSTRY PROGRAMS

Women represented **42%** of all declared board members and key personnel across both programs. **Nearly half (47%)** of individuals identified with at least one Diverse Community, including **30%** who identified as *Black or Racialized*.

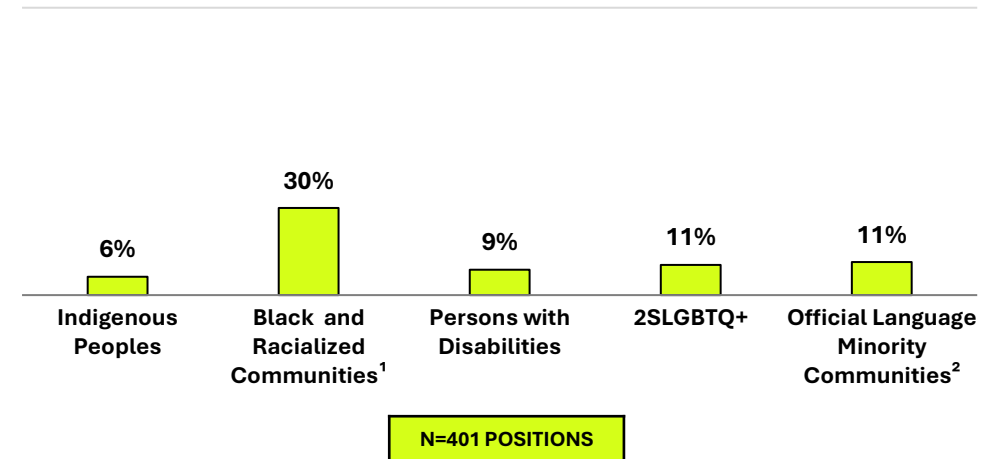
**GENDER REPRESENTATION
INDUSTRY DEVELOPMENT
FUNDED PROJECTS -2024-2025**



**DIVERSE COMMUNITIES REPRESENTATION
INDUSTRY DEVELOPMENT
FUNDED PROJECTS- 2024-2025**



**REPRESENTATION OF DIVERSE COMMUNITIES & OLMCS AMONG
POSITIONS IN INDUSTRY DEVELOPMENT
FUNDED PROJECTS - 2024-2025**



Note: Total percentages cannot be added up as one can identify to more than one group

*Self identified as women in Q: *In terms of gender, I identify as: [SELECT ANSWER]*

**Self-identified to at least 1 Diverse Community (Indigenous Peoples to Canada, Black and/or Racialized, 2SLGBTQ+, Persons living with one or more Disabilities)

¹Racialized Communities include Black (or Afro-Canadian); East Asian; Latin American; Middle Eastern West Asian or North African; South Asian; Southeast Asian; and Multiracial as per the definition in 2024-2025.

²Answered "Francophone Outside Quebec" or "Anglophone in Quebec" in Q. *If you answered "Canada" in Q. My country of residency is: [Insert answer], I have belonged to an official language minority in Canada for at least the past three years: [Insert answer]*

6. ADDITIONAL RESOURCES

ADDITIONAL RESOURCES

➤ **PERSONA-ID Questionnaire: [2024-2025](#)**

To compare with the current version, [click here](#)

➤ **PERSONA-ID Terms of Use: [2024-2025](#)**

To compare with the current version, [click here](#)

For more information on CMF's PERSONA-ID, visit the [PERSONA-ID webpage](#)

APPENDICES

CMF APPENDIX A: [2024-2025](#)

To compare with the current version, [click here](#)

APPENDIX B: CMF Production Budget Categories based on Production Budget per Hour for Linear; and Production Budget for IDM – 2024-2025

	Small	Medium	Large
French	\$250K/hr or less	\$250K/hr - \$750K/hr	> \$750K/hr
English	\$500K/hr or less	\$500K/hr - \$2M/hr	> \$2M/hr
IDM	\$1M or less	\$1M - \$2M	> \$2M
Industry	\$75K or less	\$75K - \$200K	> \$200K

APPENDICES

APPENDIX C: List of Selective & Automatic Linear Programs - 2024-2025

Program	Incentives and Requirements
Selective Programs	
DISTRIBUTOR PROGRAM	Gender Balance and Diverse Community incentives (Key Roles)
INDIGENOUS PROGRAM	Indigenous requirement (Ownership), Gender Balance & Diverse Community incentive (Key Roles)
PROGRAM FOR RACIALIZED COMMUNITIES (PRC)	Racialized requirement (Ownership), Gender Balance & Diverse Community incentive (Key Roles)
DIGITAL CREATORS PILOT PROGRAM	Gender Balance and Diverse Community incentives (Ownership)
POV PROGRAM	Gender Balance and Diverse Community incentives (Key Roles)
Automatic Programs	
BROADCASTER ENVELOPE PROGRAM	Gender Balance requirement (Key Roles), Diverse Community factor (Ownership), Gender Balance Factor (Ownership)
BROADCASTER ENVELOPE PROGRAM -DIVERSE LANGUAGES	Gender Balance requirement (Key Roles), Diverse Community factor (Ownership), Gender Balance Factor (Ownership)
FRANCOPHONE MINORITY PROGRAM	OLMC requirements (Ownership)
ANGLOPHONE MINORITY INCENTIVE	OLMC requirements (Ownership)
REGIONAL PRODUCTION FUNDING	Regional requirements
DEVELOPMENT ENVELOPE PROGRAM	Gender Balance requirement (Key Roles), Diverse Community factor (Ownership), Gender Balance Factor (Ownership)
PREDEVELOPMENT PROGRAM	Gender Balance requirement (Key Roles), Diverse Community factor (Ownership), Gender Balance Factor (Ownership)
SLATE DEVELOPMENT PILOT PROGRAM PREDEVELOPMENT PROGRAM	Included a selective sub-program with Indigenous and Black & Racialized requirements
TARGETED DEVELOPMENT AND PREDEVELOPMENT FUNDING	Included a sub-program with Indigenous and Black & Racialized requirements

Note: This list excludes Industry and Partnership programs, as most of these programs do not collect or report on PERSONA-ID numbers for Key Roles or Ownership.

This report was produced by the Analytics and Strategic Insights department at the Canada Media Fund, in collaboration with the Industry Development team.

For a summary of the demographic results, please review the **2024-2025 Summary Demographic Report**. For the full dataset used for these insights, please see the **2024-2025 Interactive Demographic Dashboard**. Both documents are located on the [Insights](#) section of the CMF website.

For further questions or inquiries about this report and PERSONA-ID, please visit: <https://cmf-fmc.ca/persona-id> or write to: persona-id@cmf-fmc.ca