



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

AUDIENCE SUCCESS (AS) SUBMISSION MANUAL

2025-2026

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I. BE FACTORS AND WEIGHTS FOR 2025-2026

A. BROADCASTER ENVELOPE FACTOR WEIGHTS

The percentages, factors and weights for 2025-2026 are as follows:

[2024-2025 Broadcaster Envelope Manual](#) (Section F. CALCULATION OF 2025-2026 BROADCASTER ENVELOPES AND ALLOCATIONS, page 25).

	ENGLISH ENVELOPES	FRENCH ENVELOPES
1. <u>AUDIENCE SUCCESS</u> – TOTAL HOURS TUNED (AS-THT)	30%	35%
2. <u>HISTORIC PERFORMANCE</u>	0%	10%
3. REGIONAL PRODUCTION LICENCES	30%	15%
4. DIVERSE COMMUNITY (OWNERSHIP) PRODUCTION LICENCES	15%	15%
5. DIVERSE COMMUNITY (KEY PERSONNEL) PRODUCTION LICENCES	5%	5%
6. GENDER BALANCE (OWNERSHIP) PRODUCTION LICENCES	5%	5%
7. INTERNATIONAL PARTICIPATION	5%	5%
8. DEVELOPMENT HISTORIC PERFORMANCE	10%	10%

For definitions of the factors, refer to the [2024-2025 Broadcaster Envelope Manual](#).

II. AUDIENCE SUCCESS (AS) SUBMISSION PROCESS FOR 2025-2026: TOTAL HOURS TUNED (THT), ORIGINAL FIRST RUN (OFR) & OVER-THE-TOP FIRST-RUN (OTT)

A. INTRODUCTION – AUDIENCE SUCCESS FACTORS 2025-2026

This document will focus on the Audience Success (AS) submission process for 2025-2026. The only factor taken into consideration for this portion of the AS Calculation process is **Audience Success – Total Hours Tuned (AS-THT)**. Neither Audience Success - Original First Run (AS-OFR) nor Over-the-Top (“OTT”) First Run have envelope allocations for 2025-2026.

All broadcasters are encouraged to review the material enclosed and to periodically check the [website](#) for updates.

Please be advised, any deviation from the format provided will not qualify for AS credit. For example: the four CMF-financed genres must NOT be substituted for numerical values or renamed.

The details for 2025-2026 AS Submission are given in **Section D** of this document AS Submission Specifications, page 6.

Please note, this document also includes FREQUENTLY ASKED QUESTIONS (FAQ), page 10.

B. GENERAL METHODOLOGY

Audience Success – Total Hours Tuned (AS-THT) calculation for 2025-2026 are based on the total hours tuned that a broadcaster has generated through eligible CMF-supported programs over the 2023-2024 broadcast year.

1. Total hours tuned Requirements

The CMF requires that broadcasters submit their own Audience Success (AS) calculations for CMF review and inclusion in AS-THT calculations. Full details of the **CMF's requirements** are contained within this document in page 5 ([AUDIENCE SUCCESS SUBMISSION](#)).

1. The rationale for this procedure is to ensure a high degree of transparency to broadcasters in the collection and application of this data in AS-THT calculation.
2. The CMF will offer as much support as possible to ensure that broadcasters are able to sufficiently meet this requirement.
3. Hours tuned credit for all broadcasters will be based on Total Canada audiences generated from Numeris databases.
4. Broadcasters process THT data using software systems such as NLogic InstarTV or NLogic Lens.

In those instances where a station/network is not measured in Numeris databases or does not have access to this audience data, [please contact the CMF](#) for further direction.

a) Genre Allocation

Broadcasters are allowed some genre flexibility regarding Audience Success (AS) submissions. Specifically, broadcasters may be allowed to claim AS credit for an acquired **CMF-funded program** in a genre other than the one under which the program was originally funded if the request meets the following criteria:

- Due to the nature of the content of the program, the determination of genre is ambiguous, and the request for genre flexibility makes appropriate sense. For example, family programs could potentially qualify for CMF funding under "Children's & Youth" genre requirements or "Drama" genre requirements.
- The request for genre flexibility in Audience Success (AS) calculations is supported by the broadcaster's conditions of licence (and thus the broadcaster's programming strategy).
- CMF staff is satisfied that the request for Genre flexibility in AS calculations (on a case-by-case basis) serves the overriding objectives of the CMF.

Broadcasters must provide a specific written declaration of their request for a genre variance in the following manner and submit this along with their AS submission:

CMF Title & Cycle	Original CMF Genre	Requested Genre for Calculation
Program X (III)	Drama	Children's & Youth

2. AS Submission Requirements

In addition of the **CMF Genre**, the inclusion of program **Cycle information** (Cycle/season) in AS submissions is mandatory. AS Submissions that do not include cycle information will be rejected. Further details are provided in the section below "[AUDIENCE SUCCESS SUBMISSION](#) ",

[Please contact the CMF](#) if you have any questions regarding these requirements.

3. Period of Eligibility for CMF-financed projects

Broadcaster Envelope Allocations for 2025-2026 will be calculated based on audience data from the **2023-2024 Broadcast Year, (August 28, 2023 to August 25, 2025)**.

Note: For Broadcasters using NLogic InstarTV to export program coded data, the date range as been pre-selected in the .ist template file provided as "Broadcast year 2023-2024".

C. ALLOWABLE PROGRAMS IN AUDIENCE SUCCESS CALCULATIONS

1. CMF-Supported Programs

Eligible CMF-supported programs for inclusion in AS-THT calculations are based on the following criteria:

- Any production supported by the CMF in the past AND produced or versioned in either English or French; and
- Any production funded by the CMF no earlier than the 2019-2020 fiscal year for projects airing in the 2023-2024 broadcast year.

The list of CMF-supported programs for the relevant fiscal period is posted to the website for broadcaster's convenience. AS-THT credit can be claimed for any title displayed in this list:

- List of eligible CMF titles airing in the 2023-2024 broadcast year for Broadcaster Envelope Calculations:
<https://cmf-fmc.ca/document/programs-funded-2019-2020-to-date/>

Additionally, not all cycles of a program are necessarily funded by the CMF; therefore, only hours tuned data from eligible cycles are permissible for AS-THT. For this reason, broadcasters must provide two additional fields in the audience data for CMF to accept the AS submission:

- **"Cycle or season"** of the program being reported.
- **"Episode code"** of the episode collected by Numeris.

D. AUDIENCE SUCCESS SUBMISSION SPECIFICATIONS

The CMF asks that broadcasters submit their own Audience Success calculations.

- Submission specifications are the same for all BEs regardless of language or genre unless otherwise stated below.
- Submissions must be made electronically and in the provided CMF **Excel template spreadsheet** titled "CHANNELNAME_AS_Submission_2025-2026.xls" for both English and French language broadcasters (included in the following ZIP folder: <https://cmf-fmc.ca/document/tht-2023-2024-ist-and-xls/>).

This document contains information on how to submit Audience Success data from the 2023-2024 broadcast year

CMF will be reviewing all Audience Success (AS) submissions for accuracy and eligibility. The CMF will also publish AS submissions on its [secure website](#) for scrutiny by other broadcasters (details regarding access to the secured site to follow). For this reason, it is mandatory that submissions be based on specifications listed below for a satisfactory review to occur. The CMF requires that submissions use the provided template and mirror the format provided in APPENDIX B: EXCEL TEMPLATE FOR HOURS TUNED CALCULATION (p. 14). Located [here](#).

In instances where a station/network is not measured or reported in Numeris databases or audience information is unavailable, [please contact the CMF](#) for further direction.

1. Total Hours Tuned (THT) Calculation Specifications

Source:	Numeris
Universe:	Total Canada
Data Period:	Broadcast year 2023-2024 (Weeks 1-52: August 28, 2023, to August 25, 2024)
Demographic:	Viewers 2+
Programs:	CMF-financed programs only.
Total hours tuned:	For all submissions, THT should be calculated at the individual telecast level as per the following formula: [AMA (000) * Program Duration] / 60

The CMF is providing a NLogic template file for program coded stations (CMF_THT_2023-2024 - NLogic.ist) to export the Numeris data with this setup and in the CMF required format.

- Program-coded stations must import the **CMF_THT_2023-2024 - NLogic.ist** file into the NLogic InstarTV software and select the appropriate station name before running the data from Numeris.
The step-by-step import process is described in details below.
- Daypart stations, and any broadcasters not able to use the InstarTV (.ist) template must manually fill-in the fields required in the identical order as identified and shown in Section IVII.

2. AS Submission Specifications

Submissions are **broadcaster-specific** and must be done using the provided **CMF Excel spreadsheet**, named 'CHANNEL_AS_Submission_2025-2026.xls' as the Audience Success (AS) Submission template (included in the ZIP folder available at the following address: <https://cmf-fmc.ca/document/tht-2023-2024-ist-and-xls/>).

Corporate groups are required to provide separate submissions for each individual station or network. So, if the broadcaster is part of a larger corporate group (i.e., CBC, Bell, Rogers, Blue Ant Media, etc.), the broadcaster must **indicate the name of the corporate group** at the top cell, first line of the tab [1. CHANNELNAME_Original] in the field **"Corporate Group."**

Broadcasters are asked to rename this Excel file by replacing "*CHANNELNAME*" with their broadcaster's name and complete the inputs in tab [1. CHANNELNAME_Original] with the following requirements.

NUMERIS-DATA INPUT

Submissions must include **Program information provided by Numeris** on a telecast-by-telecast basis. These fields are activated under "attributes" in InstarTV and should be extracted with the **"CMF_THT_2023-2024 - NLogic.ist"** file in the following identical order:

Broadcasters from Program-coded stations are required to **transfer only CMF funded titles into the Excel file** titled "CHANNELNAME_AS_Submission_2025-2026.xls" by following one of the two following options:

- a. Export the entire table as a separate Excel file and transfer only CMF Funded titles into the Excel template "CHANNELNAME_AS_Submission_2025-2026.xls"
- b. Select the appropriate rows, copy them, and paste them into the Excel template provided.

Broadcasters reporting on Daypart only and any organization unable to import this (.ist) template must manually fill-in the fields required in the 'CHANNELNAME_AS_Submission_2025-2026.xls' file in the identical order as identified below:

1. **Channel (Network or Station):** in first position
2. **Program Name**
3. **Episode Name**
4. **Telecast Date** (in proper sortable date format as per Excel – please ensure the **format YYYY-MM-DD** is uniform throughout)
5. **Weekday** (Day of Week)
6. **Start Time**
7. **End Time**
8. **Duration**
9. **Program Code** (*Program-coded stations only*)
10. **Country of Origin**
11. **Genre**
12. **Episode Code** (*Program-coded stations only*)
13. **#Stations** (Station Count): the number of channels is different than 1 for multi-station networks or Specialties with multiple feeds. This is required so that audience reporting can consider and distinguish simultaneous broadcasts in different regions.
14. **DurMin [minutes]:** it should be the same info as "Duration" but listed in whole numbers (i.e.: 30, 60, 90, 120 minutes)
15. **AMA (000)** (in thousands)

BROADCASTER-PROGRAM INPUT

Submissions include the generated data listed above in a copy-paste format, respecting the order and format as shown in V. APPENDIX B: EXCEL TEMPLATE FOR HOURS TUNED CALCULATION.

Broadcasters must also add the following data into:

1. Tab [1. CHANNELNAME_Original]

Broadcasters must fill-out on a telecast-by-telecast basis, the following additional fields of data (already included in the tab [1. CHANNELNAME_Original]).

- **CMF Program Title** (Title as provided with each program on the [CMF list of eligible programs on CMF's website](#)) – Broadcasters must fill the cells with the proper **CMF title mentioned in the list of eligible programs**, if different than the title provided by InstarTV;
- **Alternate language title:** language in French or English if another version exists.
- **Cycle/season** (either in a separate column or as part of 'Program' Name if the information is attached to it)
- **Funded Year** (in proper sortable date format as per Excel – please ensure the **format YYYY- YYYY** is uniform throughout) based on the season.
- **CMF Genre** (as provided with each program on the [CMF list of eligible programs on CMF's website](#) – Broadcasters must populate each cell with **one of the four CMF-financed genres**:
 - **Drama**
 - **Documentary**
 - **Children's & Youth**
 - **Variety & Performing Arts**
 - *Note: this requires manual input with the **exact wording** (for formula purposes) and should not be confused with the genre information provided InstarTV in the previous field "Genre" which is coded with CRTC genre specifications.*
- **One-Off Doc** – Broadcasters must fill the cell with "Y" when the Program is a documentary with only one episode.
- **THT (000)** stands for the Total Hours Tuned calculation – Broadcasters must fill the cell **on every single line** with the **THT Formula: [AMA (000) * Program Duration] / 60]**

Please be advised that it is the Broadcasters' responsibility to ensure that all the eligible lines of data are correctly included in the table and the sums are correct for all the four CMF-financed genres within the THT Submission.

Program time-blocks must not be duplicated or overlapped. If the CMF finds any duplication of audience data within a submission, **the entire submission will be rejected.**

- Submissions missing any of the requirements listed in this document and not completed correctly to the satisfaction of the CMF (as per VI APPENDIX B: EXCEL TEMPLATE FOR HOURS TUNED CALCULATION) **will be rejected and returned to the broadcaster.**
- [Please contact the CMF](#) prior to the deadline (**November 25, 2024**) if you have any questions or concerns regarding the requirements for submission.

For broadcasters that are **not reported at the program level in InstarTV software**, all the above information will require a manual input. For review purposes, those broadcasters may be asked to provide to CMF electronic copies of internal programming logs verifying that programming included in hours tuned submissions aired at the date, time, and duration shown in their data submission.

To facilitate the process of generating audience figures using manual input, NLogic offers a service to generate AS submissions using program schedules provided by broadcasters. For more information on this service, please see APPENDIX C: MANUAL INPUT OF BROADCASTER SCHEDULES FOR AUDIENCE CREDIT.

2. Tab [2. Checklist]

In addition to telecast-by-telecast detail, AS submissions must include a completed **broadcaster's Checklist**.

Broadcasters must complete the following list and leave no cell empty:

Envelope Calculation Submission Checklist / Liste de vérification pour le calcul d'enveloppe	Insert Y / Inscrire O
Station/Network Uniform Throughout / Station/Réseau uniforme à travers la demande	
Submission dates are between August 28, 2024 and August 25, 2024 inclusive / Les diffusions soumises sont entre le 28 août 2023 et le 25 août 2024 inclusivement	
There are no duplicate airings / Il n'y a pas de duplicatas	
The submissions include these columns and they are filled-out / La soumission inclut ces colonnes et elles sont remplies	Insert Y / Inscrire O
Program codes / Code de l'émission	
Program titles / Nom de l'émission	
Episode title/number / Titre ou numéro de l'épisode	
Cycle/Season / Cycle/Saison	
Date	
Day of Week / Jour de la semaine	
Start Time / Heure de début	
Duration (in minutes) / Durée (en minutes)	
Station Count / Nombre de stations	
V2+ AMA (000) / Ind 2+ AMA (000)	
Total Hours Tuned By Episode / Nombre total d'heures d'écoute par épisode	
CMF Genre Indicator / Genre du FMC	
CMF-funded Title (as listed in the eligible titles list) / Nom de l'émission financée par le FMC (tel qu'inscrit dans la liste des titres admissibles)	

3. Procedural Considerations

- The nature of this exercise is such that greater efficiencies in executing the task are likely to be realized if researchers familiar with InstarTV software and data work jointly with programmers who are familiar with the nature and origin of programming aired on their station.
- Program titles appearing in the **list of CMF-supported programs on the CMF website** are based on the title of the project at the time it was funded by the CMF. Program titles can change from the time they are produced and funded by the CMF to the time they go to air. If broadcasters are unable to find a CMF-funded program that aired on the list provided on the CMF website, this may be the reason why. Other possible title matching issues may be the result of:
 - Program titles may be reported in InstarTV under French/English translations; or
 - One-off productions may be aggregated in InstarTV under one program name. Examples include:
 - *Wild Discovery* as part of “Canadian Geographic Presents” (Discovery)
 - *Rugged Coast* as part of “Canadian Waterways” (TVO)
 - *Paris Stories: The Fiction of Mavis Gallant* as part of “Masterworks” (TVO)
 - *For King & Country* as part of “Soldats” (Historia)
 - *Dubai: Miracle or Mirage* as part of “DOC ZONE” (CBC)
 - *The Climb* as part of “DOC ZONE” (CBC)
 - *Sur la ligne de tir : le combat de Louise Arbour* as part of “DOC ZONE” (SRC)
 - *Inde - Filles de jardiniers et frères du Gange* as part of “Grands reportages” (RDI)
- Using the **Country of Origin, Genre** information provided via InstarTV software may prove to be helpful in this exercise, but in the interest of assuring that nothing gets missed or overlooked, the CMF does not recommend that it solely be relied upon.
- Broadcasters should ensure that the data upon which an hours-tuned submission is based is the most up to date confirmed data released by Numeris.
- For any other procedural questions or further clarification regarding submissions, [please contact the CMF](#) prior to the submission deadline.

Broadcasters, please email you completed Audience Success submissions to audience@cmf-fmc.ca, no later than **November 25, 2024.**

E. CMF HOURS TUNED REVIEW AND BROADCASTER SIGN-OFF

Upon receipt of a broadcaster’s Audience Success submission, the CMF will review the file to ensure all submission specifications have been met. The scope of the review will include verification that every single program title included in the submission was CMF-supported. Additionally, the associated CMF genre for every single title will be verified. Hours tuned formulas will be checked, totals will be checked, and random checks will be conducted on individual telecast data.

Upon the CMF’s completed review of a broadcaster’s submission, the CMF will notify the broadcaster of discrepancies, resolve questions, and communicate to the broadcaster the final numbers that will be used in Broadcaster Envelope calculations.

The CMF will place all Audience Success submissions on the [secure CMF website](#) for other broadcasters to scrutinize should they choose. The CMF will clearly indicate on the website whether its own review of any given submission has been conducted and/or cleared. Information on how to access the secure CMF website will be forthcoming, user ID and password will be provided in December 2024.

III. FREQUENTLY ASKED QUESTIONS (FAQ)

In an effort to provide clarity to all participating broadcasters, the following is a list of relevant and frequently asked questions (FAQ) with accompanying answers. This FAQ will be posted on the CMF's website at <https://cmf-fmc.ca/our-programs/envelope-administration/> and updated regularly.

- 1. Does a sub-licensee (a broadcaster who purchases and airs a program but did not participate in its original funding) of a CMF-funded program get hours-tuned credit for that program included in their Audience Success calculations?**

Yes. A station will get credit in their Audience Success calculations for a sub-licensed CMF-supported program. However, they will not get credit for a sub-licensed program in any of the other BE calculation factors (i.e., historic performance, regional licensing, etc.)

- 2. Are episodic programs given a different weighting than one-off productions? In other words, is a series with multiple episodes handled differently than one-off productions?**

No. Hours-tuned data for series programs with multiple episodes will be cumulatively totalled. Furthermore, if an episode of a series program (or one-off) is aired on more than one occasion, hours tuned for those additional occasions will be included in the total.

- 3. If we aired a CMF-supported program but didn't contribute from a BE last year, does it count for Audience Success?**

Yes, it still counts for Audience Success (but not for any other BE calculation factors, such as historic performance).

- 4. I have a list of titles which were originally in English but were aired in French (or vice-versa). Do they still count?**

Yes, they will count; however, if you do not see the program under the correct name on the CMF website, please submit the correct translation with your hours-tuned data to the CMF.

- 5. Will you be including projects funded in the 2024-2025 fiscal (this year?)**

Yes. A list of CMF-supported programs including fiscal 2024-2025 to-date has been posted to the CMF website for your reference [CMF list of eligible programs on CMF's website](#)

Note: fiscal 2024-2025 has not yet closed.

- 6. Do you count Audience Success for only prime time?**

No. Hours tuned are added up based on a 24-hour day, therefore we include audience numbers from both prime time and non-prime time airings of the program.

- 7. I have a project that was funded, but not through a broadcaster envelope. Is it eligible?**

Yes. All production projects funded by the CMF are automatically eligible for Audience Success calculations. Projects funded via the English Production Incentive, English POV Program etc. are eligible, whether or not they received BE funds as well. Note that since credit must be attributable to either a French or English-language envelope, Aboriginal-language projects must be dubbed or subtitled into one of those languages in order to count (for such projects, the language of broadcast must be identified).

- 8. Are eligible projects streamed on-line or through VOD eligible for inclusion in AS-THT or AS-OFB calculations?**

While this data is not currently included in the BE calculation, the CMF continues to consult with stakeholders on measurement methodologies that can better acknowledge and reward the full spectrum of content consumption in today's broadcast environment.

IV. CONTACT US

Contact our staff specialists (9:00 a.m. – 5:00 p.m. ET).

For assistance in French and English:

Sébastien Turcotte

Senior Research Analyst, Audience Research

1-877-975-0766 or 416-214-4435

audience@cmf-fmc.ca

Canada Media Fund / Fond des Médias du Canada

50 Wellington Street East, Suite 202

Toronto, Ontario

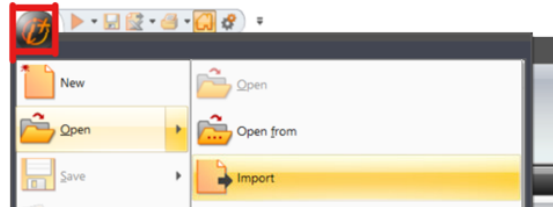
M5E 1C8

www.cmf-fmc.ca

V. APPENDIX A: IMPORT PROCESS OF BROADCASTER INSTARTV FILE FOR HOURS TUNED CALCULATION

Step-by-step Import Process Exclusively for use within NLogic InstarTV

- i. Click on the 'i+' on the top left corner and Click '**Import**' under the Open section.



- ii. If the template doesn't open after its imported, it can be found under the **Templates** section:

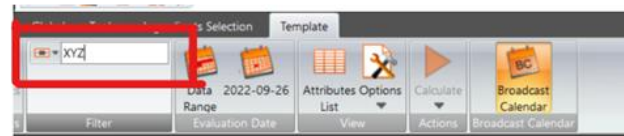


Double click on the **CMF_THT_2023-2024.ist** file to load the template.

- iii. Once the template is loaded, ensure that '**Broadcast Year 2023-2024**' is selected under 'Dates'

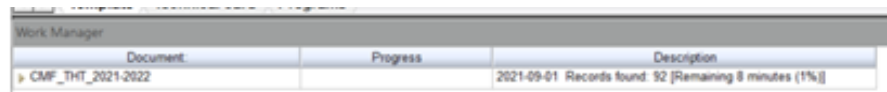


- iv. Search the **Station name** in the search bar and select it in the list.



- v. Click on **Calculate** to run the file.

The work manager window will indicate the time left for the process to complete.



- vi. Once the calculation is completed, a table will be created under the **Programs** section:

A screenshot of the 'Programs' section in the software interface. It shows a table with columns for Channel, Program, Episode Name, Date, Start time, End time, Duration, Program code, Quantity of Segs, Genre, Program, Episode code, Station, and Attributes. The table contains multiple rows of broadcast data.

Note: This template is already pre-sorted by program name. The table can be exported in Excel.

VI. APPENDIX B: **EXCEL TEMPLATE** FOR HOURS TUNED CALCULATION

Columns with Header color/ Les colonnes avec cette couleur d'entête		should contain only Numeris Info/ doivent seulement contenir les informations de Numeris
		should contain info from the CMF-FMC/ doivent contenir les informations du télédiffuseur
Corporate Group Name / Nom du groupe corporatif		
ABC		
Dates		
2023-08-28 to 2024-08-25		

	Duration in Min/ Durée en minutes	THT (000) / NHE (000)	CMF Genre / Genre FMC
	13	3.9	Children's & Youth / Enfants et jeunes
	30	110.6	Documentary / Documentaire
	60	126.8	Drama / Dramatiques
	-	-	Variety & Performing Arts / Variétés et arts de la scène
	103	241.3	
Grand Total			

Numeris Data / Données Numeris																Broadcaster Validation / Validation du télédiffuseur					
Channel / Station	Program / Émission	Episode Name / Nom de l'épisode	Date	Weekday / Jour de la semaine	Start time / Heure de début	End time / Heure de fin	Duration / Durée	Program code / Code de l'émission	Country of Origin / Pays d'origine	Genre	Episode code / Code de l'épisode	#Stations	DurMin [minutes] / Durée en minutes	AMA (000)	THT (000) / NHE (000)	CMF Program Title / Titre de l'émission FMC	Alternate language title / Titre en langage alternatif	CMF Genre / Genre FMC	Cycle/ Season / Cycle/ Saison	CMF Funded Year / Année de financement FMC	One-Off Doc / Docu. unique (Yes/Oui)
Channel Name	ABC Show	Episode 2 - 123	2023-09-03	Tuesday	07:00:00	07:13:00	6124069	745933	Canada	Animated Television Programs & Films	745933	24	13	17.9	3.9	ABC		Children's & Youth	2	2017-2018	Yes/Oui
Channel Name	DEF Show	1-08 - xxx	2024-03-06	Friday	20:30:00	21:00:00	6378602	613700	Canada	Analysis and Interpretation	613700	26	30	221.2	110.6	DEF		Documentary	1	2019-2020	Yes/Oui
Channel Name	GHI Show	2-08 - xxx	2023-09-01	Sunday	20:00:00	21:00:00	5917313	663738	Canada	Ongoing Dramatic Series	663738	26	60	126.8	126.8	GHI		Drama	0	2019-2020	

VII. APPENDIX C: MANUAL INPUT OF BROADCASTER SCHEDULES FOR AUDIENCE CREDIT

Numeris does not report some broadcasters at the program level, necessitating manual input of individual time-blocks in order to generate the required audience figures for submission.

NLogic is providing a service to broadcasters where they will generate the required output for CMF AS-THT and AS-OFR calculations based on a schedule (**CMF Excel Template spreadsheet "CHANNEL_AS_Submission_2025-2026"**) provided by the CMF and manually filled-out by the broadcaster for BE Submission. See the ZIP folder: <https://cmf-fmc.ca/document/tht-2023-2024-ist-and-xls/>.

NLogic will then provide output in Excel format from InstarTV (for review by CMF).

Please note that the broadcaster must still append this Excel output with the manual data fields required for verification of program eligibility (i.e.: Season/Cycle, CMF Genre, Alternate CMF Title if applicable). See APPENDIX B: EXCEL TEMPLATE FOR HOURS TUNED CALCULATION for further details.

The cost is \$883 per station for 1 broadcast year (the requesting broadcaster must hold a current Numeris membership). The turnaround time is approximately 5 business days.

For further information, please contact:

Jack Cales

Account Executive, NLogic
jcales@NLogic.ca