

Vision

# CANADA'S STORIES ARE A FORCE WORLDWIDE



## Mission

We invest  
in Canadian  
creators and  
companies  
to tell stories  
that reflect and  
connect us all.

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## Modernize

Reimagine the way forward

### OUTCOMES

- 1.1 Market-driven investment model reflective of how content is created and consumed
- 1.2 Increased innovation across the sector enabled by targeted incentives and strategic investments
- 1.3 A rebalanced funding portfolio
- 1.4 An evolved and relevant screen-based ecosystem led by CMF thought leadership

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## Mobilize

Ignite the spark in Canadians

### OUTCOMES

- 2.1 A shared direction for the sector that aligns creative, industry, and economic priorities
- 2.2 Audiences choose Canadian content that rivals the best in the world, fueling a strong identity and global recognition

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## Maximize

Unlock the industry's full potential

### OUTCOMES

- 3.1 Expansion of opportunities for content driven by market demand
- 3.2 Pathways to domestic and global markets
- 3.3 Companies that combine industry excellence with cultural contribution

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## Monetize

Fuel growth

### OUTCOMES

- 4.1 Stronger, resilient, and financially viable Canadian companies
- 4.2 Increased return of investment to drive industry growth
- 4.3 Measurable outcomes that strengthen growth and value across the sector
- 4.4 Diversified revenue sources
- 4.5 Efficient and streamlined operations



# KEY ACTIONS



## Modernize

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### STRENGTHEN OUR FUNDING MODEL

In consultation with the industry and government authorities, research, design, and implement updated programs, policies, and processes to deliver a new funding model, backed by modern financing tools and realigned resources, that enhances coherence and accountability.

### RESPOND TO AN EVOLVING INDUSTRY

Review and adapt our Contribution Agreement with Canadian Heritage to ensure it reflects the realities of a market-driven industry and continues to champion and advance the cultural mandate.

### DEMONSTRATE FUTURE-FACING LEADERSHIP

Push for modernization initiatives that make the screen-based funding ecosystem more agile, inclusive, and responsive to industry evolution, while building strategic partnerships with federal funding organizations to identify intersections, reduce duplication, and maximize collective impact.



## Mobilize

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### ADVOCATE FOR CANADIAN STORIES

Champion the Canadian screen-based industry through annual national campaigns and strategic insight reports that are aligned with evolving market conditions.

### SHINE LOCAL, REACH GLOBAL

Demonstrate that investing in Canada's cultural industry is a nation-building project by amplifying the visibility of Canadian content, talent, and innovation locally and globally, including targeted campaigns in priority international markets, increased domestic media presence, and strategic partnerships that elevate Canadian storytelling.

### ENGAGE THE INDUSTRY

Build structured and inclusive engagement with the industry through regular in-person consultations, videoconference sessions, and targeted surveys to inform our overall strategy and respond well to evolving audience behaviours and emerging platforms.



# KEY ACTIONS

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## Maximize

### BROADEN ACCESS TO CMF FUNDING

Expand eligibility and remove barriers to access for a wider range of creators, platforms, and partners, including Indigenous and Equity-Deserving Communities, online streamers, and international distributors.

### INTEGRATE INCLUSION AND DATA-DRIVEN DECISION MAKING

In tandem with current industry research, evaluate the guiding principles of CMF policies and programs through French, English, and Indigenous perspectives to integrate EDIA into every facet of our operations.

### INVEST IN THE FUTURE OF OUR INDUSTRY

Accelerate industry growth through innovation, strategic investments, and support for companies that leads to a stronger union between content performance and cultural relevance.

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## Monetize

### ESTABLISH PREDICTABLE REVENUES AND REWARD SUCCESS

Implement new models and strengthen controls for our IDM and linear programs that will provide sustainable and predictable revenue streams, while enabling reinvestment into the sector, increasing internal contributions, boosting recipient self-reliance, maximizing return on investment, and facilitating re-capitalization.

### RETHINK INVESTING FOR THE FUTURE

Develop and launch a comprehensive revenue strategy that attracts private and public funding, pursues innovative partnerships to expand investments, and secures long-term public commitments to the CMF.

### OPTIMIZE OPERATIONS

By leveraging technology and workflow improvements, and prioritizing resources, enhance our organizational operations and program delivery to maximize impact and efficiency.

