



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

AUDIENCE SUCCESS (AS) SUBMISSION MANUAL

2024-2025

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I. PE FACTORS AND WEIGHTS FOR 2024-2025

A. PERFORMANCE ENVELOPE FACTOR WEIGHTS

The percentages, factors and weights remain the same as last year and are as follows:

[2023-2024 Performance Envelope Manual](#) (Section F. CALCULATION OF 2024-2025 PERFORMANCE ENVELOPES AND ALLOCATIONS, page 22).

	ENGLISH ENVELOPES	FRENCH ENVELOPES
1. AUDIENCE SUCCESS – TOTAL HOURS TUNED (AS-THT)	35%	35%
2. AUDIENCE SUCCESS – ORIGINAL FIRST RUN (AS-OFR)	10%	10%
3. HISTORIC PERFORMANCE	5%	20%
4. REGIONAL PRODUCTION LICENCES	30%	15%
5. OTT FIRST RUN LICENCES (OTT)	10%	10%
6. DIVERSE COMMUNITY PRODUCTION LICENCES	10%	10%

For definitions of the factors, refer to the [2023-2024 Performance Envelope Manual](#).

II. AUDIENCE SUCCESS (AS) SUBMISSION PROCESS FOR 2024-2025: TOTAL HOURS TUNED (THT), ORIGINAL FIRST RUN (OFR) & OVER-THE-TOP FIRST-RUN (OTT)

A. INTRODUCTION – AUDIENCE SUCCESS FACTORS 2024-2025

This document will focus on the Audience Success (AS) submission process for 2024-2025. The factors taken into consideration for this portion of the AS Calculation process are as follows:

Audience Success – Total Hours Tuned (AS-THT), and Audience Success - Original First Run (AS-OFR)

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 2024-2025 AS Submission are given in **Section D** AS Submission Specifications, page 7.

Please note, this document also includes FREQUENTLY ASKED QUESTIONS (FAQ), page 11.

B. GENERAL METHODOLOGY

Audience Success – Total Hours Tuned (AS-THT), and **Audience Success - Original First Run (AS-OFR)** calculations for 2024-2025 are based on the total hours tuned that a broadcaster has generated through eligible CMF-supported programs over the 2022-2023 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 and AS-OFR calculations. Full details of the **CMF's requirements** are contained within this document in page 6 ([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 and AS-OFR calculations.
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, NLogic Lens or Borealis.

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. Original First Run (OFR) Performance Requirements

As per the directive received from Canadian Heritage in creating the CMF, the purpose of the **Original First Run (OFR)** factor is to place an emphasis on the support of original, first-run television programming in prime time.

All broadcasters seeking AS-OFR credit are required to identify eligible programs as stated below:

1. Project must have been **CMF-financed**, and **broadcaster must have participated in the original financing structure** of the project to claim AS-OFR credit (i.e., acquisitions are NOT eligible).

Project must be from **broadcasters that participated in the initial financing structure** of the project in question. Broadcasters who license a project as a second, third or subsequent window are therefore also eligible to claim credit in this factor.

If the project was financed under a corporate group licence and not by a specific broadcaster, the corporate group is allowed to claim within its ownership group OFR on a maximum of two channels, comprising of either:

- a. one Conventional and one Specialty channel,
 - b. two Specialty channels.
2. "OFR Project" must be airing in "**Prime time**", **except for Children's & Youth programs** which are exempt from this "Prime time" requirement.
 - a. For Conventional stations: "Prime time" is defined as the airing of a project in which the majority of the telecast aired between the hours of **7PM – 11PM**, on any day of the week.
 - b. For single-feed Specialty broadcasters, the time period of "Prime time" is extended to cover the hours of **5:30PM – 2:00AM Eastern time**.
 3. "OFR Project" can claim AS-OFR credit for a few airings:
 - a. For Conventional stations: the **first airing of a project** (or series of episodes that make up that project), in Prime time, by an eligible broadcaster.
 - b. For independent stations, Specialty and pay stations¹: one to **three airings of a project** (or a series of episodes that make up that project) by an eligible broadcaster, **within a period of 7 days** beginning from the first date of the first original telecast; **only one airing can be outside of "Prime time"** (see the definition above).

All broadcasters are asked to **indicate the OFR airings in the "OFR" field** within their AS submission (see "APPENDIX B: EXCEL TEMPLATE FOR HOURS TUNED CALCULATION" on page 14) which identifies the programs that qualify for this factor, as per the criteria set forth above.

¹ Independent stations denote broadcasters that are not under a corporate group ownership. This definition for OFR takes into account the realities of independent broadcasters, specialty and pay networks' programming strategy, which aim to build audiences through the scheduling of programs in different timeslots, each attempting to attract a unique audience.

4. OFR Restriction for Projects that claimed the OTT First Run credit

If OTT First Run PE Factor credit was claimed for the project, Broadcasters will be unable to claim AS-OFR credit for the same project.

Projects funded in the 2020-2021 year did not generate any OTT credit to broadcasters as 2021-2022 envelopes were calculated based on the average of the previous two funding years due to the COVID-19 emergency. Therefore, all projects funded in the 2020-2021 CMF funding year may also claim OFR credit. See the [CMF funded projects list on the website](#) for the funding year to verify eligibility.

Funding Year of CMF project	Did project declare itself as OTT?	Is project also eligible for OFR credit?	Explanation
2022-2023	Yes	No	The project cannot earn credit for OFR in addition to OTT.
2021-2022	Yes	No	The project cannot earn credit for OFR in addition to OTT.
2020-2021	Yes	Yes	The project can earn credit in OFR (because OTT credit was not used in 2021-2022 PE calculations).
2019-2020	Yes	No	The project cannot earn credit for OFR in addition to OTT.
2019-2020 & 2021-2022	No	Yes	The project is eligible for OFR.

5. Period of Eligibility for CMF-financed projects

Performance Envelope Allocations for 2024-2025 will be calculated based on audience data from the **2022-2023 Broadcast Year, (August 29, 2022 to August 27, 2023)**.

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 2022-2023".

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 2018-2019 fiscal year for projects airing in the 2022-2023 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 2022-2023 broadcast year for Performance Envelope Calculations: <https://cmf-fmc.ca/document/programs-funded-2018-2019-to-date-xls/>

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 PEs 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_2024-2025.xls” for both English and French language broadcasters (included in the following ZIP folder: <https://cmf-fmc.ca/document/tht-2022-2023-ist-and-xls/>).

This document contains information on how to submit Audience Success data from the 2022-2023 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 2022-2023 (Weeks 1-52: August 29, 2022, to August 27, 2023)
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

New this year for program coded stations, the CMF is providing a NLogic template file (CMF_THT_2022-2023 - NLogic.ist) to export the Numeris data with this setup and in the CMF required format.

- Program-coded stations must import the **CMF_THT_2022-2023 - 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_2024-2025.xls' as the Audience Success (AS) Submission template (included in the ZIP folder available at the following address: <https://cmf-fmc.ca/document/tht-2022-2023-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_2022-2023 - 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_2024-2025.xls" in 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_2024-2025.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_2024-2025.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. **Premier Flag** (*Program-coded stations only*)
13. **Episode Code** (*Program-coded stations only*)
14. **#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.
15. **DurMin [minutes]:** it should be the same info as "Duration" but listed in whole numbers (*i.e.: 30, 60, 90, 120 minutes*)
16. **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.*
- **Single Documentary** (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]**
- **OFR** stands for Original First-Run Performance – Broadcasters must identify by individual airing, as described in the relevant section of *Original First Run (OFR) Performance Requirements*. Please only identify eligible programs with a "Y". For better identification, the cells with ineligible programs remain empty.
- **OTT First** stands for Over-The-Top First-Run Performance – Broadcasters must identify by individual airing, as described in the relevant section of **Error! Reference source not found.**. Please only identify eligible programs with a "Y". For better identification, the cells with ineligible programs remain empty.

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 (**December 1, 2023**) 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 29, 2022 and August 27, 2023 inclusive / Les diffusions soumises sont entre le 29 août 2022 et le 27 août 2023 inclusivement	
There are no duplicated 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	
OFR Indicator / Indicateur REOP	
OFR Submitted/ REOP Soumis	
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** and **Premier flag** 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 December 1, 2023.

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 PE 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 2023.

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 PE calculation factors (i.e., original first-run performance, 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 PE last year, does it count for Audience Success?**

Yes, it still counts for Audience Success (but not for any other PE 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 2023-2024 fiscal (this year?)**

Yes. A list of CMF-supported programs including fiscal 2023-2024 to-date has been posted to the CMF website for your reference [CMF list of eligible programs on CMF's website](#).

Note: fiscal 2023-2024 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. What is the "original first-run performance" factor and why do I have to identify eligible programs?**

"Original first-run performance" is a factor that was created in response to the Department of Canadian Heritage's directive that the Fund develop an incentive to reward broadcasters who air original programming in peak viewing hours.

Broadcasters are requested to identify "eligible" programs in order to permit CMF staff to calculate the appropriate credits for activity that meets the defined criteria for "original first-run performance". Broadcasters are not obliged to separately identify these programs. However, if a broadcaster chooses not to identify potentially eligible programs, they will receive zero credit in their performance envelope for this factor.

- 8. Is a separate submission required for the calculation of "original first-run performance"?**

No. AS-OFR credits will be calculated using the same data set that is submitted for the AS-THT factor. Broadcasters are only requested to identify within the same submission which specific program episodes / airings are eligible for AS-OFR.

9. I have a project that was funded, but not through a performance 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 PE 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).

10. Are eligible projects streamed on-line or through VOD eligible for inclusion in AS-THT or AS-OFR calculations?

While this data is not currently included in the PE 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

Research Analyst, Audience Research
1-877-975-0766 or 416-214-4435
audience@cmf-fmc.ca

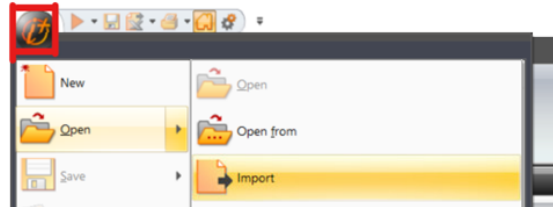
Canada Media Fund / Fond des Médias du Canada

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:

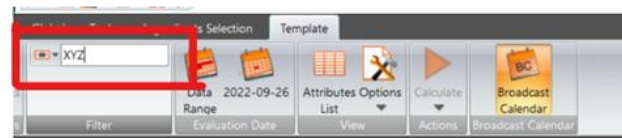


Double click on the **CMF_THT_2022-2023 - NLogic.ist** file to load the template.

- iii. Once the template is loaded, ensure that 'Broadcast Year 2022-2023' is selected under 'Dates'

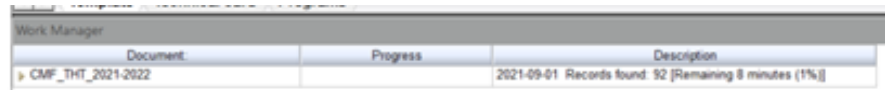


- iv. Search the **Station name** in the search bar and select it in the list.



- 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. It displays a large table with columns for 'Channel', 'Program', 'Episode Name', 'Date', 'Start time', 'End time', 'Duration', 'Program Code', 'Quantity of Spots', 'Genre', 'Phase', 'Episode Code', 'Website', and 'Quality (per 1000000)'. 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		<i>should contain only Numeris Info/ doivent seulement contenir les informations de Numeris</i>
		<i>should contain info from the CMF-FMC/ doivent contenir les informations du télédiffuseur</i>
Corporate Group Name / Nom du groupe corporatif	ABC	
Dates	2022-08-29 to 2023-08-27	

	Duration Min / Durée en minutes	THT (000) / NHE (000)	CMF Genre / Genre FMC	OFR / REOP
	13	3.9	Children's & Youth / Enfants et jeunes	0.0
	30	110.6	Documentary / Documentaire	110.6
	60	126.8	Drama / Dramatiques	0.0
	-	-	Variety & Performing Arts / Variétés et arts de la scène	0.0
Grand Total	103	241.3		110.6

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	Premier Flag / Première diffusion	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	OFR / REOP (Yes/Oui)	One-Off Doc / Docu. unique (Yes/Oui)	OTT / TPC (Yes/Oui)
Channel Name	ABC Show	Episode 2 - 123	20-09-03	Tuesday	07:00:00	07:13:00	6124069	745933	Canada	Animated Television Programs & Films	No	745933	24	13	17.9	3.9	ABC		Children's & Youth	2	2017-2018			Yes/Oui
Channel Name	DEF Show	1-08 - xxx	20-03-06	Friday	20:30:00	21:00:00	6378602	613700	Canada	Analysis and Interpretation	No	613700	26	30	221.2	110.6	DEF		Documentary	1	2019-2020	Yes/Oui	Yes/Oui	
Channel Name	GHI Show	2-08 - xxx	20-09-01	Sunday	20:00:00	21:00:00	5917313	663738	Canada	Ongoing Dramatic Series	No	663738	26	60	126.8	126.8	GHI		Drama	0	2019-2020	Yes/Oui		

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_2024-2025"**) provided by the CMF and manually filled-out by the broadcaster for PE Submission. See the ZIP folder: <https://cmf-fmc.ca/document/tht-2022-2023-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, Original First Run Performance,). See APPENDIX B: EXCEL TEMPLATE FOR HOURS TUNED CALCULATION for further details.

The cost is \$849 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:

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