



CANADA
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**BROADCASTER ENVELOPE
PROGRAM – DIVERSE
LANGUAGES
GUIDELINES
2024-2025**

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1. GENERAL INFORMATION

Section 1 of the [Linear Content - Core Guidelines](#) shall apply to the Diverse Languages Envelope Program, unless otherwise specified.

2. BROADCASTER ENVELOPE PROGRAM – DIVERSE LANGUAGES – OVERVIEW

2.1 INTRODUCTION

In addition to the requirements set out in these Guidelines, Applicants must comply with (i) the rules and requirements of the [Linear Content – Core Production Guidelines](#) and (ii) the Eligible Triggering Commitment Thresholds in these Guidelines, and (iii) the applicable policies and definitions in [Appendix A](#) and [Appendix B](#).

The Broadcaster Envelope Program – Diverse Languages (“**Diverse Languages Program**” or “**Program**”), which forms part of the CMF’s Linear Programs, ensures that Canadians have access to content that reflects the variety of languages they speak. The original language of production Eligible Projects funded in this Program must be a language other than English, French, or an Indigenous-Canadian language.

Beginning in 2024-2025:

- the CMF will contribute to Eligible Projects at the production stage through Diverse Languages Envelope Allocations, which are allotments of CMF Program funds made to Canadian Broadcasters with a track record of supporting third-language programming. Canadian Broadcasters select which Eligible Projects may receive funds from their Diverse Languages Envelope Allocation up to the limit of the funds allocated to them and subject to per-project Maximum Contribution amounts (see section 4.2) and other specified limitations. Canadian Broadcasters who do not have a Diverse Languages Envelope allocation may be eligible for the Alternative Access Diverse Languages Allocation (see E.5 of the [Broadcaster Envelope Manual](#)).
- Eligible Canadian Distributors may contribute to the Eligible Triggering Commitment Threshold amount needed to trigger support in this Program (see section 3.2.4 of the [Linear Content – Core Production Guidelines](#)).

If a Project’s financing is not confirmed in full prior to the Program’s Final Closing Date, documentation must be submitted with the Application as supporting evidence of:

- Diverse Languages Envelope contributions and all Eligible Licence Fees contributing to the Eligible Triggering Commitment Threshold; and
- Confirmation of a minimum of 60% of total Canadian financing for the Project (accompanied by a viable financing plan for the remainder of the Project funding).

The Applicant must confirm 100% of the financing of the Project, supported by signed agreements, no later than the Program’s Final Closing Date.

For information on the administration of the Diverse Languages Envelope, including Diverse Languages Envelope calculation methodology, genre allocations and flexibility, transfer policies, and other information, please see the Diverse Languages section in the [Broadcaster Envelope Manual](#) available on the CMF’s website at www.cmf-fmc.ca.

2.2 DEFINITIONS

Please see Appendix A for definitions on the following terms found in these Guidelines:

- Broadcaster-Affiliated Programming
- Canadian Broadcaster
- Creative Team
- Eligible Canadian Distributor

- In-house Programming
- Production Team
- Related Digital Content
- Related Parties

2.3 LANGUAGE OF PROJECTS

2.3.1 Original Language of Production

The original language of production of the Eligible Project must be a language other than English, French, or an Indigenous-Canadian language. However, if an Applicant wants any English or French to be used in a Project applying for funding through this Program, provided that the applicable Canadian Broadcaster also contributes a portion of their Broadcaster Envelope – English and French allocation in the production financing of the Project, the CMF shall determine exceptions on a case-by-case basis and qualify that the original language of production must *predominantly* be a language other than English, French or an Indigenous-Canadian language.

Eligible Projects must be closed-captioned¹ in the original language of production if it contains narrative, dialogue or lyrics. Exceptions may be permitted for Projects targeting children under the age of five, Projects in Indigenous languages that do not use the Roman alphabet, and live-to-air productions.

¹ As applicable, based on the respective platform.

3. DIVERSE LANGUAGES ENVELOPE PROGRAM – ELIGIBILITY

3.1 ELIGIBLE APPLICANTS

An Eligible Applicant to the Diverse Languages Program must meet:

- The Eligible Applicant criteria in section 3.1 of the [Linear Content – Core Production Guidelines](#); and
- Any applicable specific eligibility criteria noted in this section.

There are no restrictions regarding access by Broadcaster-Affiliated Programming and In-house Programming in the Diverse Languages Program.

3.2 ELIGIBLE PROJECTS

An Eligible Project in the Diverse Languages Program must meet:

- The Eligible Project criteria in section 3.2 of the [Linear Content – Core Production Guidelines](#); and
- Any applicable specific eligibility criteria noted in this section.

3.2.1 Eligible Triggering Commitment Requirements and Conditions

3.2.1.1 Eligible Triggering Commitment Requirements and Conditions - Production

In addition to the requirements in section 3.2.4.1 of the [Linear Content – Core Production Guidelines](#), the following shall apply:

A broadcast licence agreement:

- i) Must include an unconditional commitment by the Canadian Broadcaster providing the highest Eligible Licence Fee to broadcast and/or make the Eligible Project available to be viewed on any of the broadcast and online platforms the Canadian Broadcaster owns, operates and controls, in peak viewing hours² and closed captioned³, in the original language of production, as the first window broadcast, within 18 months of completion and delivery of the Eligible Project⁴. Should the Canadian Broadcaster fail to comply with these requirements, the licence fee will be deemed not to be an Eligible Licence Fee. The CMF will consider requests for an extension to this period case-by-case. “**Peak viewing hours**” is defined by the CMF as 7:00 pm to 11:00 pm, with an exception for some Children and Youth programming as described in [Appendix A](#). For second and subsequent window Broadcasters, the commitment to broadcast the Eligible Project in peak viewing hours (or, make the Eligible Project available to be viewed) within 18 months will start at the beginning of those Broadcasters’ licence periods. Second and subsequent window Canadian Broadcasters operating in a language other than the original language of production may contribute Eligible Licence Fees to meet the Eligible Triggering Commitment Threshold and broadcast the Eligible Project in peak viewing hours (or make the Eligible Project available to be viewed) in their language of operations.

²For clarity, a Project must meet the ‘peak viewing hours’ requirement only when it is broadcast by an entity that meets section (a) of the “Canadian Broadcaster” definition in [Appendix A](#).

³As applicable, based on the respective platform.

⁴For dual-language productions, this requirement shall be interpreted to mean 18-months from the first completed version.

Note: The CMF may waive the broadcast/availability requirement for pilots where both the Canadian Broadcaster and Applicant agree, upon completion and delivery of the Eligible Project, that the pilot should not be broadcast/or made available.

3.2.1.2 Eligible Triggering Commitment Threshold

The “**Eligible Triggering Commitment Threshold**” is the minimum amount of Eligible Licence Fees (and, if applicable Eligible Market Contributions) that an Eligible Project must receive from one or more Canadian Broadcasters and/or Eligible Canadian Distributors to be eligible for CMF funding.

The Eligible Triggering Commitment Threshold in the Diverse Languages Program is 10% of the Eligible Project’s Eligible Costs.

Please note, in this Program, if an Eligible Canadian Distributor is contributing to the Project’s Eligible Triggering Commitment Threshold, the larger share of the Eligible Triggering Commitment Threshold must come from a Canadian Broadcaster contributing an Eligible Licence Fee.

In the case of an eligible coproduction (i.e., a Canadian interprovincial coproduction, or an audiovisual treaty coproduction), the Eligible Triggering Commitment Threshold will be calculated on the portion of the Eligible Costs associated with the Eligible Applicant.

3.2.1.3 Maximum Terms

The CMF shall assess the maximum allowable period of all exploitation windows granted to (i) the Canadian Broadcaster in consideration for Eligible Licence Fees or (ii) the Eligible Canadian Distributor in consideration for the Eligible Market Contributions (Maximum Term) for the Canadian Exploitation Right. The Maximum Term for an Eligible Project in the aggregate and including both exclusive and non-exclusive terms for all genres of programming under this Diverse Languages Program is six (6) years.

The start of the term shall begin at the contractually agreed-upon term commencement date, as negotiated between the Applicant and the Canadian Broadcaster and/or Eligible Canadian Distributor. The term is the period in which a Canadian Broadcaster and/or Eligible Canadian Distributor has the right to exploit a Project. In the case of a series (or mini-series, as applicable), the term is measured from the commencement date of the first episode of the series and not the commencement dates of each episode.

For clarity, the start of the term and the first air date may not always coincide. By way of example, a Canadian Broadcaster’s term may be from September 1, 2024 to August 31, 2030, but the Broadcaster may choose to make the first broadcast date November 15, 2024. For eligibility purposes, the term begins on September 1, 2024. In no case will the term commence later than the first airing of the first episode.

Applicants can incorporate licences in excess of the Maximum Term within the financial structure. Only that portion of the licences, however, within the Maximum Term will be used for the purposes of all CMF calculations, including Eligible Triggering Commitment Threshold assessment, allowable Diverse Languages Envelope contributions and applicable Diverse Languages Envelope calculations. Contributions that commence within the Maximum Term but extend beyond it will be prorated to match the Maximum Term.

The Maximum Term does not apply to licences acquired by (i) Canadian Broadcasters for Broadcaster-Affiliated Programming and In-house Programming or (ii) Projects from Applicants that are Related Parties to Eligible Canadian Distributors.

4. DIVERSE LANGUAGES ENVELOPE PROGRAM – CMF CONTRIBUTION

A CMF Contribution to an Eligible Project will follow:

- The criteria in section 4 of the [Linear Content – Core Production Guidelines](#); and
- Any applicable specific criteria noted in this section.

4.1 NATURE OF CONTRIBUTION

In the Diverse Languages Envelope Program, the CMF may provide a combination of (i) Licence Fee Top-Up and (ii) Equity Investments (see section 4.1 of the [Linear Content - Core Production Guidelines](#)) to Eligible Projects according to a set formula:

The initial CMF contribution to the Eligible Project will be in the form of a Licence Fee Top-Up, up to a maximum of 20% of the Project's Eligible Costs. CMF contribution amounts in excess of this 20% maximum will be in the form of an Equity Investment.

In no case will the total CMF contribution exceed 49% of Eligible Costs (between Licence Fee Top-Ups and Equity Investments combined). The CMF considers an eligible Equity Investment request of less than \$100,000 too small for equity participation. Such requests will be automatically converted to a Licence Fee Top-Up .

CMF contributions may be combined in the financing of an Eligible Project from more than one Broadcaster Envelope allocation. The total combined CMF contribution committed from all Broadcaster Envelope allocations must respect any applicable Maximum Contribution amounts and the total combined CMF contribution committed from all Broadcaster Envelope allocations must respect the Licence Fee Top-Up and Equity Investment split described above.

4.2 AMOUNT OF CONTRIBUTION

Canadian Broadcasters may decide what proportion of their Diverse Languages Envelope Allocation to allot to an Eligible Project up to the limit of the funds allocated to them and subject to per-project Maximum Contribution amounts and other specified limitations.

The CMF's Maximum Contribution in the Diverse Languages Envelope Program is the lesser of 49% of the Eligible Project's Eligible Costs or \$200,000. There are no minimum Diverse Languages Envelope allocation contribution amounts to an Eligible Project.

4.3 ELIGIBLE DIGITAL CONTENT

The original language of the Related Digital Content is the same language as the original language of production of the Eligible Project.

5. BROADCASTER ENVELOPE PROGRAM – DIVERSE LANGUAGES – DECISION PROCESS

Beginning in 2024-2025, the CMF will contribute to Eligible Projects at the production stage through Diverse Languages Envelope Allocations, which are allotments of CMF Program funds made to Canadian Broadcasters with a track record of supporting third-language programming.

Canadian Broadcasters select which Eligible Projects may receive funds from their Diverse Languages Envelope Allocation up to the limit of the funds allocated to them (subject to certain limitations outlined in these Guidelines).

The envelope allocation mechanism enables the CMF to disburse funds in a timely, efficient, and market-driven manner in partnership with Canadian Broadcasters. Although envelope allocations are assigned to Canadian Broadcasters, CMF funding is disbursed directly to Applicants.