

CMF Consultations IDM Programs 2026-2027

October 16, 2025



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

AGENDA

- **Welcome**
- **Land Acknowledgement**
- **Current Context**
- **IDM Program Changes**
- **Wrap up**

CURRENT CONTEXT

CURRENT CONTEXT | CMF REALITY

- **Competing Priorities**

- Balance between stability for legacy element of Canada's audiovisual industry and being a catalyst for innovation and modernization
- Balance between the CMF's twin mandates of industrial and cultural support

- **What we are trying to solve**

- Increasing pool of CMF applicants and oversubscription of CMF programs
- Increasing costs of production
- Declining CMF revenues

CURRENT CONTEXT | CMF REALITY

- **Private-side Revenues**

- Cable and satellite revenues continue to decline
 - Projected to represent 35% of CMF budget in 2025-2026
- Online streamer contribution uncertainty (regulatory, judicial, political question marks)

- **Public-side Revenues**

- Final year of Government of Canada funds designated for equity-deserving communities
- No confirmed additional commitments from Canadian Heritage

CURRENT CONTEXT | CMF REALITY

- Need to reflect public policy goals while serving industry
- Need to continue to support a diversity of Canadian creators, with less funding
- IDM spending currently protected at a minimum of \$40 million annually

CURRENT CONTEXT | CMF DEMAND: ADMINISTRATION

- **Demand:** not just about how much we have to *distribute*...it's about the *cost to evaluate*
 - 2022-2023: 1750 applications processed
 - 2023-2024: 2100 applications processed
 - 2024-2025: 2250 applications processed
- **CMF administration fee:** capped at 6% of revenue
- As our revenue declines, our 6% administration fee cap will not go as far, AND:
 - We won't be able to evaluate files the same way
 - We won't be able to effectively sort through all the demand

CURRENT CONTEXT | CMF DEMAND: FUNDING

- Oversubscription: demand continues to outstrip supply
- **FALL ROUND UPDATE:**
 - *Conceptualization*: fully committed in 1 day | prorated at 53%
 - *Prototyping*: 169 applications received | can support 40
 - *Innovation & Commercial*: 97 applications received | can support 15

CURRENT CONTEXT | WHAT WE ARE CONSIDERING

- Modernization of IDM program design
- Increased operational efficiency
- Increased emphasis on market validation and measurable audience data
- Incentivize external investment and better reflect business potential for all formats
- Better recognize the needs of companies at different stages in their career trajectory, and maintain opportunities for new entrants into the system

CURRENT CONTEXT | MULTI-YEAR PROPOSAL

- **LONG TERM:** Multi-year shift to modernize our program model
- Move from a sole focus on project phase of work through a selective decision process to:
 - More objective decision process based on meeting designated business, targets, thresholds and/or milestones
 - While retaining some selective decision programs tied to strategic priorities, emerging trends or future building
- Must respect the needs of two primary sectors (games and XR) and needs of both emerging and established companies
- Proposed changes in 2026-2027 would signal in this direction, while allowing time to work collaboratively on final shape

2026-2027 PROGRAM CHANGES

PROGRAM CHANGES | PRODUCTION STAGE

Pilot a matching investment program

- Projects must have secured a majority of the budget (51% - 75%) from a bona fide 3rd party publisher or investor (or combination of sources)
- No creative jury review, just a simplified business affairs review
- Offered a different recoupment position reflective of multiple investors
- In first year, would be limited to a small number of projects

PROGRAM CHANGES | PRODUCTION STAGE

Options for roll-out of Pilot Matching Investment Program

1. Scenario One: operates as a small subset of Commercial Projects
 - Commercial Projects and Innovation remain, at least for a transition year
2. Scenario Two:
 - Operates as a new program (with a smaller budget during pilot period)
 - Commercial Projects and Innovation would be replaced with a single Production Program, with 2 streams based on budget size (similar in structure to existing Innovation)

PRODUCTION STAGE | QUESTIONS

1. Does this pilot program appeal?
2. In terms of roll-out, do you prefer scenario one or scenario two?
3. What should the the total amount allocated to this new program be?
4. Should the Iteration Pilot Program be closed to redirect more funds back into new production? (represents roughly \$3 million per year)

PROGRAM CHANGES | IDEATION STAGE

Introduce slate financing for performing IDM companies

- In first year, access is based on past CMF performance (would build out access for non-CMF applicant companies in future)
- Thresholds and amounts would be unique to IDM sector
- First-come first-serve program: No creative jury review, just eligibility
- Recipients would have flexibility on determining projects they develop
- Recipients would not be able to apply to other IDM ideation stage funds

SLATE FINANCING | QUESTIONS

1. Is slate financing welcome?
2. Does the flexibility provided offset the restriction of not being able to access other Ideation stage programs?
3. What do you think is an ideal amount per slate? (note: amount will affect the number of companies that can access)
4. Where do you prefer the program dollars come from to finance it: prototyping or production stage spending?

PROGRAM CHANGES | CONCEPTUALIZATION

Conceptualization access would be tied to selection at certain residencies, labs and incubators

- If selected for an approved external program, then you could apply to the CMF for up to \$15,000 to further develop the project
- Approved programs for triggering could be changed annually to ensure funds are spread to a variety of regions and communities, and targeted where needed the most

CONCEPTUALIZATION | QUESTIONS

1. Would this adjustment be welcome to continue to allow support for new, emerging and diverse talents to access early project money?
2. What programs would you suggest could be good triggers for such a scenario?
3. OR would you prefer alternative scenarios to limit access, such as:
 - You can only apply every other year, OR
 - Only if you are a new applicant, AND/OR
 - You have had a project move forward in the past 3 years?

OTHER POTENTIAL CHANGES

1. **IMMERSIVE / EXPERIENTIAL WORKS:** allow a certain amount of exhibition costs to be included in project budgets, up to a percentage of the total budget
2. **REDUCED FUNDING ROUNDS FOR PRODUCTION STAGE PROGRAMS:**
 - Only a single round of financing per year, per program (IF both selective programs remain) OR budget level (IF stage is split by budget).
 - Spring would be one, Fall the other

OTHER POTENTIAL CHANGES

3. FURTHER LIMITS TO ACCESSING PROTOTYPING

- If you have previously received prototyping funds, but have not moved forward to production on anything since, you can't apply again until something does move forward

OR

- Prototyping is limited to new applicants only

TIMELINE

Industry feedback due: Nov 17, 2025
Initial Board presentation: mid Dec 2025
Program changes approved: mid Jan 2026
Programs launched: April 1, 2026

FEEDBACK:

written responses required by November 17, 2025

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