CMF Consultations
IDM Programs 2027-2028

November 02, 2026

CANADA MEDIA FUND
FONDS DES MÉDIAS DU CANADA

WELCOME

AGENDA

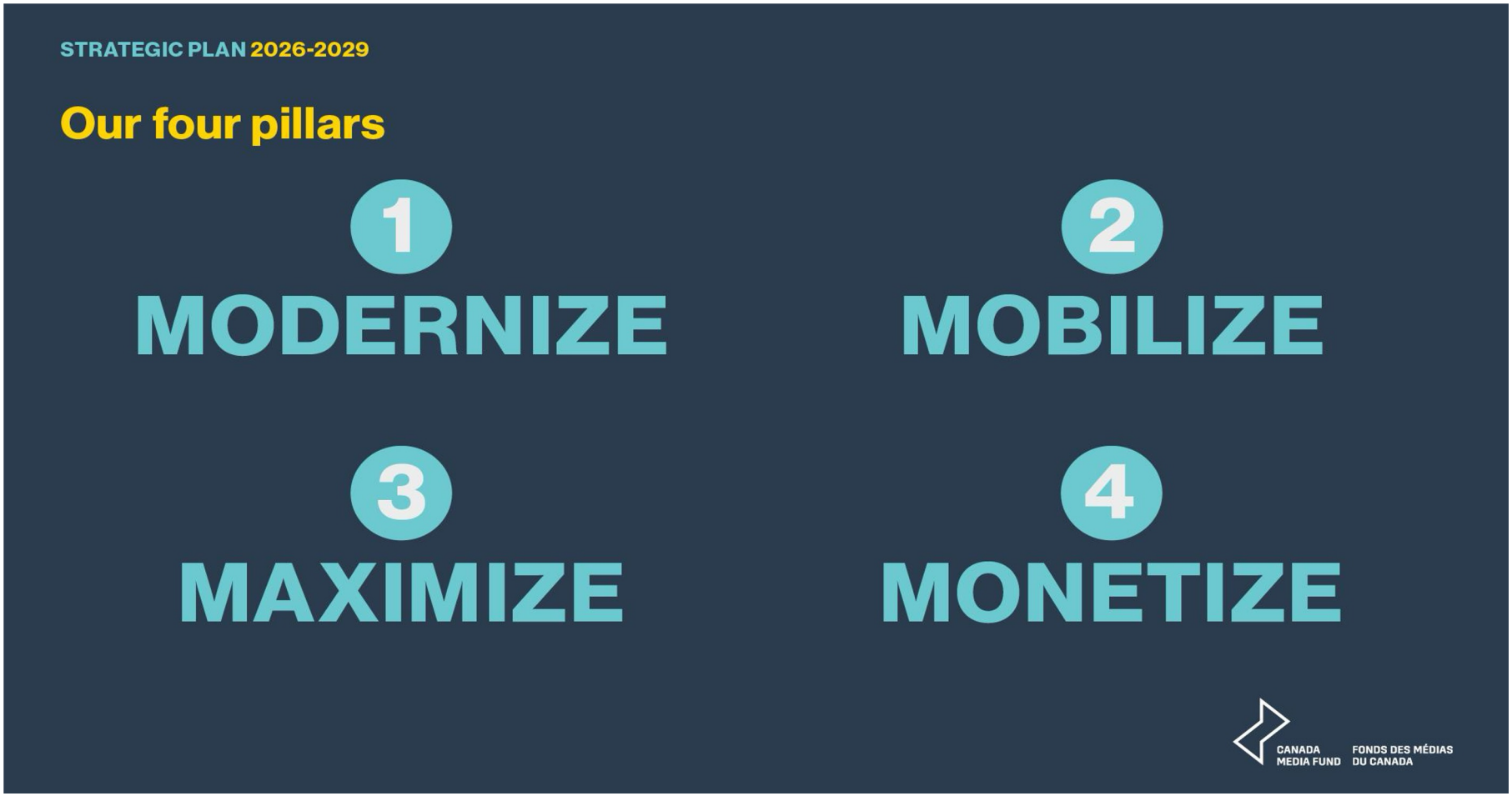
- Current Context
- IDM Program Changes
- Next Steps

CURRENT CONTEXT

WE ARE BALANCING:

- **Stability** for existing partners while ensuring **new access or triggers** into the CMF
- Support for **linear television** and **interactive and digital media**
- Continuing needed **project-based funding** while piloting **modern approaches** to business and industry development
- Role as a **vehicle for public policy** and a **lever for economic impact**

CMF STRATEGIC PLAN



CURRENT CONTEXT

THE CMF REALITY

- Significant pool of applicants (2,022 applications received in 25-26)
- Program oversubscription (25-26 demand 2.5 x over in selective programs)
- Increasing costs of production
- Department of Canadian Heritage's modernization of the audiovisual industry
- Ongoing technological and international disruption

CURRENT CONTEXT

REVENUE REALITIES

- **Private revenues** (cable and satellite) continue to decline
  - Projected to represent 28% of CMF budget in 2027-2028
  - Continued uncertainty in online streamer contributions
- New **Public revenues** (Government of Canada) have been pledged
  - Additional $127.5M in Nov 2025
  - Additional $600M in Jun 2026 - but no confirmation on when or how

IDM CURRENT CONTEXT

- IDM Oversubscription: demand continues to outstrip supply

2026-27 selective program demand (to date):

- Prototyping (spring): **113** received | **22** supported (20% of apps)
- Prototyping (fall); *deadline Nov 10*
- Innovation & Commercial (spring): **55** received | **20** supported (36% of apps)
- Innovation & Commercial (fall): **69** received | *can support 14-16* (24% of apps)

IDM CURRENT CONTEXT

WHAT WE ARE TRYING TO SOLVE

- Industry has significantly matured since programs first introduced
- Much more depth and breadth across all sectors
- Program model should evolve with the industry
- Increased frustration in process from applicants

IDM CURRENT CONTEXT

WHAT WE ARE CONSIDERING

- Modernization of the IDM Program Model
- Operational efficiency
- Increased emphasis on market validation and measurable audience data
- Incentivizing external and international investment
- Better reflect business potential for all formats
- Continue to recognize the needs of companies at different stages in their career, and maintain opportunities for new entrants into the system

2027-2028 PROPOSED PROGRAM CHANGES

THIRD PARTY STREAM | INITIAL STATISTICS

- **8** projects received and approved | **$7.5mil** committed
- **6** Games (72%) | **2** Immersive / Experiential (28%)
- Regional Breakdown: the West **5** (58%) | Quebec **2** (28%) | the East **1** (14%)
- Fully committed on day one

THIRD PARTY STREAM | EARLY FEEDBACK

EARLY FEEDBACK RECEIVED

- Recoupment position perceived more positively
- CMF able to provide leverage for producers to negotiate better terms with their partners
- Indication that further applications would have come in through the fall, had money been available

THIRD PARTY STREAM | PROGRAM CHANGES

INCENTIVIZING INTERNATIONAL CO-PRODUCTION

- Within current funding structures, there is no incentive for co-productions
- Producers have expressed regret that international incentives were paused
- REVISION PROPOSAL:
  - In the case of International Co-Productions, Canadian producer would receive credit towards threshold for commitments a co-producer has secured from their local region agency (e.g. Luxembourg Film Fund) (currently only financing attributed to the Canadian portion of the budget counts)

THIRD PARTY STREAM | QUESTIONS

1. What additional budget is reasonable to allocate to this stream?
2. Do you support incentivizing international co-productions in this stream?
3. Are there other refinements you would like in future years of the stream?

ITERATION PROGRAM | FEEDBACK

27	$6.48M	$9.35M	69.3%
Funded projects	CMF contribution	Total project budgets	CMF share

- Open **2** years | **27** contracts signed (6 completed and content released)
- Current thresholds:
  - $500,000 in revenues generated OR 20,000 units sold (attendees for LBE)
- Maximum contribution available: $350,000
- REVISION PROPOSAL: Increase threshold to only in cases where the CMF has fully recouped its investment (likely only 1-2 projects a year)

ITERATION PROGRAM | QUESTIONS

1. Given the needs of industry, is this type of funding still a priority?
2. Would you be in support of the revision proposal?
3. OR, would you recommend it be paused and funds fully reallocated?
4. Are there different refinements you would like to see?

PRODUCTION PHASE | CONTEXT

- Audience demand for location-based experiences is increasing
- New business models are emerging
- One of very few international public funders that do not separate support by type
- One-size fits all approach to decision making is causing frustration on all sides
- Objectives delineated by commercial vs innovation are not resulting in demonstrable differences in revenues, audience or performance between programs

PRODUCTION PHASE | PROGRAM CHANGES

PROPOSED RESTRUCTURE

- Abolish Commercial Projects and Innovation & Experimental Programs, in favour of one Production Program, with multiple streams:
  - Third Party Stream (first-come first-served with market partner commitment)
  - Video Game Stream (selective, video games only)
  - Interactive & Immersive Stream (selective, for projects that are not video games)
- Low-budget allocations would be offered within the two selective streams: focus on new producers, innovative approaches, experimentation in form, cultural priorities

PRODUCTION PHASE | PROGRAM CHANGES

FURTHER DETAILS

- Evaluation criteria would be revised to be more sector specific and would include clearer validation requirements: audience engagement, market analysis and revenue projections
- Amounts per stream would not be split evenly, but roughly by demand / performance
- Applicants presenting 1st or 2nd projects would need to submit under low-budget (exception: with a market partner they could still apply to Third Party)

PRODUCTION PHASE | PROGRAM CHANGES

POSITIVES OF THIS APPROACH

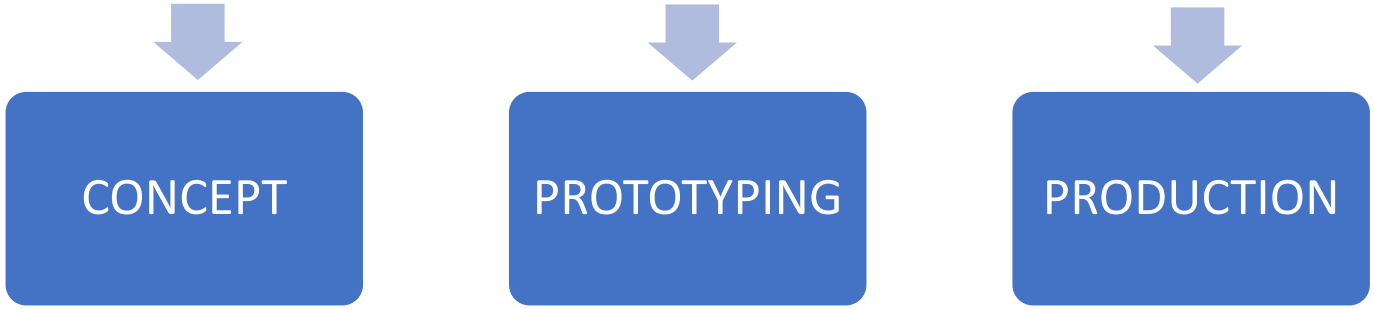
- Recognizes the maturation of and complexities within the IDM industry
- Sector specific evaluation criteria, market intelligence or trends, and jury members
- Selective deadlines per year could be maintained, while respecting distinctiveness of different markets
- 1st or 2nd time producers could build their skills and expertise within a more constrained scope and less pressure for recoupment

PRODUCTION PHASE | QUESTIONS

1. Are in support of a change to the current production structure?
2. Are there different changes at the production phase you would propose to address market realities and sector needs?
3. What validation requirements would you suggest be used at the evaluation stage?
4. Are there any other refinements you would like to see?

LONG TERM PLANNING | MILESTONE FUNDING

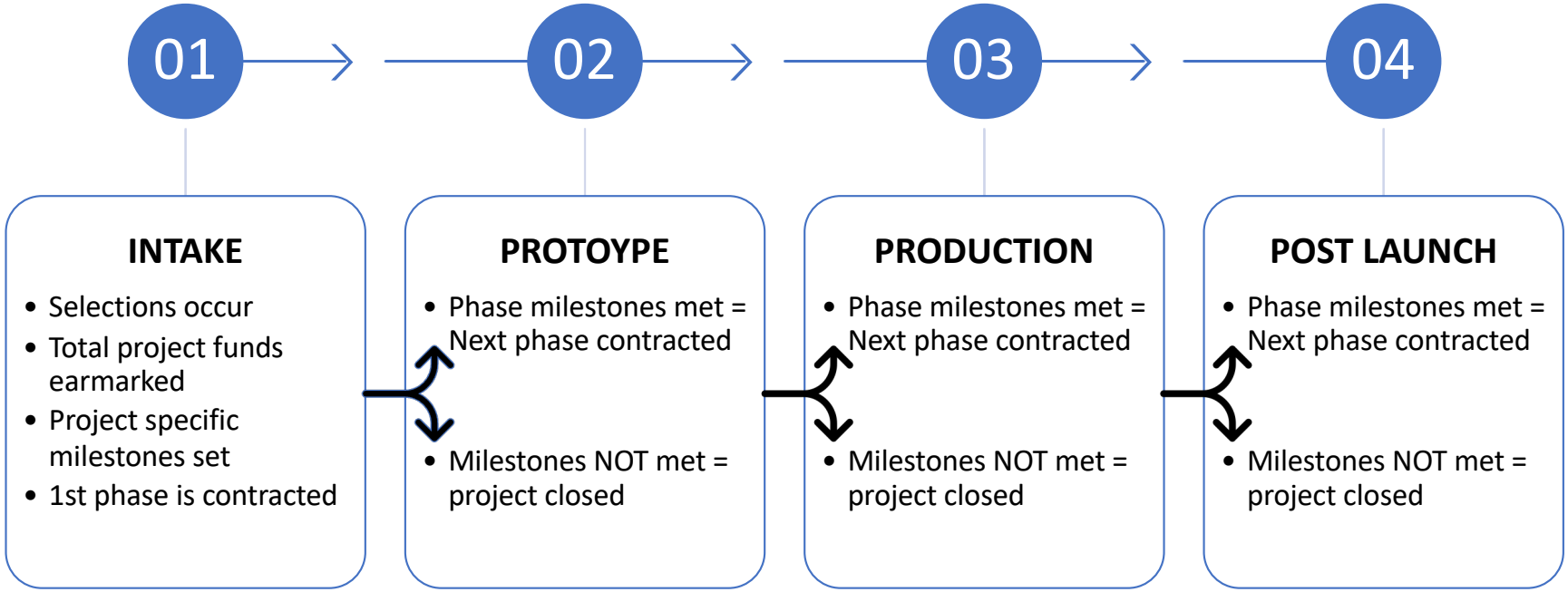
CURRENT MODEL: FUNDING BY PHASE OF WORK



- Each phase is a new application / process
- No guarantee of support from phase to phase
- Duplication of materials and work required of the applicant and administration teams

LONG TERM PLANNING | MILESTONE FUNDING

PROPOSED FOR 2028+: MILESTONE BASED FUNDING WITH GATED STEPS



LONG TERM PLANNING | MILESTONE FUNDING

FURTHER DETAILS

- Milestones would be project specific, designed for the content type, and include a mix of deliverables:
  - completeness of project / phase elements
  - quality of project / phase elements
  - Scope of project and team structure
  - Pre-set market and audience validation targets
  - Post launch targets (iteration phase) would include audience and/or revenue thresholds

LONG TERM PLANNING | MILESTONE FUNDING

FURTHER DETAILS

- Should pre-agreed project targets not be met, project will be closed and funds released
- Producers can return in the next intake with a new project idea
- Third Party Stream would remain
- Selective programs (smaller) for low budget and cultural priorities potentially remain
- Access into the system maintained for different goals: identified market support, new producers / creators, experimentation with form or technology and cultural impact

MILESTONE FUNDING | DISCUSSION

1. What are the pros and cons of this proposed structure?
2. Do you agree that we need to maintain alternative access points: such as for lower budget projects, new applicants, or those who secure market support?
3. What else should we consider before adopting this approach?

OTHER FEEDBACK OR INPUTS | DISCUSSION

1. Is there anything else you would like to share with us?

TIMELINE

Industry feedback due: **Dec 2, 2026**

Initial Board presentation: **mid Dec 2026**

Program changes approved: **late Jan 2026**

Programs launched: **April 1, 2027**

FEEDBACK:

written responses required by December 2, 2026

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