



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

2027-2028 CMF DISTRIBUTOR ENVELOPE ALLOCATIONS

GROSS SALES REVENUE PERFORMANCE FACTOR CREDIT SUBMISSION GUIDE

TABLE OF CONTENT

1. INTRODUCTION 3

1.1 Submission deadline 3

1.2 References 3

1.3 Submission format..... 3

2. DEFINITIONS..... 4

3. SUBMISSION INSTRUCTIONS 4

3.1 Template completion..... 4

3.1.1 Submission declaration 4

3.1.2 Template spreadsheet fields..... 6

3.2 Template submission address 7

4. CMF VALIDATION OF SUBMISSIONS..... 7

5. CONTACT FOR ASSISTANCE..... 7

1. INTRODUCTION

This guide is intended to provide Eligible Canadian Distributors (“**Distributor**”) with instructions on submitting gross sales revenue results (“**Gross Sales Revenue**”) to the CMF to be used as credit in the Gross Sales Revenue Factor in the Distributor Envelope Program. Gross Sales Revenue Factor credit will be counted as part of the calculation of the 2027-2028 Distribution Envelope calculations.

1.1 SUBMISSION DEADLINE

Submissions must be received by **November 12, 2026**.

1.2 REFERENCES

Please refer to the [Distributor Envelope Manual](#), section 4.2, Calculation of 2027-2028 Distributor Envelope Allocations Performance Factors.

See section 4.4.1 of [Distributor Envelope Manual](#), for a list of 2027-2028 Performance Factors and their calculation weights:

	WEIGHTS	
PERFORMANCE FACTORS	ENGLISH ENVELOPE	FRENCH ENVELOPE
Distribution Advance Factor	20%	15%
Historic Access Factor	10%	15%
Gross Sales Revenue Factor	25%	25%
Independent Production Factor	15%	15%
Regional Production Factor	10%	10%
Diverse Community (Ownership) Project Factor	10%	10%
Gender Balance (Ownership) Project Factor	10%	10%
TOTAL	100%	100%

1.3 SUBMISSION FORMAT

Distributors must submit their Gross Sales Revenues to the CMF using the submission template provided with this guide. Gross Sales Revenue credit will not be awarded to a Distributor unless the submission template is completely and accurately filled.

The submission process aims to ensure reliability and consistency in the awarding of Gross Sales Revenue credit to Distributors. Please note:

- The CMF will support Distributors in the completion of the submission.
- The submission will be validated by the CMF before awarding credit.
- Sales agreements do not need to be submitted with the submission, but the CMF reserves the right to request them if required.

2. DEFINITIONS

From the Distributor Envelope Manual, section 4.2.3 Gross Sales Revenue Factor:

*“The Gross Sales Revenue Factor recognizes the ability of Distributors to facilitate the availability of CMF-supported projects to audiences. When calculating this Performance Factor for the 2027-2028 Envelope Allocation calculations, a Distributor’s credit is earned from the past three (3) years (**calendar years: 2023, 2024, 2025**) of Gross Sales Revenues the Distributor has made on Eligible Projects, including projects where the Distributor was not part of the original financial structure of the production.*

*“**Gross Sales Revenue**” is defined as any and all revenues generated by the exploitation of a project before any commissions, fees, costs, or expenses of any type are deducted.*

*“**Eligible Projects**” are defined as projects funded through CMF Linear or Convergent Content (Production) Programs over the past five (5) years (CMF fiscal years: 2021-2022, 2022-2023, 2023-2024, 2024-2025, 2025-2026). A list of Eligible Projects will be published for the 2027-2028 Gross Sales Revenue Factor.”*

Gross Sales Revenue credit is the sum of all Gross Sales Revenues reported in the submission.

Sales included in the financial structure of the project are not eligible as Gross Sales Revenue.

Note: Pilots and Feature Drama projects will not generate any credit in the Distributor Envelope calculations for 2027-2028 because they are not eligible for funding through the Distributor Envelope Program.

Indigenous Language and Diverse Languages projects will count as credit toward an English Envelope. Distributors may request that an Indigenous Language Project be counted as credit toward a French Envelope instead of an English Envelope. The request must accompany the template submission and include a brief explanation.

The list of Eligible Projects can be found on the CMF website [here](#).

3. SUBMISSION INSTRUCTIONS

3.1 TEMPLATE COMPLETION

Gross Sales Revenue results must be submitted using the provided Excel spreadsheet template, “[Distributor name Gross Sales 2027-2028.xlsx](#)”. Please rename the file by replacing “Distributor name” with the distribution company name (a shortened form is allowed).

3.1.1 Submission declaration

Each submission must include a declaration signed by an authorized signatory of the Distributor which states the following:

The Eligible Canadian Distributor acknowledges that the CMF is relying on the information in this completed Gross Sales Revenues Submission form to determine whether the Eligible Canadian Distributor is eligible to earn Gross Sales Revenue Factor credit from these Gross Sales Revenues.

The Eligible Canadian Distributor acknowledges having completed the submission form and that making a false declaration violates the CMF’s policies (as noted in section 3.4 of the Distributor Envelope Manual), will impact the ability to participate in future CMF-funded Projects, and may constitute a criminal offense.

The declaration may be sent as a separate PDF if necessary for the signature. However, the submission must remain an Excel spreadsheet.

3.1.2 Template spreadsheet fields

Ensure that no field remains empty.

Use one row per sale.

☐ **Distributor Name**

Enter the name of the Eligible Canadian Distributor authorized by CMF.

☐ **CMF Project Title**

Enter the title from the Eligible Projects List (“List”) that correspond to your Gross Sales Revenues. The Distributor did not need to participate in the financial structure of the project to be eligible for Gross Sales Revenue Factor credit.

☐ **Season Number**

Enter the number of the season for series that corresponds with the Eligible Project title on the List. For one-episode projects and non-returning mini-series, enter N/A.

☐ **CMF Language**

Enter the Language for the Eligible Project as shown on the List.

☐ **CMF Genre**

Enter the Genre for the Eligible Project as shown on the List.

☐ **CMF Format**

Enter the Format for the Eligible Project as shown on the List.

☐ **Total length of project in minutes**

Enter the length of the one-off or total length of all episodes of the series.

☐ **Calendar year of credit (sale)**

Enter the calendar year that the sale was made. Only the calendar years 2023, 2024, and 2025 are eligible.

☐ **Sales in Canada / International**

Enter whether the sale was to a buyer in or outside of Canada.

☐ **Buyer [name]**

Enter the name of the buyer. Buyers can include streamers, platforms, or broadcasters.

☐ **Amount of Gross Sales Revenues, \$ CAD**

Enter the Canadian dollar amount of the sale (will be used to summarize the credit per Distributor). Distributors should use the exchange rate at the time their sales were finalized. Include any and all revenues generated by the exploitation of a project before any commissions, fees, costs, or expenses of any type are deducted, except for sales that were part of the financial structure for the project. Sales that were part of the financial structure of the project are ineligible for credit. Financial structure sales include both pre-sales with the buyer as the financier and sales included in distribution advances.

☐ **Amount of Gross Sales Revenues, Original currency**

Enter the original currency amount of the sale that was used to calculate the \$CAD amount.

3.2 TEMPLATE SUBMISSION ADDRESS

Please email the completed template to Suzanne Keppler at skeppler@cmf-fmc.ca. The deadline is **November 12, 2026**.

4. CMF VALIDATION OF SUBMISSIONS

The submitted Gross Sales Revenues will be reviewed by CMF staff to ensure that all the requirements outlined in this Guide have been met.

The review process will include validation of all titles against the Eligible Projects List.

The review process may include comparison to Gross Sales Reports submitted by CMF applicants as part of their funding requirements.

Some submissions will be chosen for further review, and the CMF reserves the right to request relevant sales agreements if required.

After the review is completed, the submission will be returned to the Distributor if there are questions or issues or the Distributor will receive an acknowledgement the submission has been accepted.

5. CONTACT FOR ASSISTANCE

Please contact Suzanne Keppler at skeppler@cmf-fmc.ca or at 416.214.4439, if assistance with your submission is needed.