



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

**CMF-QUEBECOR FUND  
EXPORT ASSISTANCE  
PROGRAM  
PARTNERSHIP  
GUIDELINES  
2021-2022**

# 1. GENERAL INFORMATION

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## **Interpretation, Application, Disclaimer, and other Important Information**

These Guidelines are for the information and convenience of Applicants (as defined in section 3.1) to the Canada Media Fund (CMF). They provide an overview of the objectives of the CMF, the manner in which the CMF is administered, and information on typical administrative practices of the CMF. Compliance with these Guidelines is a prerequisite to eligibility for any CMF funding.

The CMF has full discretion in the administration of its programs, and in the application of these Guidelines, to ensure funding is provided to those Projects that contribute to the fulfillment of its mandate. In all questions of interpretation of these Guidelines the CMF interpretation shall prevail.

All Applicants and broadcasters (where relevant) must abide by the Accounting and Reporting Requirements (ARR) of the CMF and follow applicable business policies as created and amended from time to time. Business policies, including the ARR, may be found in Appendix B of these Guidelines and are also available from the CMF website at [www.cmf-fmc.ca](http://www.cmf-fmc.ca). Information included in Appendices A and B is an integral part of these Guidelines.

Projects that receive CMF funding in a given year are subject to the Guidelines and CMF policies in effect for that fiscal year. To be clear, changes to CMF Guidelines and/or policies made in a subsequent fiscal year will not apply retroactively, unless specifically stated. The CMF fiscal year is April 1 to March 31.

*Please note: These Guidelines may be changed or modified as required, without notice. Please consult the CMF website at [www.cmf-fmc.ca](http://www.cmf-fmc.ca) for the latest Guideline news and documentation.*

## **Provision of Documentation**

It is the responsibility of the Applicant to ensure the CMF receives all documentation relevant to its application, and to update such documentation and information after a material change. The CMF may request other documentation and information to conduct an assessment and evaluation of the project and, once assessed, to complete CMF file reviews. For the purposes of project assessment and evaluation, the CMF reserves the right to rely solely on the written and audiovisual materials initially submitted by the Applicant.

## **Failure to Comply**

If an Applicant fails to comply with these Guidelines, as determined by the CMF, then the CMF may refuse the application, revoke the eligibility status of the Applicant's project and may demand repayment of any sums paid to the Applicant.

## **Misrepresentation**

If, at any time, an Applicant, as required by the Guidelines or as requested by the CMF, provides false information or omits material information in connection with an application, the Applicant may suffer serious consequences.

These may include, among other outcomes:

- Loss of eligibility for funding of the current project;
- Loss of eligibility for funding of future productions;
- Repayment of any funds already advanced, with interest;
- Criminal prosecution, in the case of fraud.

These measures may be imposed not only on the Applicant but also on related, associated and affiliated companies and individuals (as determined by the CMF at its sole discretion). Any Applicant receiving approval for funding will be required to sign a legally enforceable agreement, which includes further provisions concerning misrepresentations, defaults, and related matters.

## 2. HOW THE EXPORT ASSISTANCE PROGRAM PARTNERSHIP WORKS

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### 2.1 INTRODUCTION

The CMF-Quebecor Fund Export Assistance Program Partnership (“**Partnership**”) is a collaboration between the Canada Media Fund (“**CMF**” or “**Party**”) and the Quebecor Fund’s (“**QF**” or “**Party**”) (the CMF and QF, collectively the “**Parties**”) Export Assistance Program (“**EXAP**”) to fund Export initiatives of audiovisual content intended for foreign markets by Quebec-based producers.

The Partnership strives to promote content development for international markets, increase the volume of exports, accelerate implementation of Projects for export by creating a leverage effect, and increase both the reach and the revenue earned by productions from Quebec-based producers through international sales and export.

Eligible Projects in the Partnership are administered through a selective process where applications are evaluated by QF according to their evaluation process and presented to CMF for approval. Eligible Projects may receive funds subject to per-project Maximum Contribution amounts (see section 2.3) and other specified limitations.

Maximum Contribution amounts are calculated on a project’s Eligible Costs (see section 2.3.2).

### 2.2 NATURE OF FUNDING CONTRIBUTION

Assistance will be provided in the form of a recoupable investment repayable on terms to be negotiated between Applicants and the Parties on a case-by-case basis.

### 2.3 AMOUNT OF FUNDING CONTRIBUTION

#### 2.3.1 Contribution

The combined Maximum Contribution provided to each Eligible Project shall be the lesser of 40% of the Project’s Eligible Costs or \$300,000. Up to \$150,000 will be contributed by the CMF to each selected project. Up to 6 Projects will be supported through this Partnership.

#### 2.3.2 Eligible Costs

Eligible Costs are the budgeted or final costs of the project, as applicable (including both related-party and non-related party costs), plus any costs the Parties consider necessary, minus costs the Parties consider excessive, inflated or unreasonable. Assessment of a project’s Eligible Costs shall be done at the CMF and QF’s discretion. The CMF and QF estimate Eligible Costs at the time of application, based on the budget for the project.

Eligible Costs in this Partnership are export expenses including, but not limited to the development and/or production of content intended for international markets and the international distribution of Projects with, or with the intent of securing, a License Fee from an eligible Canadian Broadcaster (as defined in section 3.2.TV.5 of the CMF’s [2021-2022 Performance Envelope Program Guidelines](#)).

Ineligible costs include:

- Expenses currently covered by government programs;
- Travel expenses (including, but not limited to, plane tickets and hotels);
- Costs of maintaining a presence in a given market.

## **2.4 PROJECT ASSESSMENT IN THE SELECTIVE PROCESS**

Projects in the Partnership compete for funding according to a selective process.

To make funding decisions, the Parties will rely on the expertise of QF's evaluators. The CMF will participate in some of the Projects supported by the QF's EXAP program if they meet the CMF's eligibility criteria including Applicants and genres.

Projects should be directly and solely submitted to QF who will proceed to the initial analysis.

Documentation required at application is described on the QF's website found [HERE](#).

## 3. ELIGIBILITY FOR FUNDING

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### 3.1 ELIGIBLE APPLICANTS

An eligible Applicant to the Partnership is either: a production or distribution company or Canadian Broadcaster (see section 2.1.1 of the [2021-2022 Performance Envelope Program Guidelines](#)), that:

- a) Is more than 5 years old or the company's principal(s) has(have) more than 15-years' experience in the audiovisual sector;
- b) Is for-profit: i.e., a taxable Canadian corporation, within the meaning of Canada's *Income Tax Act*;
- c) Is Canadian-controlled as determined by sections 26 to 28 of the *Investment Canada Act*;
- d) Has its head office, control and central decision making in Quebec; and
- e) Is in good standing with all applicable talent and industry associations and guilds.

Where the Applicant is a distribution entity, it must hold distribution rights to the Project(s) that is the subject of the application.

For clarity, there is a maximum cap of one application per Applicant per fiscal year.

### 3.2 ELIGIBLE PROJECTS

An Eligible Project presents a business model that encourages the export of Canadian content made for television.

An Eligible Project is one that meets the following criteria:

- Encourages Canadian content development and/or production intended for export;
- Contributes to the improvement of the Canadian broadcasting system;
- Is eventually broadcast on Canadian television by a Canadian Broadcaster.

#### 3.2.1 Miscellaneous Requirements

- a) When working with First Nations, Métis and Inuit communities, cultures, concepts and stories all Applicants are encouraged to respect the guiding principles and best practices set out in the [On-Screen Protocols & Pathways Media Production Guide](#).