



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

POV
PROGRAM
GUIDELINES
2026-2027

TABLE OF CONTENTS

1.	GENERAL INFORMATION	3
2.	OVERVIEW	4
2.1	INTRODUCTION	4
2.2	DEFINITIONS	5
2.3	LANGUAGE OF PROJECTS.....	5
2.3.1	Original Language of Production	5
2.4	ACCESSING POV PROGRAM FUNDING AND COMBINING IT WITH OTHER CMF PROGRAMS	5
3.	ELIGIBILITY.....	7
3.1	ELIGIBLE APPLICANTS	7
3.2	ELIGIBLE PROJECTS.....	7
3.2.1	Essential Requirements.....	7
3.2.2	Eligible Market Commitment Requirements and Conditions.....	7
3.2.3	Eligible Market Commitment Threshold.....	8
3.2.4	Maximum Terms	8
3.2.5	Minimum Financing from a Third-Party	8
4.	CMF CONTRIBUTION	10
4.1	NATURE OF CONTRIBUTION.....	10
4.2	AMOUNT OF CONTRIBUTION.....	10
5.	DECISION PROCESS	11
5.1	PROJECT ASSESSMENT IN THE SELECTIVE PROCESS.....	11

1. GENERAL INFORMATION

Section 1 of the [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) and/or [Distributor Envelope Program Guidelines](#) (as applicable) shall apply to the POV Program, unless otherwise specified.

2. OVERVIEW

2.1 INTRODUCTION

In addition to the requirements set out in these Guidelines, Applicants must comply with (i) the applicable enumerated rules and requirements of the [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) and/or the [Distributor Envelope Program Guidelines](#), and (ii) the applicable policies and definitions in [Appendix A](#) and [Appendix B](#).

The POV Program (the “**Program**”), which forms part of the CMF’s Linear Content Production Programs, supports the growth of POV documentaries. The CMF recognizes the unique circumstances of this genre. This Program supports both English- and French-language Projects.

Eligible Projects in this Program must be English- or French-language one-off Auteur Point of View/Creative Documentaries (“**POV**”), as defined in [Appendix A](#). The CMF contributes to Eligible Projects in this Program under a selective process where the CMF evaluates applications according to an Evaluation Grid. Eligible Projects may receive funds subject to per-project Maximum Contribution amounts and other specified limitations.

Eligible Projects seeking funding must have a minimum financing commitment from an eligible Canadian third-party (see section 3.2.5) in their application to the CMF.

While Projects in this Program are not required at application to have a confirmed broadcast licence agreement from an eligible Canadian Broadcaster and/or a confirmed distribution agreement from an Eligible Canadian Distributor, in order to ultimately receive funding through this Program, they must receive an Eligible Licence Fee and/or Eligible Distribution Advance that meets the Eligible Market Commitment Threshold amount required in this Program and be fully financed by **January 8, 2027**, in addition to the new minimum Envelope Allocation requirement mentioned below.

Beginning in 2026-2027,

- the Linear Content Programs – Core Production Guidelines have been eliminated.

For the POV Program, the [Broadcaster Envelope Program \(Production\) – English and French](#) and/or the [Distributor Envelope Program](#) will serve as the main sets of Guidelines for project funding (with additional requirements and obligations contained herein).

Applicants are encouraged to review the applicable Envelope Program Guidelines prior to applying for funding from the CMF.

- Eligible Projects applying to the POV Program are now required to have **a minimum Envelope Allocation commitment** from a Canadian Broadcaster and/or Eligible Canadian Distributor (see sections 2.4 and 3.2) before the signing of the CMF Financing Agreement. For clarity, if this requirement is not met at this stage, the Project will not be eligible for funding from this Program, and the application will be withdrawn.
- there will now be limits on combining funding from multiple CMF Programs.

Please see section 2.4 of these Guidelines and the specific requirements noted in each Program for more information.

- the CMF will allow an Eligible International Entity (as defined in [Appendix A](#)) to contribute the minority share of the Eligible Market Commitment Threshold (see section 3.2.3 of these Guidelines and section 3.2.4 of the applicable [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) and/or [Distributor Envelope Program Guidelines](#)) for Eligible Projects in the Children & Youth and Documentary genres.

- Gender Balance and Diverse Community points in the Evaluation Grid (see section 5.1) will no longer be awarded to Key Personnel and will now be awarded to projects that meet the definition of **Gender Balance (Ownership) Projects** and **Diverse Community (Ownership) Projects** (each defined in [Appendix A](#)), respectively

2.2 DEFINITIONS

Please see [Appendix A](#) for definitions on the following terms found in these Guidelines:

- Broadcaster-Affiliated Programming
- Canadian Broadcaster
- Creative Team
- Diverse Community
- Diverse Community (Ownership) Project
- Eligible Canadian Distributor
- Eligible International Entity
- Gender Balance (Ownership) Project
- In-house Programming
- Key Personnel
- Production Team
- Related Party

2.3 LANGUAGE OF PROJECTS

2.3.1 Original Language of Production

The original language of production for Eligible Projects in this Program must be English or French. While Eligible Projects may receive contributions from both a French-language and English-language Canadian Broadcaster and/or Eligible Canadian Distributor, the applicable language category is a single language determined by the original language of production of the Project.

Some flexibility regarding language requirements will be allowed in specific circumstances as set out in section 2.4.1 of the applicable [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) and [Distributor Envelope Program Guidelines](#).

2.4 ACCESSING POV PROGRAM FUNDING AND COMBINING IT WITH OTHER CMF PROGRAMS

Beginning in 2026-2027, minimum Envelope Allocation commitments from (i) the Broadcaster Envelope Program (Production) – English and French and/or (ii) the Distributor Envelope Program (see section 3.2 of these Envelope Guidelines for more details) will be required to access and unlock funding from any of the following Programs aimed at a designated community or genre:

- **POV Program**
- Program for Black and Racialized Communities
- English Regional Production Bonus
- Quebec French Regional Production Incentive
- Anglophone Minority Incentive
- Francophone Minority Program

While Applicants may combine funds from up to three (3) Programs in the same fiscal year, only one (1) of these may be a Program aimed at a designated community or genre (noted in the list above). For greater clarity, Eligible Applicants who receive POV Program funding may only combine it with Envelope Programs and can no longer access community-based incentives, including any Regional Production Funding or Official Language Minority Communities Production Funding.

Applicants should note the following when combining funds from this Program with Envelope Programs:

- **Threshold:** The Threshold amount from this Program (see section 3.2.3) will be applied to the total Eligible Costs of the Project.
- **Maximum Contribution:** The overall Maximum Contribution amount for this Program (see section 4.2) will be applied, with any additional funds taken from the Canadian Broadcaster's and/or Eligible Canadian Distributor's Envelope Allocation.

The total CMF contribution from all programs combined cannot exceed 84% of the Eligible Costs.

- **Nature of Contribution:** The nature of CMF's contribution will be based on the POV Program and the Envelope Program(s) being combined. Eligible Projects with an (i) Eligible Licence Fee from a Canadian Broadcaster will be a Licence Fee Top-Up, or (ii) Eligible Distribution Advance from an Eligible Canadian Distributor will be a Non-Repayable Contribution (see section 4.1).

Any amounts in excess of the Licence Fee Top-Up or Non-Repayable Contribution will be in form of an Equity Investment up to the maximum cap noted above.

Applicants should note that the ratio of (i) Licence Fee Top-Up and/or Non-Repayable Contribution to (ii) Equity Investment will be applied to the Project's entire budget according to the Maximum Contribution noted in section 4.2.

- **Maximum Term:** the Maximum Term of this Program will be applied (see section 3.2.4).

3. ELIGIBILITY

3.1 ELIGIBLE APPLICANTS

An Eligible Applicant to this Program must meet:

- the Eligible Applicant criteria in section 3.1 of the [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) and/or [Distributor Envelope Program Guidelines](#) (as applicable) and
- any applicable specific eligibility criteria noted in this section.

Broadcaster-Affiliated Programming and In-house Programming are not eligible for this Program.

3.2 ELIGIBLE PROJECTS

An Eligible Project to this Program must meet:

- the Eligible Project criteria in section 3.2 of the applicable [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) and/or [Distributor Envelope Program Guidelines](#);
- any applicable specific eligibility criteria noted in this section.

An Eligible Project in this Program is a one-off Auteur Point Of View/Creative Documentary (**POV**) that clearly meets the definition and criteria in [Appendix A](#), with the original language of production in English or French.

Beginning in 2026-2027,

- Eligible Projects in this Program will be required to have a *minimum Envelope Allocation commitment of one percent (1%) of the Project's Eligible* from (i) a Canadian Broadcaster through the Broadcaster Envelope Program (Production) – English and French and/or (ii) an Eligible Canadian Distributor through the Distributor Envelope Program before signing of the CMF Financing Agreement.

For clarity, if this requirement is not met at this stage, the Project will no longer be eligible for POV Program funding.

Eligible Projects are required to include tax credits in the financing structure for this Program at the time of application for POV funding (see [Appendix B](#) (Treatment of Tax Credits) for more information).

Note: For clarity, Eligible Projects must be one-offs, which includes feature-length Documentaries but not mini-series – notwithstanding the definition of Auteur Point Of View/Creative Documentaries in [Appendix A](#).

3.2.1 Essential Requirements

An Eligible Project in this Program must meet the Essential Requirements under the **Documentary** genre as set out in [Appendix A](#).

3.2.2 Eligible Market Commitment Requirements and Conditions

While Eligible Projects in this Program must have a financial contribution from a Canadian Broadcaster and/or an Eligible Canadian Distributor that meets the Project's Eligible Market Commitment Threshold by **January 8, 2027**, the CMF offers Applicants in this Program more time to finance their projects and meet the minimum Envelope Allocation requirement (see section 3.2).

3.2.3 Eligible Market Commitment Threshold

In this Program, an **Eligible Market Commitment Threshold** (“**Threshold**”) is the minimum amount of Eligible Licence Fees and/or Eligible Distribution Advances that an Eligible Project must receive from one or more Canadian Broadcasters and/or Eligible Canadian Distributors (and, if applicable, Eligible Financial Contributions from Eligible International Entities¹) to be eligible for CMF funding.

For an Eligible Project in this Program, the following Thresholds apply:

Language	Type	Threshold
ENGLISH	All Eligible Projects (with the exception below)	15% of Eligible Costs
	Feature-length Documentaries	Lesser of 10% of Eligible Costs or \$90,000 per project
FRENCH	All Eligible Projects (with the exception below)	Lesser of 15% of Eligible Costs or \$60,000 per hour
	Feature-length Documentaries	Lesser of 10% of Eligible Costs or \$60,000 per project

In addition to the Canadian Broadcaster’s and/or, Eligible Canadian Distributor’s (and, if applicable, the Eligible International Entity’s) Eligible Market Commitment amounts (e.g. Eligible Licence Fees, Eligible Distribution Advances, Eligible Financial Contributions), licence fees from foreign/scheduled broadcasters² may also count towards the Threshold required to unlock funding in this Program, as long as the Threshold amounts of the Canadian Broadcasters and/or Eligible Canadian Distributors (both separately and in the aggregate) represent the larger share of the Project’s Threshold.

3.2.4 Maximum Terms

The CMF shall assess the maximum allowable period of all windows granted to (i) Canadian Broadcasters for the Canadian Broadcast Right, and/or (ii) Eligible Canadian Distributors for the Canadian Exploitation Right (the “**Maximum Term**”).

The Maximum Term for an Eligible Project in this Program, in the aggregate and including both exclusive and non-exclusive terms, is six (6) years.

3.2.5 Minimum Financing from a Third-Party

Eligible Projects must have at application, a firm financial commitment³ from an arms-length Canadian third-party (i.e., other than the CMF and the Applicant, or a Related Party to the Applicant) of 15% of the Eligible Project’s Eligible Costs.

Canadian third-party financiers include, but are not limited to, digital or traditional distributors⁴, provincial agencies, public and private funding agencies.

¹ Eligible International Entities (as defined in [Appendix A](#)) may contribute up to 25% of the Eligible Market Commitment Threshold of an Eligible Project in the Children & Youth and Documentary Genres only (see section 3.2.4 of the applicable [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) or [Distributor Envelope Program Guidelines](#)).

² Eligibility of foreign/scheduled broadcasters will be decided by the CMF on a case-by-case basis.

³ For clarity, repayable loans shall not qualify as a third-party financing commitment as they are not considered production financing.

⁴Including the National Film Board.

Additionally, the following may be used to meet the Canadian third-party financing requirement:

- federal/provincial/territorial tax credits or screen-based incentives where there are Canadian Broadcast licence fees (and, if applicable, Canadian distribution agreements⁵) confirmed in relation to the Project; and/or
- Eligible Market Commitment meeting the requirements of section 3.2.3.

If the National Film Board (NFB) is involved in the financing of an Eligible Project, the following rules shall apply:

- Where the NFB acts as a distributor and provides a distribution advance, **such advance shall be considered a third-party financing commitment** under this section; and
- Where the NFB acts as a co-producer and provides an equity investment, **such investment shall not be considered a third-party financing commitment** under this section.

⁵ For clarity, provided the distribution agreements are eligible to unlock federal or provincial/territorial tax credits/screen-based incentives, there is no requirement for a minimum guarantee to satisfy the “**Minimum Third-Party**” requirement.

4. CMF CONTRIBUTION

A CMF Contribution to an Eligible Project will follow:

- the criteria in section 4 of the [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) and/or [Distributor Envelope Program Guidelines](#) (as applicable); and
- any applicable specific criteria noted in this section.

4.1 NATURE OF CONTRIBUTION

The CMF's contribution in this Program will be based on the presence of a Canadian Broadcaster and Eligible Licence Fee. For clarity, the CMF's contribution to Eligible Projects (i) with an Eligible Licence Fee from a Canadian Broadcaster will be a Licence Fee Top-Up, and (ii) without an Eligible Licence Fee from a Canadian Broadcaster will be a Non-Repayable Contribution.

In the POV Program, the CMF may provide a combination of (i) Licence Fee Top-Up and/or Non-Repayable Contribution (ii) Equity Investments (see section 4.1 of the applicable [Broadcaster Envelope Program \(Production\) – English & French Guidelines](#) or [Distributor Envelope Program Guidelines](#)) to Eligible Projects according to a set formula:

The first CMF contribution to the Eligible Project will be in the form of a Licence Fee Top-Up and/or Non-Repayable Contribution, 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, Licence Fee Top-Up and/or Non-Repayable Contributions and Equity Investments combined in this Program. The CMF considers any 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 and/or Non-Repayable Contribution.

4.2 AMOUNT OF CONTRIBUTION

The CMF may adjust the level of its dollar contribution from this Program, depending on the quality of the Projects and the number of requests received, up to a specified Maximum Contribution amount as detailed below.

The CMF's Maximum Contribution in this Program is the lesser of 49% of the Project's Eligible Costs or \$400,000.

5. DECISION PROCESS

5.1 PROJECT ASSESSMENT IN THE SELECTIVE PROCESS

Projects in this Program compete for funding according to a selective process.

To make funding decisions, the CMF uses an Evaluation Grid for transparency.

The CMF will not accept a revision to the evaluated elements of a Project that would affect its final weighting.

Evaluation Grid

Assessment Criteria	Overall Points	Points Details	Notes
Market Interest	25	Market commitment (15) Audience potential (10)	<p>Market commitment is reflected by:</p> <ul style="list-style-type: none"> the level of financial contributions by third-party platforms (including Eligible Licence Fees paid by Canadian Broadcasters, Eligible Distribution Advances paid by Eligible Canadian Distributors (ECD)) or other financiers to the Project. Market commitments can include theatrical distribution, educational distribution, etc. financial contributions from more than one source. an Envelope Allocation from an English or French- Canadian Broadcaster(s) and/or Eligible Canadian Distributor(s). <p>Audience potential is reflected by:</p> <ul style="list-style-type: none"> the confirmed presence of marquee elements such as well-known actors/narrators/hosts/ composers, significant social media following or recognizable underlying intellectual property. the confirmation of a theatrical release. the degree to which the promotion and marketing plan demonstrate the potential reach to audiences. The promotion and marketing plan should reflect the use of non-traditional and/or traditional distribution platforms.
Team	26	Track record and experience of the Production and Creative Teams (20)	<p>The Production Team (as defined in Appendix A) is comprised of the Producers of the Project.</p> <p>The Creative Team (as defined in Appendix A) is comprised of the Writers and Directors on the Project.</p>

		<p>Quality and degree to which the Applicant, Creative and Production Teams are well-positioned to create this Project (2)</p> <p>Parity Eligible Projects that meet the “Gender Balance (Ownership) Project”⁶ definition. (2)</p> <p>Diversity Eligible Projects that meet the “Diverse Community (Ownership) Project”⁶ definition. (2)</p>	<p>“Well-Positioned” is outlined in the CMF’s Narrative Positioning Policy and can be addressed in the submitted Narrative Positioning Statement.</p>
Community and Sustainability	4	<p>Community Engagement Plan (2)</p> <p>Sustainability Plan (2)</p>	<p>Community Engagement Plan: The Applicant and team members have committed to concrete measures to create the content responsibly, thoughtfully and without harm, including community engagement steps, and/or personnel hires, and will provide a written report at the final costs stage confirming the work completed.</p> <p>Sustainability Plan: The Applicant and team members have committed to steps related to environmentally-sustainable activities, practices and/or personnel hires on this Project, and will provide a written report at the final costs stage confirming the work completed. This excludes the carbon calculator requirement (see section 3.2.5 of the applicable Broadcaster Envelope Program (Production) – English and French Guidelines or Distributor Envelope Program Guidelines).</p>
Creative Elements	45	<p>Originality and creativity (30)</p> <p>Production values (15)</p>	<p>Creative elements include the subject matter, scripts, themes, issues and narrative, which are assessed on originality and creativity.</p> <p>When assessing originality and creativity, a Project’s potential to add cultural significance and distinguish itself in the current Canadian audiovisual landscape – for example, adding greater representation in voices from Diverse Communities or sharing new perspectives - can be considered.</p> <p>Other elements that will be considered:</p>

⁶ The CMF will rely on the self-identification information associated with an individual’s PERSONA-ID number for shareholders and board of directors of the Applicant company and parent company(ies) to determine whether Projects qualify for Gender Balance or Diversity Ownership points. For clarity, non-Canadians will not be counted in these scores. For more information on PERSONA-ID, please see the [CMF’s website](#).

			<ul style="list-style-type: none"> • the appropriateness of the production budget level to the creative material; • the risk of the Project not being completed; and • whether the Project is ready for production (e.g. does not require further development).
TOTAL	100		