



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

**POV**  
**PROGRAM –**  
**FRENCH ROUND 2**  
**GUIDELINES**  
**2022-2023**

**Please be advised, in response to the disruption in Canada's screen-based industries caused by the COVID-19 pandemic, there may be specific exceptions to the following Guidelines found in the [COVID-19 Flexibility Measures to CMF Programs - 2022-2023](#).**

**Please refer to that separate document to determine if there is any flexibility to the requirements, contribution amounts and policies listed herein.**

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# 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 that the CMF receives all relevant documentation, 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.

## **PERSONA-ID self-identification information**

The CMF shall rely on the self-identification information associated with each individual's PERSONA-ID number to determine eligibility for CMF gender or diversity initiatives or requirements, including (i) Performance and Development Envelope Factor Weights and gender parity requirements, (ii) points in certain designated selective Program evaluation grids, (iii) reserved portions of budgets in certain designated Programs and (iv) eligibility to certain designated Programs.

For more information about PERSONA-ID, please visit the [CMF's PERSONA-ID page](#).

## 1A. UPDATE TO POV PROGRAM (effective July 2022)

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### POV PROGRAM – FRENCH ROUND 2

There are 3 key differences in the POV Program – French Round 2:

1. Due to available funds, the POV Program – French Round 2 will be **exclusively reserved for French-language projects**.
2. **Funding will be awarded on a first-come, first-served basis** until resources for the POV Program – French Round 2 are depleted or until the application deadline, whichever comes first.

In the event that a large number of Projects are submitted on the same date, creating oversubscription, the CMF may distribute funding to those Projects deemed eligible in another manner, to be determined in the CMF's sole discretion including:

- on a proportional (pro-rated) basis;
  - designating how many submitted Projects (per applicant, or per attached Canadian Broadcaster, defined in section 2.1.1) will receive funding;
  - undertaking a selective process according to the evaluation grid (see section 2.4)<sup>1</sup>;
  - or elect to distribute funding in some other equitable manner.
3. Eligible Projects must have a confirmed **broadcast licence at application that meets the applicable Licence Fee Threshold (see section 3.2.TV.5)**.

All other eligibility criteria for the POV Program – French Round 2 remains the same as the first round of the POV Program. The above enumerated differences are also noted in each applicable section of these Guidelines.

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**<sup>1</sup>While funding will be awarded on a first-come, first-served basis, in the event of oversubscription, the CMF reserves the right to use the Evaluation Grid criteria in section 2.4 in the original POV Program to award funding to the POV Program – French Round 2.**

## 2. HOW THE POV PROGRAM WORKS

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### HOW TO READ THESE GUIDELINES

Projects in the Convergent Stream may involve both a Television Component and one or more Digital Media Components. The eligibility and technical requirements for these two Components may be very different. In these Guidelines, sections dealing with requirements for the Television Component use “.TV” in their section number, and sections dealing with requirements for the Digital Media Component use “.DM”. Sections dealing with requirements for the entire convergent project—i.e., the television and, where applicable the Digital Media Component—simply use a section number without “.TV” or “.DM”.

### 2.1 INTRODUCTION

The POV Program, part of the CMF’s Convergent Stream, supports the growth of POV documentaries. The CMF recognizes the unique circumstances of this genre.

Beginning in 2022-2023, the POV Program will allow both English- and French-language projects.

The POV Program is designed to encourage point-of-view documentary production. Eligible Projects (see section 3.2) in this Program must be English- or French-language one-off Auteur Point of View/Creative Documentaries (POV), as defined in [Appendix A](#) of these Guidelines. Eligible Projects must also be convergent, meaning they must have an eligible Television Component (see section 3.2.TV) and accompanying multi-platform content that meets the criteria set out in section 3.2. Eligible Projects may receive funds subject to per-project Maximum Contribution amounts (see section 2.3.1) and other specified limitations.

Affiliated Programming and In-house Programming (see section 2.1.1) are not eligible in this Program.

#### 2.1.1 Definitions Applicable to the POV Program: Canadian Broadcaster, Broadcaster-Affiliated Programming, In-house Programming and Diverse Community Project

##### *Canadian Broadcaster*

Any of the following will be considered a “Canadian Broadcaster”:

- a. A Canadian programming undertaking, public or private, licensed to operate by the Canadian Radio-television and Telecommunications Commission (CRTC)<sup>2</sup>;
- b. An online service<sup>3</sup> owned, controlled and operated by a Canadian CRTC-licensed programming undertaking;
- c. An online service<sup>4</sup> owned, controlled and operated by a Canadian broadcasting distribution undertaking (“**BDU**”), licensed to operate by the CRTC; and
- d. CRTC-licensed VOD services.

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<sup>2</sup>This includes exempt broadcasters regulated by the CRTC via *Broadcasting Order CRTC 2015-88*.

<sup>3</sup>This includes services accessed via a set-top box.

<sup>4</sup>This includes services accessed via a set-top box.

### *Broadcaster-Affiliated Programming*

A broadcaster-affiliated production company is an Applicant, as defined in section 3.1(1) that is affiliated with a Canadian Broadcaster (the CMF uses the definition of “Affiliate” set out in the Canada Business Corporations Act). Affiliated Programming covers Projects produced by a Broadcaster-affiliated production company and licensed by its affiliated Broadcaster(s).

### *In-house Programming*

In-house Programming comprises Projects produced and owned by a Canadian Broadcaster.

### *Diverse Community Project*

A Diverse Community Project in this Program is a Project in which at least 40% of the cumulative paid<sup>5</sup> positions on the Production and Creative Teams are held by members of one (or a combination) of the Diverse Communities noted below.

The Production Team is comprised of the producers of the Project. For clarity, “Producers” shall be defined as either Producer, Executive Producer/Showrunner, Executive Producer, Co-executive Producer, Supervising Producer, Associate Producer, or Creative Producer positions.

The Creative Team is comprised of the Writers and Directors on the project. For clarity, “Writer” and “Director” shall be ascribed the same meaning as commonly understood in the broadcasting, television and film industries and, if applicable, defined in accordance with Guild collective agreements.

For the purposes of the CMF’s 2022-2023 Guidelines, the term “Diverse Community” refers to the following groups:

- a) Indigenous peoples to Canada (i.e., First Nations, Inuit and Métis);
- b) Racialized Communities (i.e., Black People and People of colour);
- c) Members of the 2SLGBTQ+ community;
- d) Persons with disabilities.

The CMF defines each of these groups in more detail in [Appendix A](#) of these Guidelines.

Please note, for projects licensed in 2022-2023 that combine funds from the Performance Envelope Program and the POV Program, in order for a Broadcaster to earn credit in the Diverse Community Production Licences Factor, the project must also comply with the “Diverse Community Project” definition in section 2.1.1 of the Performance Envelope Program Guidelines.

## **2.1.2 Applicable Language Category of the Television Component**

In the POV Program, Eligible Projects may receive contributions from both French-language and English-language broadcasters. In such a case the applicable language category is a single language determined by the original language of production of the project. In cases where there is English and French in a production, the CMF will evaluate a variety of factors (e.g., proportion of English to French in the production, language of development materials, language of submitted creative materials, language of the first-window broadcaster, etc.) to determine the Project’s original language of production.

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<sup>5</sup>Only paid positions will count towards the evaluation of Diverse Community positions and the information provided in the Project’s budget will take precedence.



## 2.2 NATURE OF FUNDING CONTRIBUTION

The POV Program may provide to the Eligible Project a mix of licence fee top-ups and equity investments according to a set formula.

A licence fee top-up supplements a successful Applicant's Canadian Broadcaster cash licence fees. This type of contribution forms part of the Canadian Broadcaster's licence fee for the Eligible Project and is non-recoupable. An equity investment is a cash investment which results in the CMF acquiring an undivided copyright ownership interest in all versions of the Eligible Project. Equity investments are recoupable, and subject to a standard and non-negotiable recoupment schedule, as described and subject to, any exceptions in the CMF Standard Recoupment Policy (see [Appendix B](#)).

The first CMF contribution to the Eligible Project will be in the form of a licence fee top-up. This contribution may reach a maximum of 20% of the Project's Eligible Costs. Amounts in excess of 20% of the Project's Eligible Costs will be in the form of an equity investment up to 29% of Eligible Costs. 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.

## 2.3 AMOUNT OF FUNDING CONTRIBUTION

### 2.3.1 CMF Contribution

The CMF may adjust the level of its dollar contribution from the POV 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.

For audiovisual treaty coproductions, the CMF Maximum Contribution for the Eligible Project will be calculated on the lesser of the Eligible Costs of the Canadian portion of the Eligible Project's global budget and the Eligible Costs of the Canadian portion of the global final costs of the Eligible Project, as certified by Telefilm Canada's Business Affairs and Certification Department.

The CMF has a policy on the inclusion of tax credits in the financing structure for this Program. See [Appendix B](#), Treatment of Tax Credits for more information.

#### 2.3.1.1 Combining POV Program Funds with other CMF Programs

Applicants should note that funding offered through the POV Program may be affected by funds offered through other CMF Programs:

- If an Applicant is eligible to apply for other CMF incentives in the same fiscal year (e.g., Regional Bonus), the amount offered to such Applicant through the POV Program may be lower than the Applicant's originally requested amount.
- Additionally, Canadian Broadcasters may combine funds from their Performance Envelope allocations with funding from the POV Program in the same fiscal year. The Licence Fee Threshold amount for the POV Program will then apply to the total Eligible Costs. Projects may receive amounts up to the Maximum Contribution specified for the POV Program; any additional funds will be taken from the Canadian Broadcaster's Performance Envelope. The total CMF contribution from all Programs is limited to 84% of Eligible Costs.

## 2.3.2 Eligible Costs

Eligible Costs are costs set out in the production budget for the Eligible Project or the final cost report as applicable (including both related-party and non-related-party costs) – plus costs the CMF considers necessary<sup>6</sup> and minus costs the CMF considers excessive, inflated or unreasonable.

If applicable, Eligible DM Costs<sup>7</sup> must be submitted as line item 85 within the Television Component's application budget and, along with the TV Component's Eligible Costs, will be treated as one set of Eligible Costs for the purposes of:

- the Applicant's Financing Agreement with the CMF;
- the ultimate ratio of licence fee top-up/equity investment provided by the CMF;
- the Licence Fee Threshold ("LFT") (section 3.2.TV.5.1); and
- the Maximum Contribution amounts (section 2.3.1).

CMF participation is calculated on the Eligible Costs of a Project and assessment of a project's Eligible Costs is at the CMF's sole discretion. The CMF estimates Eligible Costs at the time of application, based on the budgets for the project. Eligible Costs may include cost increases between budget and final costs which have been approved by a Canadian Broadcaster contributing an Eligible Licence Fee, but excludes increases which have not been so approved.

Additional CMF business policies relating to Eligible Costs are in [Appendix B](#) of this document.

### 2.3.2.1 Related-Party Transactions

All related-party fees, related-party allowances and any other related-party transactions must be:

- a) Disclosed to the CMF; and
- b) In accordance with the current CMF [Accounting and Reporting Requirements](#).

#### 2.3.2.TV.1 Versioning

For TV Components licensed, or which will be licensed for Canadian broadcast in French or English– prior to delivery to the first window Canadian Broadcaster – the CMF requires all versioning (i.e., dubbing or subtitling) be performed in Canada using Canadian artists, actors, employees and technicians (as applicable). Exceptions may be made in the case of audiovisual treaty coproductions.

The CMF requires that versioning costs be included in the budget if it is required contractually by one of the TV Component's financiers. The CMF will not support versioning costs normally incurred by distributors to assist in foreign market sales through this Program.

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<sup>6</sup>While gifts to the public are ineligible as marketing expenses per section 2.3.2.TV.2 below, gifts made to Indigenous communities recognized as cultural practice and referenced in the [On-Screen Protocols & Pathways Media Production Guide](#) will be accepted as Eligible Costs.

<sup>7</sup>Including budgeted upkeep and enhancement costs related to a period of up to 12 months after the launch of the Digital Media Component.

### 2.3.2.TV.2 Marketing Expenses

Eligible Costs of the Eligible Project may include:

- Unit publicity expenses that were incurred during production (e.g., production photographs, hiring a publicist to arrange interviews)
- Attendance at national and international media markets to generate sales or other revenues from the Eligible Project
- Submission/registration to an awards show/event

Eligible Projects' eligible marketing expenses shall be the lesser of 5% of Categories B+C of the production budget or \$400,000. In the case of marketing expenses of \$10,000 or less, however, no budget percentage cap will be imposed.

All marketing expenses of the Eligible Project – including those related to the DM Component – should be allocated to budget line item # 70 in the production budget.

Non-eligible marketing costs include:

- Costs already financed or paid for by another financier or funding body
- Wrap party
- Crew and Cast gifts
- Gifts to the Public (e.g., t-shirts, mugs)

### 2.3.2.TV.3 Prizes

Any prize that is won, awarded, presented, or granted to individuals in connection with any CMF-funded production, in any genre, shall be an ineligible cost, even if such prize is deemed to be educational in nature.

## 2.4 PROJECT ASSESSMENT IN THE SELECTIVE PROCESS

Projects in the POV Program compete for funding according to a selective process.<sup>8</sup>

To make its 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 detrimentally affect its final weighting.

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**<sup>8</sup>Projects in POV Program – French Round 2 will be awarded on a first-come, first-served basis. In the event of oversubscription, the CMF reserves the right to use the Evaluation Grid criteria in section 2.**

## Evaluation Grid

Assessment Criteria	Overall Points	Points details	Notes
<b>Market Interest</b>	<b>25</b>	<p>Market commitment (15)</p> <p>Audience potential (10)</p>	<p>Market commitment is reflected by:</p> <ul style="list-style-type: none"> <li>the level of financial contributions by distribution platforms (including television licence fees paid, if any, by broadcasters to the Television Component) or other financiers. Market commitments can include theatrical distribution, educational distribution, successful crowdfunding campaigns, etc.</li> <li>financial contributions from more than one source.</li> <li>an allocation from broadcaster(s) Performance Envelope(s).</li> </ul> <p>Audience potential is reflected by:</p> <ul style="list-style-type: none"> <li>confirmed presence of marquee elements such as well-known actors/narrators/hosts/composers, significant social media following or recognizable underlying intellectual property.</li> <li>confirmation of a theatrical release</li> <li>degree to which the promotion and marketing plan demonstrate the potential reach to audiences. The promotion and marketing plan should reflect use of non-traditional and/or traditional distribution platforms.</li> </ul>
<b>Team</b>	<b>20</b>	<p>Track record and experience of the Production and Creative Teams (16)</p> <p>40% of the cumulative paid<sup>9</sup> positions on the Production and Creative Teams on the Television Component are held by individuals that publicly identify as women (2)</p> <p>40% of the cumulative paid<sup>10</sup> positions on the Production and Creative Teams are held by members of a Diverse Community (as defined in section 2.1.1) (2)</p>	<p>The Production Team is comprised of the producers of the project.</p> <p>For clarity, “Producers” shall be defined as either Producer, Executive Producer/Showrunner, Executive Producer, Co-executive Producer, Supervising Producer, Associate Producer, or Creative Producer positions.</p> <p>The Creative Team is comprised of the Writers and Directors on the project.</p> <p>For clarity, “Writer” shall be defined in accordance with Guild collective agreements and ascribed the same meaning as commonly understood in the broadcast, television and film industries.</p> <p>For clarity, “Director” shall be defined in accordance with Guild collective agreements and ascribed the same meaning as commonly understood in the broadcast, television and film industries.</p>

<sup>9</sup>Only paid positions will count towards the evaluation of Gender positions and the information provided in the Project's budget will take precedence.

<sup>10</sup>Only paid positions will count towards the evaluation of Diverse Community positions and the information provided in the Project's budget will take precedence.

<b>Creative Elements</b>	<b>40</b>	Originality, creativity and discoverability (30)  Innovation in form and production values (10)	Creative elements include the subject matter, scripts, themes, issues, narrative and digital discoverability activities (including but not limited to, the DM Component, if any), which are assessed originality and creativity. The appropriateness of the production budget size to the creative material is also considered.
<b>Program Objectives</b>	<b>15</b>	Degree of social relevance and associated impact (15)	
<b>TOTAL</b>	<b>100</b>		

## 3. ELIGIBILITY FOR FUNDING

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### 3.1 ELIGIBLE APPLICANTS

An eligible Applicant to the CMF is:

- 1) A company that:
  - a) Is a for-profit (i.e., a taxable Canadian corporation, within the meaning of Canada's *Income Tax Act* production company.
  - b) Is Canadian-controlled as determined in sections 26 to 28 of the *Investment Canada Act*.
  - c) Has its head office in Canada.
  - d) Is in good standing with all applicable talent and industry associations and guilds.

Applicants must own and control all the rights necessary to produce and exploit the Eligible Project or applicable Component(s) of the Eligible Project; entities that provide services but do not own applicable rights are not eligible to apply to the CMF.

Broadcasters and broadcaster-affiliated production companies are not eligible Applicants to the POV Program.

*Note: For the purposes of these Guidelines, the term Applicant includes all coapplicants, and/or all Related Parties (defined in [Appendix B](#)), associated, affiliated or parent companies and/or individuals (as determined by the CMF at its sole discretion), as applicable.*

### 3.2 ELIGIBLE PROJECTS

An "Eligible Project" in the POV Program is a project that meets all section 3.2 criteria and its subsections.

The Television Component of an Eligible Project is a one-off Auteur Point Of View/Creative Documentary (POV), as defined in [Appendix A](#) to these Guidelines, the original language of production of which is English or French<sup>11</sup>.

*Note: To be clear, 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](#) to these Guidelines.*

An Eligible Project is a convergent project. For CMF purposes, a convergent project must have:

- 1) A Television Component (as defined in section 3.2.TV) made available by one or more Canadian Broadcasters (as defined in section 2.1.1).

and

- 2) Any or all of the following:
  - a) One or more Digital Media Components (defined under section 3.2 DM);
  - b) The Television Component made available to Canadians by one or more CRTC-licensed video-on-demand services;

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<sup>11</sup>**Only French-language projects are eligible to apply to the POV Program – French Round 2.**

- i. One or more Canadian Broadcasters (as defined in section 2.1.1).
- ii. A Canadian entity via non-simulcast digital distribution.

For clarity, a Television Component made available via the *same type* of Canadian Broadcaster cannot, by itself, satisfy the requirements of both 1) and 2) above for the same Eligible Project at the same time. For example, Applicants must elect whether making the Television Component available via an online service owned, controlled and operated by a CRTC-licensed programming undertaking is considered under 1) or 2) above.

In 2)b)ii) above, “Canadian” has the meaning ascribed in subsection 1106(1) of Canada’s *Income Tax Act* , “non-simulcast” means not made available simultaneously with the television broadcast, and “digital distribution” means any form of electronic distribution over a digital network to an end user, including internet-VOD, digital download, electronic sell-through, digital rental, and wireless/mobile distribution. It does not include distribution of physical media, such as mail-order DVD rentals/sales.

Further, to meet the convergence requirements of 2)b) above, the multi-platform content must be made available to Canadians within 18 months of completion and delivery to the broadcaster of the Television Component.

Where there is a Digital Media Component, the Television and Digital Media Components must be associated with each other and must enhance the viewer/user’s experience of each.

### **3.2.TV The Television Component**

A Television Component of an Eligible Project must be linear audiovisual content that meets the following requirements (that are further explained in this section):

- the CMF’s Essential Requirements;
- the CMF’s Genre requirements (as set out in [Appendix A](#));
- ownership and control requirements;
- miscellaneous requirements;
- is in exchange for Eligible Licence Fees which meet the applicable Licence Fee Threshold and
- has a minimum financing commitment from a Canadian 3<sup>rd</sup>-party at application.

#### **3.2.TV.1 Essential Requirements**

A Television Component must meet all of the Essential Requirements listed here. The CMF solely decides whether a project meets the Essential Requirements and its interpretation shall prevail.

- 1) The Television Component will be certified<sup>12</sup> by the Canadian Audio-Visual Certification Office (CAVCO) and has achieved 10/10 points (or the maximum number of points appropriate to the Television Component), as determined by the CMF using the CAVCO scale.
- 2) Underlying rights are owned, and significantly and meaningfully developed, by Canadians.
- 3) The Television Component is shot and set primarily in Canada.

Further details on Essential Requirements and permissible genre-specific exceptions are in [Appendix A](#) of these Guidelines. This Appendix includes other important information and is an integral part of these Guidelines.

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<sup>12</sup>Exceptions may be granted by the CMF for exempt broadcasters regulated by the CRTC via *Broadcasting Order CRTC 2015-88*.

### **3.2.TV.1.1 Audiovisual Treaty Coproductions**

With respect to the CMF eligibility of audiovisual treaty coproductions to access the CMF, these Essential Requirements shall be interpreted so as to treat the treaty coproduction partner as “Canadian”.

Accordingly, the term “Canadians” in Essential Requirement 2, and the term “Canada” in Essential Requirement 3 include the coproduction country. The 10/10 points referenced in Essential Requirement 1 must be attained by citizens of Canada or the coproducing country.

Notwithstanding the above, once a TV Component has received its preliminary recommendation from the Telefilm Canada coproduction office to be certified by CAVCO as an official audiovisual treaty coproduction, such project will not be required to meet the Essential Requirements listed herein.<sup>13</sup>

For information on audiovisual treaty coproduction between Canada and other territories, please see [Telefilm Canada's coproduction guidelines](#).

### **3.2.TV.2 Genres of Programming**

The CMF supports one-off Auteur Point of View/Creative Documentaries (POV) in this Program. Please refer to [Appendix A](#) of these Guidelines for a complete definition for this specific sub-genre of programming.

The following is a non-exhaustive list of genres and programming formats that are not eligible to apply to the CMF: sponsored productions<sup>14</sup>, sports, news, game shows, current affairs, public affairs, lifestyle productions, “how-to” productions, reality television, instructional television, infomercials, music videos, formal or curriculum-based educational programs, foreign format buys without significant Canadian adaptation and creative contribution, magazine productions, talk shows, “talkshows culturels”, non-cultural galas and award shows, reporting and current events, religious programs, fundraising productions, benefits, tributes, promotional productions, pep-rallies, travelogues and interstitials.

### **3.2.TV.3 Canadian Ownership and Control**

The Television Component must meet these criteria:

- a) It is under Canadian ownership and Canadian executive and creative control.
- b) It is under the financial control of Canadian citizens or permanent residents.
- c) It is, and has been, controlled creatively and financially by a Canadian company during all phases of production, from development through post-production. Moreover, all distribution and exploitation rights are owned and initially controlled by a Canadian company.
- d) Generally, no more than 49% of the production financing/final cost is provided by a single non-Canadian entity, person or related entity (via licence fees, distribution advances, goods and services and/or equity investment). Interim lending of more than 49%, however, may be provided by a non-Canadian arm's-length entity in the business of lending money and taking security.

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<sup>13</sup>Should a TV Component receive a preliminary recommendation to be certified by the Telefilm coproduction office - but not ultimately receive audiovisual treaty coproduction certification by CAVCO - the failure of such TV Component to meet all applicable CMF eligibility criteria will be considered an event of default pursuant to the CMF Financing Agreement.

<sup>14</sup> The CMF will use the Canadian Audio-Visual Certification Office's definition of “Advertising” in section 4.03.08 of the [Canadian Film or Video Tax Credit Application Guidelines](#) as its guide in interpreting the parameters of a “sponsored production”.



- e) The Applicant retains and exercises all effective controls or approvals necessary for the production of the Project. This includes control and final approval of creative decisions and production financing, distribution and exploitation, and preparation and final approval of the budget, subject to reasonable and standard approval rights customarily required by arm's-length financial participants, including Canadian Broadcasters and distributors.
- f) The Applicant owns all rights (including copyright) and options necessary for the production and its distribution in Canada and abroad (with appropriate case-by-case exceptions for a purchased format), and retains an ongoing financial interest in the Television Component.

### 3.2.TV.4 Miscellaneous Requirements

The Television Component must meet these criteria:

- a) It conforms to the Canadian Association of Broadcasters' (CAB) Code of Ethics and to all programming standards endorsed by the Canadian Radio-television and Telecommunications Commission (CRTC), including the CAB Violence Code and the CAB Equitable Portrayal Code.
- b) It is closed-captioned<sup>15</sup> if it contains narrative, dialogue or lyrics.
- c) If applicable, it must be made meaningfully and coherently with the DM Component(s). What is meaningful and coherent in a particular instance will depend on the nature of the TV Component, the relative balance between both the TV Component and DM Component(s) and whether the project provides a coherent experience which cumulatively augments the television viewer's engagement to the project as a whole. The CMF will decide on a case-by-case basis whether the Television Component was made meaningfully and coherently with the DM Component(s).
- d) It is a new production. A new production is one which is not substantially a repackaged version of a previously-produced production. Projects comprised mainly of stock footage may be new productions provided that the footage is not merely repackaged in whole or in large segments for the Television Component.
- e) Generally, the CMF expects a production to begin principal photography/key animation within the fiscal year in which it is funded or within three months thereafter. Special considerations may be made, for example, for Television Components that need to capture a time-sensitive event.
- f) It, or any version of it, has not been broadcast/presented on any platform prior to its application for CMF funding.
- g) When working with First Nations, Métis and Inuit communities, cultures, concepts and stories, the CMF encourages all Applicants to respect the guiding principles and best practices set out in the [On-Screen Protocols & Pathways Media Production Guide](#).
- h) The CMF encourages all Applicants to implement more environmentally-sustainable practices and cleaner technologies – and reduce the use of unsustainable resources – in the development, production and exploitation of their Projects.

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<sup>15</sup>As applicable, based on the respective platform.

### 3.2.TV.5 Eligible Licence Fee Requirements and Conditions<sup>16</sup>

Eligible Projects in the POV Program need not meet the requirements of section 3.2.TV.5 at application. The CMF will accept applications to the Application Deadline that do not have a broadcast licence agreement attached. Even so, all Eligible Projects must meet section 3.2.TV.5 and all its subsections by January 9, 2023. See the CMF website for more information.

The Television Component must have Eligible Licence Fees which meet the applicable Licence Fee Threshold (see section 3.2.TV.5.1).

Eligible Licence Fees are:

- a) Cash fees
- b) Paid by a Canadian Broadcaster
- c) To the CMF Applicant
- d) Which are in exchange for the Canadian Broadcast Right
- e) All of which is subject to one or more current, legally binding contract(s) – i.e., broadcast licence agreement(s).

Aspects of an Eligible Licence Fee:

#### a) Cash Fees

Cash fees must be genuine, industry standard, fair market value and non-recoupable. Fees cannot include facilities, goods or services, equity, an Applicant time-buy, donations or corporate sponsorship monies negotiated and obtained by the Applicant, tax credits or any arrangement which, in the CMF's assessment, does not constitute a genuine cash licence fee. Fees cannot be reduced once the CMF has entered into a production financing agreement with the Applicant. The foregoing does not preclude a Canadian broadcaster from contributing an equity investment, services, facilities, or other fees in addition to a cash Eligible Licence Fee.

In cases where the provision of a licence is wholly or partially dependent on a buyback of services from the broadcast licence provider, the CMF may elect to deduct the value of the services or facilities from the total value of the licence, for the purposes of determining Eligible Licence Fee amounts for Licence Fee Threshold assessment; this determination will be made on a case-by-case basis.

#### b) Canadian Broadcaster

A Canadian Broadcaster as defined in section 2.1.1 above.

#### c) Applicant to the CMF

See section 3.1. Eligible Licence Fees may be paid by the Canadian broadcaster either directly to the Applicant, or indirectly via an intermediary Canadian corporation affiliated with both the Applicant and the Canadian broadcaster.

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<sup>16</sup>**Projects in the POV Program – French Round 2 must meet the requirements of 3.2.TV.5 at the time of application.**

#### d) Canadian Broadcast Right

The Canadian Broadcast Right is the right of the Canadian Broadcaster to broadcast and/or make the Television Component of the Eligible Project available on any broadcast and online platforms the Canadian Broadcaster owns, operates and controls, in Canada in the language of the Broadcaster in question during the Maximum Term.

The Canadian Broadcast Right cannot include:

- i) Broadcast rights for non-Canadian territories.
- ii) Other Exploitation Rights (as detailed further below in section 3.2.TV.5.3) for Canadian or non-Canadian territories.
- iii) An ownership, profit, repayment or recoupment position in the Eligible Project.
- iv) Rights in excess of the Maximum Term as described in section 3.2.TV.5.2 below.

A broadcaster or an Eligible Distributor (as defined in the CMF Standard Recoupment Policy, see [Appendix B](#)) affiliated with the Canadian Broadcaster may acquire rights other than the Canadian Broadcast Right or as long as those rights are not part of the rights being acquired in exchange for the Eligible Licence Fee. All such rights must be valued and paid for separately.

For clarity, regardless of whether the CMF has made an equity investment in a project, such Other Exploitation Rights (discussed further below in section 3.2.TV.5.3) shall only apply to the various subsidiary and ancillary exploitation rights of the project and not merely consist of additional access to revenue or recoupment to the Canadian Broadcast Right or Other Exploitation Rights themselves. Broadcasters may only recoup on exploitation revenues if they are making a financial investment in a project's financial structure.

#### e) The broadcast licence agreement terms and conditions

A broadcast licence agreement:

- i) Must include an unconditional commitment by the Canadian Broadcaster providing the highest Eligible Licence Fee to broadcast and/or make the Television Component available to be viewed on any of the broadcasting and online platforms the Canadian Broadcaster owns, operates and controls, in peak viewing hours<sup>17</sup> and closed captioned<sup>18</sup>, in the original language of production, as the first window broadcast, within 18 months of completion and delivery of the TV Component<sup>19</sup>. Should the Canadian Broadcaster fail to comply with these requirements the licence fee will be deemed not to be an Eligible Licence Fee. The CMF will consider requests for an extension to this period case-by-case. "Peak viewing hours" is defined by the CMF as 7:00 pm to 11:00 pm, with an exception for some Children's and Youth programming as described in [Appendix A](#). For second and subsequent window Broadcasters, the commitment to broadcast the Television Component in peak viewing hours (or, if applicable, make the Television Component available to be viewed) within 18 months will start at the beginning of those Broadcasters' licence periods. Second and subsequent window Broadcasters operating in a language other than the original language of production may contribute Eligible Licence

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<sup>17</sup>For clarity, a Project must meet the 'peak viewing hours' requirement only when the primary platform in the CMF's convergent criteria is a TV Component broadcast by an entity that meets section (a) of the "Canadian Broadcaster" definition in section 2.1.1.

<sup>18</sup>As applicable, based on the respective platform.

<sup>19</sup>For dual-language productions, this requirement shall be interpreted to mean 18-months from the first completed version.

Fees to meet Licence Fee Threshold and broadcast the Television Component in peak viewing hours (or, if applicable, make the Television Component available to be viewed) in their language of operations.

- ii) Cannot restrict the Applicant’s ability to exploit non-Canadian broadcast rights, with the exception of traditional broadcast spill-over protections and exclusive world premiere rights. Where exclusive world premiere rights are taken by a broadcaster, licence agreements must provide for waiver of the world premiere rights if a bona fide sale to a foreign entity is made, provided the foreign entity agrees not to broadcast the program within six months of delivery to the Canadian broadcaster. To be clear, a broadcaster cannot hold world premiere rights longer than six months from delivery if a bona fide sale has been made to a foreign broadcaster.
- iii) Cannot include the acquisition of French-language rights by an English-language Canadian Broadcaster or of English-language rights by a French-language Canadian Broadcaster, with the exception of dual-language broadcast channels. The dual-language Canadian Broadcaster in such cases must specify to the CMF the licence fee paid for each language right acquired. No single-language licence shall prevent the exploitation of the other language rights by the Applicant.
- iv) Cannot confer upon the Canadian Broadcaster a right of last refusal for any rights other than additional broadcast windows for the currently licensed Television Component/cycle. This means a Canadian Broadcaster cannot acquire a right of last refusal for broadcast windows for future cycles or versions of the Television Component. Canadian Broadcasters may acquire the right of first negotiation and/or last refusal for additional broadcast windows for the currently licensed Television Component/cycle.

### 3.2.TV.5.1 Licence Fee Thresholds

A “Licence Fee Threshold” is the minimum amount of Eligible Licence Fees that an Eligible Project must receive from one or more Canadian Broadcasters to be eligible for CMF funding.

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

Type	Licence Fee Threshold
All Eligible Projects (with the exception below)	15%
Feature-length documentary with Eligible Costs over \$750,000	10%

In this Program only, as a pilot initiative, licence fees from foreign, scheduled broadcasters (as opposed to digital distributors or broadcasters offering on-demand content) may be considered Eligible Licence Fees for the purposes of meeting the Licence Fee Threshold, as long as the Eligible Licence Fees of the Canadian Broadcasters (cumulatively and in the aggregate) represent the larger share of the Project’s Eligible Licence Fees. Eligibility of foreign broadcasters will be decided by the CMF on a case-by-case basis.

For audiovisual treaty coproductions, the CMF Licence Fee Threshold amounts will be calculated on the Eligible Costs of the Canadian portion of the production’s global budget as certified by Telefilm Canada’s Business Affairs and Certification Department.

The entirety of the Eligible Licence Fees contributing to meeting the Licence Fee Threshold must be used in the production financing of the Eligible Project.

### **3.2.TV.5.2 Licence Terms**

The CMF shall assess the maximum allowable period of all broadcast windows granted in consideration for Eligible Licence Fees (Maximum Term). The Maximum Term for an Eligible Project, in the aggregate and including both exclusive and non-exclusive terms is 6 years.

The start of the licence term shall begin at the contractually agreed-upon term commencement date, as negotiated between the Applicant and the Canadian Broadcaster. The term is the period of time in which a Canadian Broadcaster has the right to exploit a program.

For clarity, the start of the term and the first airdate may not always coincide. By way of example, a broadcaster's term may be from September 1, 2022 to September 1, 2028, but the broadcaster may choose to make the first broadcast date November 15, 2022. For eligibility purposes, the licence term begins on September 1, 2022.

Applicants can incorporate licences in excess of the Maximum Term within the financial structure. Only that portion of the licences, however, within the Maximum Term will be used for the purposes of all CMF calculations, including Licence Fee Threshold assessment. Licences that commence within the Maximum Term but extend beyond it will be pro-rated to match the Maximum Term set for each genre.

### **3.2.TV.5.3 Treatment of Other Exploitation Rights**

All other rights that a Canadian Broadcaster chooses to acquire or to substantially restrict the Applicant from exploiting (in addition to the Canadian Broadcast Right outlined in 3.2.TV.5.d), must be separately identified and valued from the Canadian Broadcast Right). For clarity, if a particular right cannot be classified under the Canadian Broadcast Right definition, that right will be classified as an Other Exploitation Right.

Other Exploitation Rights include (but are not limited to) the following:

- i) Free Internet broadcast/distribution.
- ii) CRTC-licenced VOD
- iii) Paid Internet broadcast/distribution (including Subscription Video On Demand)
- iv) Mobile/wireless distribution.
- v) Electronic sell-through and/or digital rental.
- vi) DVD, Blu-ray, or other compact video device distribution.
- vii) Theatrical distribution.
- viii) Non-theatrical distribution (e.g., educational institutions and airlines).
- ix) Merchandising and ancillary rights.

All of the above-listed Other Exploitation Rights and any exploitation right which is not encompassed by the above, whether currently existing or developed in the future, shall be ascribed the meaning as commonly understood and in accordance with the standards of the television, digital media and communications industries. Canadian Broadcasters and Applicants are free to further delineate separate rights within or in addition to these categories, but the above list represents the minimum degree of distinct rights valuation in an eligible broadcast licence agreement.

All Other Exploitation Rights acquired by a Canadian Broadcaster must be subject to a "use it or lose it" provision that requires the Canadian Broadcaster to exploit the right(s) within 12 months of that Broadcaster's first broadcast/premiere of the Television Component, failing which the rights revert to the Applicant without restriction. For Other Exploitation Rights not acquired by a Canadian Broadcaster the broadcast licence agreement cannot restrict the Applicant's ability to exploit the Other Exploitation Rights for longer than 12 months from that Broadcaster's first broadcast/premiere of the Television Component.

Where the CMF provides an equity investment to the Eligible Project, Other Exploitation Rights acquired by a Canadian Broadcaster must:

- a) Be exploited in accordance with the CMF's Standard Recoupment Policy, with the Canadian Broadcaster acting as a distributor for the purposes of that policy. For rights under paragraphs i-v above only, the CMF may consider a 50/50 gross revenue sharing arrangement between the Applicant and the Canadian Broadcaster (or other arrangement that is no less preferable to the CMF than a 50/50 gross revenue share); or
- b) For rights under paragraphs i-iv above only, be paid for at a reasonable, fair-market value.

The CMF will apply this section in an adaptable and purposive manner, with the objectives of promoting transparency in the rights market, maximizing the availability of CMF-funded content on multiple platforms for the benefit of Canadian audiences, and maximizing the CMF's return on investment when the CMF is an equity investor.

### **3.2.TV.6 Minimum Financing from a 3rd Party<sup>20</sup>**

Eligible Projects must have at application, a minimum financing commitment<sup>21</sup> from an arms-length Canadian third party (i.e., other than the CMF and the Applicant, or a party related 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 distributors<sup>22</sup>, provincial agencies, public and private funding agencies, successful crowdfunding campaigns and Canadian Broadcasters.

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 or Canadian distribution agreements<sup>23</sup> confirmed in relation to the project
- Eligible Licence Fees meeting the requirements of section 3.2.TV.5.

If the National Film Board 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;
- 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.

### **3.2.DM Digital Media Components**

A Digital Media Component of an Eligible Project must be an audio<sup>24</sup>, audiovisual, multimedia, or interactive promotional project that:

- a) Is associated with and derived from the Television Component that is funded by the CMF;

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**<sup>20</sup>This section will not apply to the POV Program – French Round 2 as Applicants will be required to meet section 3.2.TV.5 at application.**

<sup>21</sup>For clarity, repayable loans shall not qualify as a third-party financing commitment as they are not considered production financing.

<sup>22</sup> Including the National Film Board.

<sup>23</sup>For clarity, provided the distribution agreements are eligible to trigger federal or provincial/territorial tax credits/screen-based incentives, there is no requirement for a minimum guarantee to satisfy the "Minimum 3<sup>rd</sup> Party" requirement.

<sup>24</sup> For example, podcasts, audio books, smart speaker applications.

- b) Is made available to the Canadian public in the same language as the Television Component by way of a digital network, including internet and mobile;
- c) Provides a coherent digital or social media experience to the audience before, during or after the broadcast of the Television Component, expands the television viewer's experience beyond the Television Component and aims to augment engagement and discoverability towards the Television Component; and
- d) Meets either one or a mix of the following activities:
  1. Interactive or linear original content related to the Television Component but created specifically to be consumed on digital media platforms.
  2. Promotional, marketing and discoverability activities and applications using digital and social media aimed at locating, leveraging or building audiences.
  3. Interactive online activities or applications providing a synchronised experience during the broadcast of the Television Component.

### **3.2.DM.1 Canadian Content**

A Digital Media Component must meet the following criteria:

- a) Its underlying rights are owned and significantly and meaningfully developed by Canadians.
- b) It is produced in Canada, with at least 75% of its Eligible Costs being Canadian costs.

Digital media coproductions are eligible if they comply with the [Framework for international digital media coproduction](#).

### **3.2.DM.2 Ineligible Content**

The following is a non-exhaustive list of types of content that are not eligible as a Digital Media Component: industrial, corporate, or curriculum-based Projects; and system software.

### **3.2.DM.3 Canadian Ownership and Control**

A Digital Media Component must meet the following criteria:

- a) It is under Canadian ownership and Canadian executive and creative control.
- b) It is under the financial control of Canadian citizens or permanent residents.
- c) The Applicant retains and exercises all controls or approvals necessary for the production of the Project.
- d) The Applicant owns all rights (including copyright) and options necessary for the production and distribution of the digital media project in Canada and abroad (with appropriate case-by-case exceptions for a purchased format), and retains an ongoing financial interest in the project.

*Note: These criteria shall be interpreted so as to allow international coproductions that have an acceptable degree of Canadian ownership and control to access the CMF. Digital media coproductions are eligible if they comply with the [Framework for international digital media coproduction](#).*

### **3.2.DM.4 Broadcaster Financing**

In cases where an Eligible Project contains a Digital Media Component, in exchange for the Eligible Project's applicable original digital content rights related to the DM Component, a Canadian Broadcaster's contribution to such DM Component will be included in the Licence Fee Threshold based on the total Eligible Costs of the Eligible Project as a whole (see section 2.3.2).

### **3.2.DM.5 Miscellaneous Requirements**

A Digital Media Component:

- a) Must be made available to the Canadian public in a meaningful way. What is meaningful in a particular instance will depend on the nature of the DM Component and its distribution plan. The CMF will decide on a case-by-case, but unless there is an acceptable distribution/exploitation plan to the contrary, the CMF considers that making the DM Component available to the Canadian public for at least 3 months contemporaneously with the associated Television Component will be meaningful.
- b) It must be made meaningfully and coherently with the TV Component. What is meaningful and coherent in a particular instance will depend on the nature of the DM Component(s), the relative balance between TV Component and DM Component(s) and whether the project provides a coherent experience which cumulatively augments the television viewer's engagement to the project as a whole. The CMF will decide on a case-by-case basis whether the Television Component was made meaningfully and coherently with the DM Component(s).
- c) Cannot contain elements of excessive violence, sexual violence, or sexual exploitation or elements which are obscene, indecent or child pornography within the meaning of the Criminal Code (as amended from time to time), or libellous or in any other way unlawful.