



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

SLATE DEVELOPMENT PILOT PROGRAM GUIDELINES 2024-2025

TABLE OF CONTENTS

1. GENERAL INFORMATION	3
2. OVERVIEW	4
2.1 INTRODUCTION	4
2.2 DEFINITIONS	5
3. ELIGIBILITY	6
3.1 ELIGIBLE APPLICANTS	6
3.2 ELIGIBLE PROJECTS	6
3.2.4 Eligible Triggering Commitment Requirements and Conditions	7
4. CMF CONTRIBUTION	8
4.1 AMOUNT OF CONTRIBUTION	8
4.2 COMBINING FUNDS	8
5. DECISION PROCESS	9
5.1 TRACK RECORD APPLICANTS	9
5.2 ALTERNATIVE ACCESS APPLICANTS	9
5.2.1 Preliminary Evaluation	9
5.2.2 Main Evaluation	9
ADDENDUM A	10

1. GENERAL INFORMATION

Section 1 of the [Linear Content – Core Development and Predevelopment Guidelines](#) shall apply to the Slate Development Pilot Program Guidelines, 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 rules and requirements of the [Linear Content Programs – Core Development and Predevelopment Guidelines](#) and (ii) the applicable policies and definitions in [Appendix A](#) and [Appendix B](#).

The Slate Development Pilot Program (the “**Program**”) is a pilot initiative designed to offer more flexibility to Applicants and allow them to choose and fund their English and French development Projects without the requirement of an attached Canadian Broadcaster (or other triggering entity).

Applicants are awarded funding through this Program through a Slate Development Envelope (**SDE**) Allocation. They are entitled to commit their SDE Allocations to the development of up to three (3) Eligible Projects and may determine how their SDE Allocations are distributed between each Project.

Applicants that are awarded an SDE Allocation will receive 100% of the Allocation paid on signature of their contract with the CMF. In order for the CMF to track the specific amounts spent and confirm eligibility of each Project, successful Applicants will need to submit a separate final report for each Project funded by their SDE Allocations before the end of the 24-month period (as detailed in section 4.2 below). Any funds remaining in an SDE Allocation for which the CMF has not received a final report by the deadline will be removed and the funds will be returned to the CMF.

Beginning in 2024-2025, the Program will fund two separate pools of Eligible Applicants with two distinct processes:

- Applicants that **have** (i) the required track record of CMF-funded projects and (ii) CMF-reported gross sales during the Program’s eligibility window outlined in section 3.1 below and Addendum A (**Track Record Applicants**). Track Record Applicants will not compete in a selective process.
 - Applicants are ineligible to this Program in 2024-2025 if they received funding from the Program in either 2023-2024 or 2022-2023.
 - Applicants that received Program funding in 2021-2022 are eligible to apply to the Program in 2024-2025 if at least one of their Projects that used their SDE Allocation has moved to production.
- Applicants that **do not have** (i) the required track record of CMF-funded projects and (ii) CMF-reported gross sales during the Program’s eligibility window outlined in section 3.1 below and Addendum A (**Alternative Access Applicants**). Alternative Access Applicants must meet the separate criteria outlined in section 3.1 and Addendum A and will be evaluated through a selective process that will occur in two stages:
 - First, the CMF will conduct a Preliminary Evaluation of these Alternative Access Applicants and make recommendations for which of them will move forward;
 - Second, these recommended Alternative Access Applicants will then compete against one another for an SDE Allocation in the Program’s Main Evaluation process, using the evaluation criteria outlined in section 5 below.

Broadcaster-Affiliated Programming, In-house Programming (see section 2.2), Projects with an existing commitment or attachment from a Canadian Broadcaster (see section 2.2), returning series and purchased formats are not eligible in this Program.

The CMF total budget for the Program is \$5,410,000, broken down as follows:

- Track Record Applicants: \$3,835,000
- Alternative Access Applicants¹: \$1,575,000

At least 25% of funds in this Program will be reserved for Applicant companies where the shareholder(s) meet the definition of either Diverse Community or Official Language Minority Community (see section 2.2 and [Appendix A](#)).

2.2 DEFINITIONS

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

- Broadcaster-Affiliated Programming
- Canadian Broadcaster
- In-house Programming
- Diverse Community
- Official Language Minority Community (OLMC)
- Related Party

In addition to the definitions noted above, this Program has specifically earmarked funds reserved for **Diverse Community and Official Language Minority Community Owners**. In order to qualify for these specific reserved funds, Eligible Applicants must meet the following criteria:

- 100% of the Applicant company's ownership is retained by an individual producer (or multiple producers) that is a member of that Community (as defined in [Appendix A](#)) (the "**Community Owner**").
- The **Community Owner** exercises full creative, executive, artistic, technical and financial control of the Company and Projects developed and produced.
- The **Community Owner** will initiate and will continue to meaningfully participate in the Project's development.

¹Funding will be awarded based on how recommended Alternative Access Applicants (from the Preliminary Evaluation process) score in the Main Evaluation process.

3. ELIGIBILITY

3.1 ELIGIBLE APPLICANTS

An Eligible Applicant to the Program must meet:

- The Eligible Applicant criteria in section 3.1 of the [Linear Content – Core Development and Predevelopment Guidelines](#);
- Any applicable specific eligibility criteria noted in this section; and
- Any applicable further requirements/qualifications noted in Addendum A below.

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

For the purposes of these Guidelines, while the term Applicant *includes* all Related Parties (defined in [Appendix A](#)) associated, affiliated or parent companies and/or individuals (as determined by the CMF at its sole discretion), as applicable, it *excludes* all co-applicants and only the primary Applicant that meets the minimum qualifications listed in section 3.1 will be considered eligible for this Program.

An Eligible Track Record Applicant:

- a. Has not received funding from the Slate Development Pilot Program in 2022-2023 or in 2023-2024;
- b. If they received an SDE Allocation from the Program in 2021-2022, at least one of their Projects that used the SDE Allocation has moved to production and reimbursed the CMF that portion of the advance;
- c. Has received a funding commitment from the CMF in the past five (5) Program years (2019-2020 to 2023-2024) for at least:
 - one (1) development project and one (1) production project; **OR**
 - two (2) production projects.

AND

- d. Meets the applicable minimum CMF-reported gross sales² requirement noted in Addendum A.

An Eligible Alternative Access Applicant:

- a. Has never received funding from any year of the Slate Development Pilot Program; **AND**
- b. Meets the applicable requirements/qualifications noted in Addendum A.

3.2 ELIGIBLE PROJECTS

An Eligible Project to the Program must meet:

- The Eligible Project criteria in section 3.2 of the [Linear Content – Core Development and Predevelopment Guidelines](#);
- Any applicable specific eligibility criteria noted in this section; and
- Any applicable further requirements/qualifications noted in Addendum A below.

²Please note, only the Applicant's gross sales reports noted in CMF's "[Dialogue](#)" portal will be the tools used for validation. The CMF Program Administrator (CMFPA) will confirm gross sales as reported in Dialogue for the time period noted above. A CMF Applicant has a contractual obligation to provide the CMF with a complete gross sales report regarding the distribution of any CMF-funded Project, at the intervals specified in the Applicant's CMF Financing Agreement. The reporting obligation commences once the Phase II Payment has been disbursed.

If the minimum reported gross sales requirement for the required time period was not available in **Dialogue by December 31, 2023**, the Applicant will need to apply through the Alternative Access Applicant portion of the Program.

An Eligible Project must be a new project that has not received any previous CMF funding or received financing from any third-party financier.

3.2.4 Eligible Triggering Commitment Requirements and Conditions

In lieu of the requirements in section 3.2.4 of the [Linear Content – Core Development and Predevelopment Guidelines](#), Eligible Projects in this Program must meet the criteria noted in Addendum A below.

4. CMF CONTRIBUTION

A CMF Contribution to an Eligible Project will follow:

- The criteria in section 4 of the [Linear Content – Core Development and Predevelopment Guidelines](#); and
- Any applicable specific criteria noted in this section.

4.1 AMOUNT OF CONTRIBUTION

Track Record Applicant:³

- \$75,000 (Children & Youth or Documentary)
- \$100,000 (Drama)
- Returning Applicants from 2021-2022: the lesser of \$75,000 or the amount reimbursed from the original SDE Allocation

Alternative Access Applicant:

- \$75,000

While successful Applicants may commit their SDE Allocations to up to three (3) Eligible Projects, the Maximum Contribution for each Eligible Project funded through this Program shall be no more than 84% of the Project's Eligible Costs.

Applicants will be required to submit a report with the details of the costs per Project within 24-months of receiving their SDE Allocations.

4.2 COMBINING FUNDS

An Eligible Project must be a new project that has not received any previous CMF funding or received financing from any third-party financier.

Projects that receive funding through this Program, however, may subsequently be submitted to CMF Development and Production Programs. It is important to note that any funding a Project receives through this Program in addition to funding available through other CMF Programs is required to be included in that Project's final development and/or production budget and financial structure.

³For Diverse Community or OLMC Owners, please see the specific amounts in Addendum A.

5. DECISION PROCESS

5.1 TRACK RECORD APPLICANTS

Track Record Applicants must submit documentation to allow eligibility assessment by the CMF's Program Administrator (CMFPA). After validation of meeting the minimum Program eligibility criteria from the CMFPA, funding will be automatically awarded to Applicants.

5.2 ALTERNATIVE ACCESS APPLICANTS

Alternative Access Applicants must submit documentation to allow eligibility assessment by the CMFPA for both the Preliminary Evaluation and Main Evaluation.

5.2.1 Preliminary Evaluation

In the Preliminary Evaluation for Alternative Access Applicants, the CMFPA will review the annual growth in gross revenue based on the three (3) most recent fiscal years financial statements⁴. In the same fiscal years, Applicants must also demonstrate an average, positive Earnings Before Taxes (EBT). A maximum of forty (40) companies that demonstrate the highest level of annual increases (%) in their average gross revenue will advance to the Main Evaluation Process.

5.2.2 Main Evaluation

Once recommended from the Preliminary Evaluation, SDE Allocations will be awarded based on how Alternative Access Applicants score (according to the Evaluation Criteria below) in the Main Evaluation.

Evaluation Criteria	Weight
<p>Applicant company and Production team</p> <ul style="list-style-type: none">• Production and industry experience of Applicant company and its team (<i>Maximum two (2) page description of key positions on the development and production team, with short biographical notes</i>) (20)• Track record of Applicant company in completing and delivering productions (both CMF and non-CMF) and success in reaching audiences (25)• Track record of Applicant company in developing, producing, and delivering in the genre being applied for in this Program (15) <p><u>(Form available)</u></p>	60%
<p>Business Plan and Slate Strategy</p> <ul style="list-style-type: none">• Articulation of Business Plan (20)• Description of goals, objectives, and vision (20) <p><u>(Form available)</u></p>	40%

⁴Specifically, non-consolidated financial statements (excluding subsidiary(ies) of the Applicant and acquisitions/mergers of other companies). The CMF will only accept statements from the following years: 2020-2021, 2021-2022, 2022-2023, 2023-2024.



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ADDENDUM A

ADDITIONAL PROGRAM

REQUIREMENTS

2024-2025

ALLOCATION OPTION	LANGUAGE	CMF GENRE (see Appendix A)	MINIMUM CMF-REPORTED GROSS SALES ⁵	OTHER ELIGIBILITY CRITERIA
TRACK RECORD APPLICANT	ENGLISH	Children & Youth AND / OR Documentary	\$50,000	<ul style="list-style-type: none"> Recipients of a SDE Allocation in 2021-2022 must have started principal photography of at least one project developed through their 2021-2022 SDE Allocation and have reimbursed the CMF that portion of the advance. Language of Creative Materials: <ul style="list-style-type: none"> Vast majority in English
		Drama	\$1,000,000	
	FRENCH	Children & Youth AND / OR Documentary	\$35,000	
		Drama	\$750,000	
TRACK RECORD APPLICANT (that is also a Community Owner) ⁶	ENGLISH, FRENCH OR INDIGENOUS	Children & Youth AND / OR Documentary AND / OR Drama	\$1,000	Recipients of a SDE Allocation in 2021-2022 must have started principal photography of at least one project developed through their 2021-2022 SDE Allocation and have reimbursed the CMF that portion of the advance. <ul style="list-style-type: none"> Language of Creative Materials: <ul style="list-style-type: none"> English, French or an Indigenous⁷ language
ALTERNATIVE ACCESS APPLICANT	ENGLISH, FRENCH	Children & Youth AND / OR Documentary AND / OR Drama	n/a (see OTHER ELIGIBILITY CRITERIA column)	<ul style="list-style-type: none"> Applicant must submit the three (3) most recent fiscal years financial statements⁸ and demonstrate the following financial requirements: <ol style="list-style-type: none"> Must demonstrate an annual growth in gross revenue over the 4-year period presented in the Applicant's three (3) most recent fiscal years. For the same period as mentioned above, the Applicant must demonstrate an average, positive Earnings Before Taxes (EBT). Applicants must demonstrate sales in a minimum of two (2) territories throughout the world, between 2018 and 2023.⁹

⁵ To the CMF for project(s) from 2019 to 2023 (calendar years).

⁶ The CMF will rely on the [PERSONA-ID information in the application to confirm Diverse Community or OLMC owner](#).

⁷ First Nations, Inuit, or Métis.

⁸ Refers to non-consolidated financial statements (excluding subsidiary(ies) of the Applicant and acquisitions/mergers of other companies); the CMF will only accept the following years: 2020-2021, 2021-2022, 2022-2023, 2023-2024.

⁹ Sales must be confirmed by long form acquisition agreements and/or distributors' sales reports.