



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

SUMMARY OF CHANGES

2025-2026

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The following is a non-exhaustive list of changes to the 2025-2026 CMF Program Guidelines.

Applicants are required to review the actual Core Guidelines, Program Guidelines, Appendices, Schedules, Addendums and applicable required application documents prior to application.

Broadcasters are also advised to review the specific Summary of Changes section in the Broadcaster Envelope Manual.

1. SUPPORT FOR CHILDREN AND YOUTH CONTENT

Beginning in 2025-2026, the CMF will roll-out a multi-prong approach to provide additional support for Children and Youth content including:

- a) *Earmarks in Linear Production Programs that fund Children and Youth content:* Minimum carve-outs of Program budgets will be offered in many Linear Programs that support Children and Youth programming.
- b) *Additional Points for Children and Youth Projects for Linear and IDM selective Programs:* Points will be awarded for Eligible Projects in the Children and Youth genre in certain selective Programs.
- c) *Eligible International Entities contributing to the Eligible Triggering Commitment Threshold:* The CMF will now allow non-Canadian-owned and controlled broadcasters and online streaming platforms to contribute the minority share (up to 25%) of the Eligible Triggering Commitment Threshold for Children and Youth Projects only, provided the majority share (at least 75%) of Threshold comes from a Canadian Broadcaster and/or Eligible Canadian Distributor.
- d) *Lowering Children and Youth Eligible Triggering Commitment Thresholds:* Lower Thresholds will be offered for Children and Youth Projects in first-come, first-served Linear Programs and the English and French Broadcaster Envelope Program.
- e) *Maximum CMF Contribution in the Broadcaster Envelope Program (English and French) for Development:* The Maximum Contribution that an Eligible Project in the Children and Youth genre can receive from the CMF is increasing to 75% of the Eligible Costs (or \$200,000 for all phases of development, whichever is less).
 - *See specific Linear Content and IDM Program Guidelines for more information*

2. CHANGES APPLICABLE TO ALL PROGRAMS

Dialogue Platform – Corporate Information

- **Beginning in 2025-2026**, all Applicants will be required to complete a new “Corporate Information” section in Dialogue for the Applicant company and if applicable, any co-applicants, parent companies or any other shareholder company. Individual Shareholders or Directors may complete a PERSONA-ID form and their PERSONA-ID number must be entered into this Corporate Information section if they wish to be eligible for additional benefits in selective Programs and Linear Content Programs that receive Broadcaster Envelope Performance credits. For selective and first-come, first-served Programs, Applicants will have seven (7) business days from the Program deadline to enter this information into Dialogue, otherwise the Project will not be eligible to receive these additional points for Gender and/or Diverse Community Ownership as set out in the Evaluation Grid of the specific Program Guidelines.
 - See the “Corporate Information” section in [Dialogue](#) and the appropriate User Guides (available on the [CMF website](#)) for more information

Appendix B – CMF Business Policies – Default Policy and Accounting & Reporting Requirements (ARR)

- The CMF has made a few changes to Appendix B, which includes requiring certain conditions being met before releasing the Phase II Payment and updating its Default Policy to clarify its rights and position when there is an Event of Default. Additionally, the CMF reserves the right to consider an Applicant (or any Related Party) who is currently in default with either Telefilm Canada or the Indigenous Screen Office (ISO), to be considered in default with the CMF.
 - See [Appendix B](#) – Chapter 1 (Default Policy) and Chapter 2 (ARR), section 4 (Specific Cost Items), subsection 4.9 (Accounts Payable and Accruals)

3. INTERACTIVE DIGITAL MEDIA (“IDM”) PROGRAMS

Changes applicable to all IDM Programs

Beginning in 2025-2026:

- All new Applicants to the CMF through an IDM Program (with the exception of the Conceptualization Program) will be required to participate in a Pre-Application consultation with CMFPA staff in order to be considered eligible to apply.
- Applicants will be limited to holding a maximum of two (2) open contracts at the Prototyping phase and two (2) open contracts at the Production Phase. Applicants must ensure that previous Project final phase deliverables (including a cost report) are delivered and the file(s) closed before applying with a new Project.
 - See section 3.1.1 of the [IDM Content – Core Guidelines](#)
- Applicants will be limited to submitting one (1) application per program and round of funding.
 - See section 3.2 of the [IDM Content – Core Guidelines](#)
- In order to ensure an equitable spread of financing across the country, the CMF will not award more than 60% of IDM spending per year across all IDM Programs to Applicants based in any one section of Canada (the “IDM Zones”). For the purposes of this calculation only, the IDM Zones are categorized as:
 - Quebec,
 - Ontario,
 - The West (British Columbia, Alberta, Saskatchewan, Manitoba),
 - The East (Nova Scotia, Prince Edward Island, New Brunswick, Newfoundland and Labrador), and
 - The North (Yukon, North West Territories, Nunavut).
 - See section 5 of the [IDM Content – Core Guidelines](#)

Changes applicable to all IDM Selective Programs

- To support the creation of content intended specifically for Children and Youth audiences, Projects whose selected target audience is Children or Youth (and clearly reflected in the Project’s market study or marketing plan) will receive 2 points in the evaluation process.
 - See section 5 (Evaluation Grid) of the [Prototyping, Innovation & Experimentation](#) and [Commercial Projects Programs](#)

Changes applicable to the Conceptualization and Prototyping Programs

- Applicants must have at least one shareholder with a minimum of one (1) year professional experience working in a full-time capacity in the creation of IDM, film or television content. Content developed while enrolled in a post-secondary program will not qualify.
 - See section 3.1 of the [Conceptualization](#) and [Prototyping Programs](#)

Changes applicable to the Prototyping Program

- Applicants that meet the following minimum engagement thresholds with a previously produced and publicly released IDM Project are eligible to request an increased Maximum Contribution of up to \$350,000:
 - \$500,000 in gross revenues generated OR
 - 20,000 units sold / downloaded (if location based, then individual users / attendees can be counted)
 - See section 4.1.1 of the [Prototyping Program](#)
- Projects must spend a minimum of 10% of budget categories B + C on eligible marketing, audience engagement and/or community building costs.
 - See section 4.2 of the [Prototyping Program](#)
- Eligible Projects will now be assessed in two stages:
 - Stage One: All Eligible Projects will be reviewed on the Originality, Creativity and Advancement section of the evaluation grid. Only Projects which score a 45 or higher out of 60 will proceed to Stage Two.
 - Stage Two: The Eligible Projects which scored 45 or higher in Stage One will be reviewed according to the remaining assessment criteria in the evaluation grid.
 - See section 5 (Evaluation Grid) of the [Prototyping Program](#)

Changes applicable to the Innovation & Experimentation and Commercial Projects Programs

- Applicants must have at least one shareholder with a minimum of one (1) year professional experience working in a full-time capacity in the creation of IDM content. Content developed while enrolled in a post-secondary program will not qualify.
 - See section 3.1 of the [Innovation & Experimentation](#) and [Commercial Projects](#) Programs

Changes applicable to the Innovation & Experimentation Program

- This Program will now include a stream for Projects with budgets up to and including \$750,000 (the “**Lower Budget Stream**”). This Stream is intended for emerging producers and creatives, as well as Projects whose primary aim is cultural impact or experimentation with form, content and technology. There will be different evaluation criteria for Projects applying in the Lower Budget Stream.
 - See section 4.1.1 and 5.1.1 of the [Innovation & Experimentation](#) Program

Changes applicable to the Commercial Projects Program

- Applicants (or its majority shareholder(s)) must have previously produced and publicly released at least one project to the public, that is similar in nature to the Project being proposed.
 - See section 3.1 of the [Commercial Projects Program](#)
- If the Project being submitted is a video game, the audience and engagement strategy should include an overview of existing audience demand for the Project. This could include, but is not limited to wish list numbers, early access requests, demo testing results, Discord server numbers or other suitable means reflective of where the core community for the Project is being built.
 - See section 3.2.2 of the [Commercial Projects Program](#)

Changes applicable to the Iteration Program

- The minimum engagement threshold for Eligible Projects has been increased to 20,000 units sold / downloaded.
 - See section 3.2.1 of the [Iteration Program](#)

Changes applicable to Appendix B

- Insurance policy requirements for IDM projects have been clarified:
 - At the Conceptualization phase, insurance coverage is not required
 - At the Prototyping phase, insurance is required only when proprietary technology is developed by the Applicant. In this case, only *Errors and Omissions Liability* (coverage “b”) will be required
 - At the Production phase:
 - if Projects have a signed agreement with a third-party publisher or distributor, the coverage and limits may be equivalent to their insurance requirements.
 - for Projects that do not involve the use or retention of personal, financial or transactional information by the Applicant (e.g. projects that are sold solely on a third-party platform), the requirement for *Crime Insurance Policy* (coverage “d”) is waived.
 - See Chapter 5 of [Appendix B](#) – *CMF Business Policies*

4. LINEAR CONTENT PROGRAMS

Changes applicable to all Linear Content Programs

Described Video Requirement

- Beginning in 2025-2026, the CMF will require all CMF-funded English- and French-language production projects with budgets over \$500,000 to make their projects available in described video. For clarity, this requirement will not apply to live-to-air productions or Eligible Projects in Indigenous or Diverse languages.
 - See section 3.2.5 of the [Linear Content Programs – Core Production Guidelines](#)

Changes applicable to Linear Content Production Programs

New Market Test (i.e. Eligible International Entities) for Eligible Projects in the Children & Youth Programming Genre

- Beginning in 2025-2026, international broadcasters and streaming services (“**Eligible International Entities**”) may contribute up to 25% of the Eligible Triggering Commitment Threshold used to finance an Eligible Project in the **Children and Youth genre only**, provided the larger share of the Project’s Threshold comes from Eligible Licence Fees from a Canadian Broadcaster and/or an Eligible Market Contribution from an Eligible Canadian Distributor (i.e. at 75% of above).
 - See section 3.2.4.1 of the [Linear Content Programs - Core Production Guidelines](#) and *Eligible Triggering Commitment Thresholds in applicable Program Guidelines*

Changes applicable to Linear Content Production - Broadcaster Envelope Programs

Eligible Triggering Commitment Threshold

- Previously, for Broadcaster Envelope Programs (English & French and Diverse Languages) and Programs that use the Broadcaster Envelope Threshold Tables, the CMF required that the Canadian Broadcaster contributing an Eligible Licence Fee provide the larger share of Threshold if an Eligible Canadian Distributor was also contributing to the Project’s Threshold.
- Now, this requirement for the Canadian Broadcaster to contribute the larger share of Threshold has been removed in these Programs to allow even greater flexibility in structuring the financing.

Changes applicable to Linear Content Production – Broadcaster Envelope (English and French) Program, Regional Production Funding, and the POV Program

Eligible Triggering Commitment Threshold for English- Language Feature-Length Documentaries

- Previously, the Feature-length documentary Threshold for the English market was 10% of Eligible Costs
- Now, this Threshold will be the lesser of 10% of Eligible Costs or \$90,000 per Project.
 - See section 3.2.1 of the [Broadcaster Envelope Program \(English and French\)](#) and *Eligible Triggering Commitment Thresholds in applicable Program Guidelines* (section 3.2.3 of the [POV Guidelines](#), and Addendum A of the [Regional Production Funding Guidelines](#).)

Changes applicable to Linear Content Production – Broadcaster Envelope (English and French) Program, Regional Production Funding, and OLMC Production Funding Guidelines

Lowering of Eligible Triggering Commitment Thresholds for Children and Youth Projects

- Beginning in 2025-2026, the CMF will introduce lower Thresholds for Children and Youth Eligible Projects in both language markets for Linear Programs that use the English and French Broadcaster Envelope Threshold Tables.
 - See section 3.2.1 of the [Broadcaster Envelope Program \(English and French\)](#) and *Eligible Triggering Commitment Thresholds in applicable Program Guidelines (Addendum A of the [Regional Production Funding Guidelines](#) and [OLMC Production Funding Guidelines](#))*

Changes applicable to the Broadcaster Envelope - Diverse Languages Program

Maximum CMF Contribution

- Previously, the maximum CMF Contribution for an Eligible Project in this Program was the lesser of 49% of the Eligible Costs or \$200,000. The CMF has removed the dollar amount to allow more flexibility for Applicants to structure the financing of Eligible Projects.
 - See section 4.2 of the [Broadcaster Envelope Program – Diverse Languages Guidelines](#)

Changes applicable to the English Regional Production Bonus (ERPB)

Number of Applications

- Previously, there was no cap on the number of applications an Eligible Applicant could apply with to access ERPB funding.
- Now, Eligible Applicants may apply to the ERPB Program with a maximum of two (2) applications per Closing Date.
 - See *Addendum B (Additional Program Requirements) of the [Regional Production Funding Guidelines](#)*

Tax Credits

- Previously, the CMF calculated the amount of the CMF Contribution by including 90% of the available tax credits in the financing and did not require Applicants to put these tax credits in the financial structure.
- Now, the CMF will require Eligible Projects in this Program to include a minimum of 90% of the estimated federal and provincial tax credits in the financial structure at application to calculate the CMF Contribution.
 - See [Appendix B – Chapter 7 \(Treatment of Tax Credits – Linear Programs\)](#)

Changes applicable to Most First-Come, First-Served Linear Programs

Children & Youth Program Budget Carve-outs

- Beginning in 2025-2026, a minimum of 10% of each Program budget in ERPB, Quebec French Regional Production Incentive, Anglophone Minority Incentive (AMI) and the Francophone Minority Program (FMP) shall be reserved for Eligible Projects in the Children and Youth genre for the First Closing Date allocation on a first-come, first-serve basis until funds are depleted. For Programs with multiple Closing Dates, any remaining funds from the First Closing Date will be available for any CMF eligible genre for the Final Closing Date allocation.
 - See Addendum B (Additional Program Requirements) of the [Regional Production Funding Guidelines](#) for ERPB
 - See Addendum B (Additional Program Requirements) of the [OLMC Production Funding Guidelines](#) for AMI and FMP

Changes applicable to the Anglophone Minority Incentive

Budget Carve-out for the First Closing Date for Certain Applicants

- Previously, the carve-out for the AMI budget reserved for “**Additional Requirement Applicants**” (as defined in the OLMC Guidelines) was 37.5%.
- Now, the carve-out has increased to 50% of the AMI budget for Additional Requirement Applicants.
 - See Addendum B (Additional Program Requirements) of the [OLMC Production Funding Guidelines](#)

Eligible Triggering Commitment Threshold for English- Language Feature-Length Documentaries

- Previously, the Feature-length documentary Threshold for the English-language market was 10% of Eligible Costs.
- Now, this Threshold will be the lesser of 10% of Eligible Costs or \$60,000 per Project for AMI Applicants only.
 - See Addendum A of the [OLMC Production Funding Guidelines](#)

Changes applicable to the Francophone Minority Program

Maximum CMF Contribution

- Previously, the Maximum Contribution for Eligible Projects in the Drama genre was the lesser of 49% of the Project’s Eligible Costs or \$1.4 million.
- Now, the Maximum Contribution for Eligible Projects in this programming genre has decreased to the lesser of 49% of the Eligible Costs or \$1.2 million.
 - See Addendum B (Additional Program Requirements) of the [OLMC Production Funding Guidelines](#)

Changes applicable to the Distributor Program

Embed Children and Youth Content in the Distributor Program:

- Beginning in 2025-2026, a budget carve-out of up to 40% of the funds for this Program will be reserved for Children and Youth projects.
 - See section 2.1 (Introduction) of the [Distributor Program Guidelines](#).

Number of Applications

- Previously, the maximum number of applications with Eligible Market Contributions from the same Related Party Eligible Canadian Distributor was three (3), and the maximum number of applications with Eligible Market Contributions from the same non-Related Party Eligible Distributor was five (5);
- Now, the maximum number of applications for both of these categories has been lowered, with Eligible Market Contributions from the same Related Party Eligible Canadian Distributor lowered to two (2), and the maximum number of applications with Eligible Market Contributions from the same non-Related Party Eligible Distributor lowered to four (4).
 - See section 3.2.4.1 (Eligible Triggering Commitment Requirements and Conditions – Production) of the [Distributor Program Guidelines](#)

Program Budget Carve-out for Independent Productions and Related Party Projects

- Previously, no more than 50% of the Program funds were devoted to Projects from Applicants who were Related Parties to the Eligible Canadian Distributor that is triggering the Project, with the remaining funds exclusively reserved for independent productions from Applicants who were not Related Parties to the triggering Eligible Canadian Distributor.
- Now, the budget carve-out for Projects from Applicants who are Related Parties to the Eligible Canadian Distributor has been reduced to 45%, with the remaining funds exclusively reserved for independent productions from Applicants who were not Related Parties to the triggering Eligible Canadian Distributor.
 - See section 3.1 (Eligible Applicants) of the [Distributor Program Guidelines](#).

Tax Credits

- Beginning in 2025-2026, the CMF will require Eligible Projects in this Program to *include 90% of the estimated federal and provincial tax credits in the financial structure at application* to calculate the CMF Contribution.
 - See [Appendix B – Chapter 7 \(Treatment of Tax Credits – Linear Programs\)](#)

Evaluation Grid

- Previously, the Financial Commitment made by the Eligible Canadian Distributor was worth 50% of total scoring in the Program's Evaluation Grid.
- Now, the Financial Commitment made by the Eligible Canadian Distributor will be worth 35% and the Marketing/Release Plan will be worth 15%.
 - See section 5 of the [Distributor Program Guidelines](#)

Changes applicable to CMF Indigenous Program

Indigenous Screen Office (ISO) New CMF Program Administrator

- Previously, the CMF Program Administrator at Telefilm Canada managed the administration of CMF Indigenous Programs and Applicants submitted applications via the Dialogue platform.
- Now, the ISO will be administering all CMF Indigenous Programs and Applicants will be asked to apply directly to the ISO.
 - See [ISO website](#).

ISO Policies

- The ISO will be using some of its own policies to assess Indigenous identity and determine Applicant eligibility. Applicants are encouraged to review these policies, which are available on the ISO's website, before submitting an application for CMF funding.
 - See sections 3.1.1 (Indigenous Identity) and 3.1.2 of the [Indigenous Production Program Guidelines](#) and [Indigenous Development and Predevelopment Guidelines](#)

Indigenous Predevelopment and Development

- Funding for predevelopment and development will no longer be available on a first-come, first-served basis as Eligible Projects will now be selected by peers and overseen by the ISO. Applicants are encouraged to review the new Evaluation Grid and new assessment process in the Program Guidelines.
- Development and predevelopment will no longer be separate programs and will instead be combined this year.
 - See section 5.2 (Evaluation Grid) in the [Indigenous Development and Predevelopment Guidelines](#)

Indigenous Production

- Applicants are encouraged to review the new Evaluation Grid for Production before submitting an application for CMF funding.
 - See section 5.2 (Evaluation Grid) of the [Indigenous Production Program Guidelines](#)
- Beginning in 2025-2026, the nature of the CMF Contribution in the Indigenous Program for Eligible Projects will change from an Equity Investment to a Non-Repayable Contribution when the level of the CMF's financing is above 40% of a Project's Eligible Costs up to the lesser of (i) the maximum 60% of the Project's Eligible Costs, or (ii) the maximum dollar amount per genre. Applicants are encouraged to check with their local tax credit authorities for any impact this change has on their Project financing.
 - See section 4.1 (Nature of Contribution) of the [Indigenous Production Program Guidelines](#)
- While Canadian Broadcasters may combine funds from their Broadcaster Envelope - English and French allocations with funding from the Indigenous Production Program in the same fiscal year, beginning in 2025-2026, this may only be done once an Eligible Project has received a positive confirmation of funding from the Indigenous Screen Office for the 2025-2026 Indigenous Production Program.
 - See section 4.3 of the [Indigenous Production Program Guidelines](#)

Changes applicable to the POV Program and the Program for Black and Racialized Communities Guidelines

Evaluation Grid

- Previously, points were awarded for “Innovation in form and production values” that only included the criterion of the appropriateness of the budget size in the Evaluation Grid.
- Now, additional elements have been added to this section that include an assessment of whether the Project is ready to commence production, and the risk that the Project will not be completed.
 - See section 5.1 (*Evaluation Grid*) of the [Black and Racialized Communities Guidelines](#) and [POV Program Guidelines](#)

Changes applicable to the Program for Black and Racialized Communities (“PBRC”)

Production

Additional Points for Eligible Projects in the Children & Youth Genre in Production

- Beginning in 2025-2026, Eligible Projects in the Children & Youth programming genre will receive an additional five (5) points.
 - See section 5.1 (*Evaluation Grid*) of the [PBRC Guidelines](#)

Eligible Triggering Commitment Threshold in Production

- Previously the Eligible Triggering Commitment Threshold was 10% of the Eligible Project’s Eligible Costs for all programming genres.
- Now, Eligible Applicants will benefit from a Threshold that is based on the lesser of:
 - 10% of the Project’s Eligible Costs, or
 - the Threshold amount for the applicable genre category, language market, and project type as set out in the Eligible Triggering Commitment Threshold Tables (see section 3B, subsection 3.2.1) of the [Broadcaster Envelope Program \(English and French\)](#).
 - See section 3.2.2 of the [PBRC Guidelines](#)

Development and Predevelopment

Previously,

- Eligible Applicants who received funding from PBRC in the previous year were ineligible to apply for Predevelopment.
- Eligible Applicants could apply with one Project in each of Predevelopment and Development per fiscal year.
- Each Canadian Broadcaster was limited to the number of Eligible Projects it could trigger, to a maximum of two (2) Projects in Predevelopment and five (5) Projects in Development.

Now,

- Eligible Applicants in the French market may apply for PBRC funding if they received funding in the previous year for Predevelopment. However, the existing rule still applies for English-language Eligible Projects.
- Eligible Applicants in the French market may apply with a total of two (2) Projects per fiscal year. However, the existing rule still applies for English-language Eligible Projects.

- Each Canadian Broadcaster is limited to the number of English-language Eligible Projects it can trigger, to a maximum of two (2) Projects in Predevelopment and **three** (3) Projects in Development.
- Each Canadian Broadcaster is limited to the number of French-language Eligible Projects it can trigger, to a maximum of **three** (3) Projects in Predevelopment and **no limit** in Development.
 - See Addendum A (Additional Program Requirements) [Development and Predevelopment Guidelines](#)

Changes applicable to the Broadcaster Envelope – English and French Program - Development

Maximum CMF Contribution in Development

- Previously, the Maximum Contribution the CMF provided to English & French non-regional Development-stage Eligible Projects (in all genres) was 50% of the Project's Eligible Costs, up to a total of \$200,000 for all combined development activities and phases.
- Now, the Maximum Contribution the CMF provides to English & French non-regional Development-stage Eligible Projects (in the Children & Youth genre only) will be 75% of the Project's Eligible Costs, up to a total of \$200,000 for all combined development activities and phases.
 - See subsection 4.2 of 4A of the [Broadcaster Envelope Program \(English and French\)](#)

Changes applicable to the Slate Development Pilot Program

Amount of the CMF Contribution

- Returning “Track Record Applicants” from previous years may be eligible for an additional amount of \$25,000, if the entire amount of the original Slate Development Allocation has been reimbursed by moving a project forward to production and provided there are funds still available.
 - See section 4.1 of the [Slate Development Pilot Program Guidelines](#)

Changes applicable to the Digital Creators Pilot Program (“DCPP”)

- Beginning in 2025-2026, the Minimum Engagement Thresholds for Eligible Applicants has been slightly reduced.
 - See section 3.1.2 of the [DCPP Program Guidelines](#) for more information.
- Beginning in 2025-2026, clarification has been provided on the intended length of Eligible Content.
 - See section 3.2 of the [DCPP Program Guidelines](#) for more information.