



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

SUMMARY OF CHANGES

2021-2022

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1. FLEXIBILITY MEASURES

Continuation of the majority of Flexibility Measures in 2021-2022

- Introduced in May 2020 as response to the COVID-19 pandemic, the CMF will continue the overwhelming majority of operational and policy flexibility measures made to its Programs and policies in 2021-2022.

A principal flexibility measure that **will not continue in 2021-2022** is basing Broadcasters' Performance Envelope allocations on a previous 2-year average.

Therefore, Broadcasters' 2022-2023 Performance Envelope allocations will be based on their performance in the 2021-2022 Performance Factors. The Performance Factors (and their Weights) applicable for the 2022-2023 calculations are described in the 2021-2022 Performance Envelope Manual.

- See *2021-2022 Flexibility Measures*

2. EQUITY, DIVERSITY AND INCLUSION

Beginning in 2021-2022, the CMF will implement a number of new policies that aim to increase the number of CMF-funded projects from Applicant companies that are owned and controlled by Indigenous peoples of Canada, Black people and people of colour.

These new policies will be implemented through the following 4-prong approach, with each strategy discussed in further detail under each applicable Program later in this document:

1. Introduction of a new **Performance Envelope Factor** that rewards Broadcasters that licence projects from production companies that are owned/controlled by members of a “Diverse Community” (defined as Indigenous peoples of Canada, Black people and people of colour).
2. Introduction of a new **“Pilot Program for Racialized Communities”** for projects from production companies that are owned and controlled by Black people and people of colour.
3. Introduction of **points in the Evaluation Grid** in the majority of selective Convergent and Experimental Stream Programs for projects from production companies that are owned/controlled by members of a “Diverse Community”.
4. Introduction of **Program budget carve-outs of at least 25%** for projects from production companies that are owned/controlled by members of a “Diverse Community” in the CMF Programs that provide funds for the early-stages of a project’s life cycle (Conceptualization Program, Predevelopment Program and Early-Stage Development Program).

3. EXPERIMENTAL STREAM

Changes applicable to the Innovation & Experimentation, Commercial Projects (C2P), Prototyping and Digital Linear Series Programs

Evaluation Grid – Points for Projects from members of Diverse Communities

- Previously, all Experimental Programs' respective Evaluation Grids awarded points on the following:
 - Under "Team", the experience, achievements, cohesion and complementarity of the studio and/or team in the evaluation of projects; and
 - Under "Parity", projects where at least 40% of the cumulative key Production and Creative positions were held by women.
- Now, the CMF will introduce a new "Diversity" criterion where Projects will be awarded 2 points if a member (or members) of a Diverse Community owns and controls at least 51% of the Applicant company and of all rights necessary to produce and exploit the Project.

"Diverse Community" will be defined as Indigenous peoples of Canada and members of racialized communities (with a more thorough definition in section 2.1.1 of each Program's Guidelines).

The Diversity criterion will be worth 2 points with 1 point taken from the Team criterion and 1 point taken from the Parity criterion.

- See *Evaluation Grids in Innovation & Experimentation, C2P, Prototyping and Digital Linear Series Program Guidelines*

Changes applicable to the Innovation & Experimentation and Commercial Projects (C2P) Programs

Limited Access to Marketing & Promotion Support – Discontinued

- As noted last year, the 2020-2021 Program year was the final year of "Limited Access to Marketing & Promotion" support for projects that received production funding in either the Innovation or Commercial Projects Programs before 2019-2020. As Eligible Projects have received funding for both production and marketing activities since 2019-2020, this limited funding will not be offered in 2021-2022 or going forward.

Changes applicable to the Conceptualization Program

Introduction of a Diverse Community Project Allocation

- Beginning in 2021-2022, at least 25% of the Conceptualization Program's budget will be exclusively reserved for Projects from Applicants that are owned and controlled (i.e., 51%) by members of a Diverse Community. "Diverse Community" will be defined as Indigenous peoples of Canada and members of racialized communities (with a more thorough definition in section 2.1.1 of the Conceptualization Program Guidelines).
 - See *Conceptualization Program Guidelines*

Changes applicable to the Experimental Stream – Digital Linear Series Program

Recoupment Policy

- Previously, the CMF allowed the Applicant to deduct reasonable, actual and verifiable expenses and fees from the Project's gross exploitation revenues and the CMF determined appropriate deductions on a case-by-case basis.
- Now, the CMF will rely on the parameters in place in the Convergent Stream's Standard Recoupment Policy in Appendix B to determine appropriate deductions.
 - *See the Digital Linear Series Program Guidelines – Recoupment Policy, section 2.2 and Chapter 6 – Standard Recoupment Policy – Convergent Stream, Appendix B.*

Changes applicable to the Accelerator Partnership Program (“A2P”)

Revised list of Approved Business Accelerators

- The list of business accelerators approved to provide acceleration services through this Program has been revised. Further, this list is no longer printed in the Guidelines, but accessible separately on the A2P page of the CMF's website. Eligibility of other business accelerators will be evaluated on a case-by-case basis.
 - *See the Accelerator Partnership Program Guidelines*

Changes made to Appendix B

Chapter 5 – Insurance Policy

- Previously, the CMF required an Applicant in the Experimental Stream to obtain the relevant insurance policies from an enumerated list during the Prototyping and Production stages of a Project.
- Now, the CMF is qualifying this previous language to note that the insurance policies and coverage obtained by the Applicant must be suitable and reflective of the level of risk generated by their Project. Further, upon review of the insurance policies and coverage obtained by an Applicant, the CMF reserves the right to require additional policies and coverage it deems suitable for the Project.
 - *See page 5-1 of Appendix B*

4. CONVERGENT STREAM

Changes applicable to the Performance Envelope Program

Introduction of the Diverse Community Production Licences Factor

- Beginning in 2021-2022, the CMF will introduce a sixth Performance Envelope Factor: the “Diverse Community Production Licences Factor”.

Credit for the Diverse Community Production Licences Factor will be based on Eligible Licence Fees for Eligible Projects from Applicants that are owned and controlled (i.e., 51%) by members of a Diverse Community. “Diverse Community” will be defined as Indigenous peoples of Canada and members of racialized communities (with a more thorough definition in section 2.1.1 of the Performance Envelope Program Guidelines).

The Diverse Community Production Licences Factor will have a Weight of 10% in both language-markets.

- See section E.8 of the Performance Envelope Manual

Shift some of the Weight allocated to the Total Hours Tuned and Original First Run Factors to the newly created Diverse Community Production Licences Factor

- Previously, in both the English- and French-language markets, the Total Hours Tuned Factor had a Weight of 40% and the Original First Run Factor had a Weight of 15%.
- Now, in both the English- and French-language markets, the Total Hours Tuned Factor will have a Weight of 35% and the Original First Run Factor will have a Weight of 10%.

As noted above, the 5% decrease in both of these PE Factors will be redistributed to the newly created Diverse Community Production Licences Factor.

- See section E.8 of the Performance Envelope Manual

Increase in Dollar and Project Maximum Amounts in “Alternative Access” to the Performance Envelope Program

- Previously, Eligible Broadcasters in the Alternative Access portion of the PE Program were allowed up to two applications or \$120,000 in total PE commitments in 2020-2021, whichever is less.
- Now, Eligible Broadcasters in the Alternative Access portion of the PE Program will be allowed up to three applications or \$150,000 in total PE commitments in 2021-2022.
 - See section E.1.1 of the Performance Envelope Manual

Changes to Diverse Languages Program, Francophone Minority Program, English POV Program

Evaluation Grid – Points for Projects from members Diverse Communities

- Previously, the three enumerated Programs’ respective Evaluation Grids awarded points to the following:
 - The track record and experience of both the Production and Creative Teams; and
 - Whether at least 40% of the cumulative key Production and Creative Team positions were held by women.
- Now, the CMF will introduce a new “Diversity” criterion where Projects will be awarded points if at least 51% of the Applicant company and copyright in the Project is held by a member (or members) of a Diverse Community.

“Diverse Community” will be defined as Indigenous peoples of Canada and members of racialized communities (with a more thorough definition in section 2.1.1 of each Program’s Guidelines).

The Diversity criterion will be worth 2 points with 1 point taken from the “track record/experience” criterion and 1 point taken from the “Women occupying at least 40% of key positions” criterion.

Introduction of the Pilot Program for Racialized Communities

- Beginning in 2021-2022, the CMF will introduce the Pilot Program for Racialized Communities. Key elements of the Program include:
 - \$10.5M Program budget, that will be divided on a 2/3 (English) to 1/3 (French) basis
 - Eligible Applicants to the Program are for-profit/taxable Canadian-owned and controlled companies. Further, 51% of the Applicant company (and copyright in the Eligible Project) must be owned and controlled by a member(s) of a “Racialized Community”, which is defined as Black people and people of colour (with a more thorough definition in section 2.1.1 of the Program’s Guidelines). Additionally, in cases where the Applicant company is comprised of multiple individual producers, an individual producer that is a member of a Racialized Community must have the largest amount of ownership and control of both the Applicant company and copyright in the Eligible Project.
 - 10% of the budget will be reserved for English- and French-language Predevelopment and Development Projects that will be supported on a first-come/first-served basis.
 - The rest of the Program’s budget will be dedicated to providing English- and French-language Production-stage support for Eligible Projects. Funding for this portion of the Program will be awarded through a selective process and with an independent jury made up of members of a Racialized Community. Projects will be selected based how well they perform according to the published criteria included in the Evaluation Grid in the Program’s Guidelines.
 - Eligible Applicants may apply to the Program without initially having an Eligible Licence Fee from a Canadian Broadcaster as long as they have a financing commitment from an Eligible Canadian Third-Party of 15% of the Project’s Eligible Costs. However, in order to ultimately receive Production funding from the Program, successful Eligible Applicants will have until January 7, 2022 to confirm an Eligible Licence Fee of 10% of the Project’s Eligible Costs from a Canadian Broadcaster (defined in section 2.1.1 of the Program’s Guidelines).
 - Eligible Projects must respect all general CMF Convergent Stream Program policies, including Essential Requirements, genre and convergence requirements.
 - The type of contribution and maximum amount awarded through this Program are as follows:
 - *Type:* The CMF will provide up to 40% of the Project’s Eligible Costs in the form of a licence fee top-up. Amounts in excess of this licence fee top-up amount will be in the form of an equity investment up to 20%, for a combined total maximum CMF contribution of 60% of Eligible Costs (licence fee top-up and equity investment combined).
 - *Maximum Amount:* The Maximum Contribution awarded through the Program shall be the lesser of 60% of the Eligible Project’s Eligible Costs or the following amounts (depending on the applicable genre):
 - Drama and Animation: \$750,000;
 - Documentary, Variety and Performing Arts and Children & Youth: \$550,000.

Changes applicable to the Indigenous Program

First Window Broadcast Requirement

- Previously, Projects funded through the Indigenous Program were required to have an Indigenous-Canadian language version of the Project as the first window broadcast by the Eligible Broadcaster that provided the largest portion of the Project's Eligible Licence Fee.
- Now, Projects funded through the Indigenous Program may have an English, French or an Indigenous-Canadian language version of the Project as the first window broadcast by the Eligible Broadcaster that provides the largest portion of the Eligible Licence Fee.

However, if the first window broadcast of the Project is in English or French, it is still a mandatory requirement for at least one Canadian Broadcaster in the Project's financial structure to license the Eligible Project's Indigenous-language rights and broadcast and/or make the Television Component available to be viewed on any broadcast and online platforms that Canadian Broadcaster owns, operates and controls, in an Indigenous-Canadian language during the licence term of the Project.

Evaluation Grid – Program Objectives

- Previously, in the “Program Objectives” assessment criterion in the Program's evaluation grid, the proportion of Indigenous language criterion was worth 7 points and the number of Indigenous personnel engaged on the Project and the degree of Indigenous ownership and financial, creative and distribution control on the project was worth 13 points. This portion of the Evaluation Grid was evaluated by the CMF's Program Administrator.
- Now, in the “Program Objectives” assessment criterion in the Program's evaluation grid, the proportion of Indigenous language criterion remains at 7 points and the degree of Indigenous creative, financial, ownership and distribution control will be worth 7 points. This portion of the Evaluation Grid will still be evaluated by the CMF's Program Administrator.

The 6 remaining points attributed to the number of Indigenous personnel will be re-allocated to the new “Producer Statement” assessment criterion, discussed below.

- See section 2.4 of the *Indigenous Program Guidelines*

Evaluation Grid – Producer Statement

- Beginning in 2021-2022, the CMF will introduce a new “Producer Statement” assessment criterion, worth 6 points, evaluated by the independent jury engaged in the Program's selection process. The Producer Statement will be evaluated on the following:
 - The Creative and Production teams' specific connection to the material and how well suited they are to tell this story;
 - The proportion of Indigenous peoples of Canada to non-Indigenous peoples of Canada intended to be hired on the Project (i) in general and (ii) specifically on the Creative and Production Teams;
 - The steps taken to ensure the respectful and authentic representation of Indigenous peoples onscreen;
 - If relevant, the steps the Production and Creative teams have undertaken (or plan to take) to build relationships with any Indigenous community impacted by this Project.

Changes applicable to the Early-Stage Development Program

Eligible Applicants

- Previously, any Writer that received 2019-2020 Early-Stage Development Program funding was ineligible to apply for 2020-2021.
- Now, the following Writers are ineligible for 2021-2022 Early-Stage Development Program funding:
 - Writers that received funding from the Early-Stage Development Program in 2020-2021;
 - OR**
 - Writers that received funding from the Early-Stage Development Program in 2019-2020 and have not submitted all of the required materials and documentation necessary to fulfill their Project's final cost milestone noted in their funding agreement with the CMF.
 - See section 3.1 of the *Early-Stage Development Program Guidelines*

Diverse Community Applicants

- Previously, at least 15% of the Early-Stage Development Program's budget (for both language-markets) was exclusively reserved for "Diversity of Voices" Applicants.
- Now, "Diversity of Voices" Applicants will be named "Diverse Community" Applicants and at least 25% of the Early-Stage Development Program's budget (for both language-markets) will be exclusively reserved for Diverse Community Applicants.

"Diverse Community" will be defined as Indigenous peoples of Canada and members of racialized communities (with a more thorough definition in section 2.1.1 of the *Early-Stage Development Program Guidelines*).

- See section 2.1.1 of the *Early-Stage Development Program Guidelines*

Changes applicable to the Predevelopment Program

Introduction of a Diverse Community Project Allocation

- Beginning in 2021-2022, at least 25% of the Predevelopment Program's budget will be exclusively reserved for Projects from Applicants that are owned and controlled (i.e., 51%) by members of a Diverse Community.

"Diverse Community" will be defined as Indigenous peoples of Canada and members of racialized communities (with a more thorough definition in section 2.1.1 of the *Predevelopment Program Guidelines*).

- See section 2.1.1 of the *Predevelopment Program Guidelines*

Changes applicable to the Export Program

Elimination of the Program

- Beginning in 2021-2022, the CMF will no longer offer the Export Program. Support for key Export Program activities like preparation of pitch material, sales market attendance and travel and accommodation costs related to procuring international partners will be included as Eligible Costs in CMF Development Programs and Predevelopment Program.