



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

SUMMARY OF CHANGES

2022-2023

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1. FLEXIBILITY MEASURES

Continuation of the Flexibility Measures in 2022-2023

- Introduced in May 2020 as response to the COVID-19 pandemic – with the majority of measures continued in the 2021-2022 Program year – the CMF will continue the 2021-2022 operational and policy flexibility measures for its Programs and policies in 2022 -2023.
 - *See 2022-2023 Flexibility Measures*

2. EQUITY, DIVERSITY AND INCLUSION

Expansion of “Diverse Community” definition

- After focusing on Indigenous Peoples to Canada and Racialized Communities in year 1 of its Equity and Inclusion Strategy, the CMF will expand its definition of “Diverse Community” and include the following groups 2022-2023:
 - 2SLGBTQ+; and
 - Persons with disabilities

Individuals who belong to these communities will now count for any CMF Program that has a “Diverse Community” initiative, specifically:

- The “Diverse Community Production Licences” Factor in the **Performance Envelope Program**;
- The newly introduced “Diverse Community Development Fee” Factor in the **Development Envelope Program**;
- Points in the Evaluation Grids of the **majority of selective Convergent and Experimental Stream Programs**; and
- Reserved portions of Program budgets for the **Conceptualization Program, Predevelopment Program and Early-Stage Development Program**.

The definition of “Diverse Community” will be contained in section 2.1.1 of each applicable Program’s Guidelines, with a more expansive definition contained in the CMF’s Appendix A reference document.

Of note, there will be changes to how “Diverse Community” projects are calculated in some Programs and these changes are discussed in greater detail later in this document.

Gender Balance initiatives

- Beginning in 2022-2023, the CMF will expand its gender balance initiatives to include “individuals that identify as women”. Individuals that meet this broadened definition will now count for any CMF Program that has a gender initiative, specifically:
 - The gender balance requirement in the **Performance Envelope Program**;
 - The gender balance requirement in the **Development Envelope Program**; and
 - Points in the Evaluation Grids of the **majority of selective Convergent and Experimental Stream Programs**.

Diverse Community and Gender - Emphasis on Paid Positions

- Beginning in 2022-2023, the CMF will emphasize that only paid positions will count towards the evaluation of positions for Diverse Community Gender Balance initiatives and the information provided in the Project’s budget will take precedence.

Introduction of Accessibility Support

- Beginning in 2022-2023, the CMF will introduce its Accessibility Support initiative which will offer financial assistance to individuals who identify as persons with disabilities in overcoming possible barriers during the application process to the CMF’s funding Programs.
 - *See the Accessibility Support Guidelines*

3. PERSONA-ID

Introduction of PERSONA-ID

- Beginning in 2022-20223, the CMF will formally roll-out PERSONA-ID, its new self-identification system that will measure and monitor the demographic representation and participation of all (i) individuals with ownership and control on projects seeking CMF funding and (ii) key personnel on projects seeking CMF funding
 - While participation in the PERSONA-ID process is voluntary, CMF Applicants and Broadcasters should note that **it will be a necessary step for all directors/shareholders and enumerated key personnel on any project funding application that seeks to benefit from or comply with a CMF Diverse Community or gender initiative**, specifically:
 - Designated Programs aimed at Indigenous Peoples to Canada and Racialized Communities;
 - Selective Program gender balance and Diverse Community evaluation grid points;
 - Performance/Development Envelope Program gender balance requirements and Diverse Community credit in Envelope allocations;
 - Reserved budgets for Diverse Community applications.

Specifically, CMF Applicants will no longer be asking any enumerated key personnel about how they identify. Instead, enumerated key personnel will be required to provide CMF Applicants with their PERSONA-ID number which will be included in each CMF Application.

In turn, the CMF and CMFPA will access each individual's PERSONA-ID number associated with a Project application and determine if the cumulative individual identities qualify the Project for a CMF Diverse Community or gender initiative.

- All detailed information gathered through PERSONA-ID will remain confidential. However, in keeping with the principle of transparency, the CMF will publish anonymous and aggregated data to give industry stakeholders a clear picture on the various communities accessing CMF funding.
- In addition to Projects with a Diverse Community or gender initiative, the CMF encourages all individuals working in key roles in Canada's audiovisual industries to sign up for a PERSONA-ID number. This will allow the CMF to have reliable data as it evolves its programs and policies.
- To learn more about PERSONA-ID, please visit the CMF's [PERSONA-ID page](#) on its website. Further, the CMF will be holding a separate and specific webcast on PERSONA-ID in April 2022.

4. EXPERIMENTAL STREAM

Changes applicable to all Experimental Stream Programs

Environmental Sustainability

- Beginning in 2022-2023, the CMF encourages all Applicants to implement more environmentally-sustainable practices and cleaner technologies – and reduce the use of unsustainable resources – in the creation and exploitation of their Projects.
 - See the *Miscellaneous Requirements* section of each Program's Guidelines

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

Evaluation Grid – Projects from members of Diverse Communities

- Previously, all Experimental Programs' respective Evaluation Grids awarded a project 2 points if a member (or members) of a Diverse Community owned and controlled at least 51% of the Applicant company and of all rights necessary to produce and exploit the Project.
- Now, all Experimental Programs' respective Evaluation Grids will award a project 2 points if at least 40% of the enumerated Eligible Positions are held by members of a Diverse Community. As noted above in section 2, "Diverse Community" will be expanded to also include (i) the 2SLGBTQ+ community and (ii) persons with disabilities.
 - See *Evaluation Grids in Innovation & Experimentation, C2P, Prototyping and Digital Linear Series Program Guidelines*

Changes applicable to the Conceptualization Program

Diverse Community Project – Reserved portion of budget

- Previously, at least 25% of the Conceptualization Program's budget was exclusively reserved for Projects where a member (or members) of a Diverse Community owned and controlled at least 51% of the Applicant company and of all rights necessary to produce and exploit the Project.
- Now, at least 25% of the Conceptualization Program's budget will be exclusively reserved for Projects where at least 40% of the enumerated Eligible Positions are held by members of a Diverse Community. As noted above in section 2, "Diverse Community" will be expanded in 2022-2023 to also include (i) the 2SLGBTQ+ community and (ii) persons with disabilities.
 - See *Conceptualization Program Guidelines*

Expand Eligibility

- Previously, Applicants were excluded from applying to the Program if they had previously received any funding from an interactive Experimental Stream Program.
- Now, the exclusion will only apply to Applicants who have received previous *production* funding from an interactive Experimental Stream Program and Applicants who previously received funding from the Conceptualization and/or Prototyping Programs are eligible to apply.

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. 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 – additional detail

- Beginning in 2022-2023, the CMF has updated its Experimental Stream Insurance Policy and provided more guidance on the type of insurance and coverage that Applicants will need to obtain for their Projects. Applicants are reminded that they need to select the most suitable insurance option that reflects the level of risk generated by their Projects.
 - See page 5-1 of *Appendix B*

Changes in Digital Media Reporting in the Experimental Stream

- Beginning in 2022-2023, the CMF will be updating its Digital Media Reporting requirements (i.e., audience reach and consumption metrics) for interactive projects in the Experimental Stream that receive production-stage funding. Potential Applicants to the Innovation & Experimentation and/or Commercial Projects Programs should review the new requirements in advance of submitting a 2022-2023 application.
 - See the CMF's [Digital Media Reporting](#) page on its website and contact DMreporting@cmf-fmc.ca with any questions.

5. CONVERGENT STREAM

Changes applicable to all Convergent Stream Programs

Environmental Sustainability

- Beginning in 2022-2023, 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.
 - *See the Miscellaneous Requirements section of each Program’s Guidelines*

Changes applicable to the Performance Envelope Program

Introduction of Children & Youth Animated Theatrically-released Feature Film Licence Fee Thresholds

- Beginning in 2022-2023, the CMF will introduce two separate Licence Fee Thresholds (one for the English- and one for the French-language market) for animated theatrically-released feature films in the Children & Youth Genre. In addition to provide a broadcast licence that meets the Licence Fee Threshold described below, Applicants will be required to provide a distribution agreement for the Canadian theatrical release of their project as part of their application:
 - **English:** 5% of Eligible Costs or \$230,000 per project, whichever is less;
 - **French:** 5% of Eligible Costs or \$150,000 per project, whichever is less.
 - *See section 3.2.TV.5.1 of the Performance Envelope Program Guidelines.*

Diverse Community Definition

- Beginning in 2022-2023, the CMF will emphasize that the Diverse Community member(s) of an Applicant company must (i) exercise full control of the creative, artistic, technical and financial aspects of the Television Component and (ii) has meaningfully participated in the Television Component’s development in order for their project to qualify as a Diverse Community Project in the Performance Envelope Program.
 - *See section 2.1.1 of the Performance Envelope Program Guidelines.*

Changes applicable to the Diverse Languages Program, Francophone Minority Program and POV Program

Evaluation Grid – Projects from members of Diverse Communities

- Previously, each Program’s respective Evaluation Grid awarded a project 2 points if a member (or members) of a Diverse Community owned and controlled at least 51% of the Applicant company and of all rights necessary to produce and exploit the Project.
- Now, each Program’s respective Evaluation Grid will award a project 2 points if at least 40% of the enumerated Production and Creative Teams are held by members of a Diverse Community. As noted above in section 2, “Diverse Community” will be expanded in 2022-2023 to also include (i) the 2SLGBTQ+ community and (ii) persons with disabilities.
 - *See Evaluation Grids in the Diverse Languages Program, Francophone Minority Program and POV Program*

Changes applicable to the Diverse Languages Program

Cap on number of submitted projects with same Broadcaster attached

- Beginning in 2022-2023, this Program will accept a maximum of 10 Projects with licence fees from the same Canadian Broadcaster.
 - See section 2.1 of the Diverse Languages Program Guidelines

Changes applicable to the Francophone Minority Program

Eligible Projects

- Previously, while either the screenwriter, or the director, of an Eligible Project had to reside outside Quebec, case-by-case exceptions could be made for a Quebec resident to co-direct or co-write the project with a non-Quebec writer or director if the Quebec resident's individual's contribution would demonstrably foster development of francophone talent outside Quebec.
- Now, the case-by-case exceptions will be narrowed and Quebec residents may only co-direct or co-write a project if the non-Quebec resident is an emerging writer or director.
 - See Section 3.2 of the Francophone Minority Program Guidelines

Changes applicable to the POV Program

Change in Program name

- Beginning in 2022-2023, the English POV Program will be renamed the POV Program.

Eligible Projects

- Previously, an Eligible Project in the POV Program had to be English-language, one-off Auteur Point of View/Creative Documentaries.
- Now, Eligible Projects in this Program will be expanded to also include French-language, one-off Auteur Point of View/Creative Documentaries.
 - See section 3.2 of the POV Program Guidelines

Changes applicable to the Indigenous Program and Pilot Program for Racialized Communities

Increase the Development/Predevelopment portion of the budget

- Previously, up to 10% of each Program's budget was reserved for Development and Predevelopment projects.
- Now, up to 15% of each Program's budget will be reserved for Development and Predevelopment projects.
 - See section 2.1.2 of each Program's Guidelines

Reduce the number of submitted Development and Predevelopment projects

- Previously, Applicants could submit up to 2 projects in Development and 2 projects in Predevelopment in each Program.
- Now, this number will be reduced and Applicants may only submit 1 project in Development and 1 project in Predevelopment in each Program.
 - See section 2.1.2 of each Program's Guidelines

Changes applicable to the Indigenous Program

Evaluation Grid – Producer Statement

- Previously, the Producer Statement section in the Evaluation Grid of each Program was 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 underrepresented community impacted by this Project.
- Now, 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 or explore this subject matter. And, if relevant, the steps the Teams have undertaken (or plan to take) to support or build relationships with the communities represented onscreen and which may be impacted directly or indirectly by the production or exploitation of the project.
 - See section 2.4 of the Indigenous Program Guidelines

Changes applicable to the Pilot Program for Racialized Communities (“PPRC”)

Cap on number of submitted projects with same Broadcaster attached

- Beginning in 2022-2023, the Development and Predevelopment portion of the PPRC's budget will accept a maximum of 10 applications with Development Fees and/or letters of interest from the same Canadian Broadcaster. For clarity, Broadcasters can commit Development Fees, letter of interest, or a combination of the two, but each Broadcaster will be capped at 10 total commitments
 - See section 2.1.2 of the PPRC Guidelines

Removal of Canadian Broadcaster Licence Fee Flexibility for Feature Films

- Previously, provided they had secured a minimum financing commitment from an arm's length Canadian third-party of 15% of the Project's Eligible Costs, the CMF allowed Applicants to apply to the Program with any Eligible Project that did not have attached Canadian Broadcaster.
- Now, the CMF will remove this flexibility for Feature Film projects and they will be required to have an Eligible Licence Fee that meets the Licence Fee Threshold from a Canadian Broadcaster at application.
 - See section 3.2.TV.6 of the PPRC Guidelines

Eligible Project

- Beginning in 2022-2023, a Project will only be eligible for production funding in the PPRC if 2 out of either the Producer, Screenwriter or Director positions are held by members of a Racialized Community. In the case of the Producer, this will be determined by the ownership and control of the Applicant production company. Finally, if the Project is episodic, this requirement will apply to every episode.
 - See section 3.2 of the PPRC Guidelines

Evaluation Grid – Producer Statement

- Previously, the Producer Statement section in the Evaluation Grid of each Program was 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 members of Racialized Communities to members of non-Racialized Communities 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 members of Racialized Communities onscreen;
 - If relevant, the steps the Production and Creative teams have undertaken (or plan to take) to build relationships with any underrepresented community impacted by this Project.
- Now, 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 or explore this subject matter. And, if relevant, the steps the Teams have undertaken (or plan to take) to support or build relationships with the communities represented onscreen and which may be impacted directly or indirectly by the production or exploitation of the project.
 - See section 2.4 of the PPRC Guidelines

Changes applicable to the Versioning Program

Cap on number of submitted projects

- Previously, Eligible Applicants could apply to the Program with a maximum of 10 applications.
- Now, Eligible Applicants may apply to the Program with a maximum of 5 applications.
 - See section 2.1 of the Versioning Program Guidelines

Changes applicable to the Development Program

Introduction of the Diverse Community Development Fee Factor

- Beginning in 2022-2023, the CMF will introduce a new Development Envelope Factor: the “Diverse Community Development Fee Factor”.

Credit for the Diverse Community Development Factor will mirror the approach in the Performance Envelope Program and will be based on Eligible Development Fees for Eligible Projects from Applicants that are owned and controlled (i.e., 51%) by members of a Diverse Community. As noted above in section 2, “Diverse Community” will be expanded in 2022-2023 to also include (i) the 2SLGBTQ+ community and (ii) persons with disabilities. Further, like the change in the Performance Envelope Program, a Diverse Community member(s) of an Applicant company must (i) exercise full control of the creative, artistic, technical and financial aspects of the Television Component and (ii) is meaningfully participating in the Television Component’s development in order for their project to qualify for this new development envelope factor under the Development Program.

The Diverse Community Development Fee Factor will have a Weight of 10% in both language-markets. The Historic Performance Factor Weight will decrease by 10% to accommodate this change.

- See the *Development Envelope Manual (published mid-April 2022)*.

Changes applicable to the Early-Stage Development Program

Eligible Applicants

- Last year, Writers were ineligible for 2021-2022 Early-Stage Development Program funding if:
 - they received funding from the Early-Stage Development Program in 2020-2021; or
 - they received funding from the Early-Stage Development Program in 2019-2020 and had 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.
- Now, Writers will be ineligible for 2022-2023 Early-Stage Development Program if:
 - they received funding from the Early-Stage Development Program in 2021-2022; or
 - they received funding from the Early-Stage Development Program prior to 2021-2022 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*

Changes applicable to the Predevelopment Program

Diverse Community Project – Reserved portion of budget

- Previously, at least 25% of the Predevelopment Program's budget was exclusively reserved for Projects where a member (or members) of a Diverse Community owned and controlled at least 51% of the Applicant company and of all rights necessary to produce and exploit the Project.
- Now, at least 25% of the Predevelopment Program's budget will be exclusively reserved for Projects where at least 40% of the enumerated Production and Creative Teams are held by members of a Diverse Community. As noted above in section 2, "Diverse Community" will be expanded in 2022-2023 to also include (i) the 2SLGBTQ+ community and (ii) persons with disabilities.
 - See section 2.1.1 of the *Predevelopment Program Guidelines*

Changes applicable to Appendix A

Sponsored Production

- Beginning in 2022-2023, 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".
 - See *Appendix A*