



**SUMMARY OF
CHANGES
2020-2021**

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1. GENDER INITIATIVES

Performance and Development Envelope Manuals – Gender requirement

- Previously, Broadcasters were required to direct 35% of their respective Performance and Development Envelope Allocations (as applicable) to Eligible Projects where, of all the enumerated cumulative Producer, Director and Writer positions on a TV Component, at least 40% of the total number of positions are held by women.
- Now, Broadcasters will be required to commit a minimum 50% of their Envelope allocations to such projects.
 - *See sections C.2.7 and D.2 of the Performance Envelope Manual*

2. EXPERIMENTAL STREAM

Changes applicable to all Experimental Stream Programs

Pathways & Protocols

- Beginning in 2020-2021, all Experimental Stream Program Applicants will be encouraged to respect the guiding principles and best practices set out in *On-Screen Protocols & Pathways: A Media Production Guide to Working with First Nations, Metis, and Inuit Communities, Cultures, Concepts & Stories*.
 - See *Miscellaneous Requirements* section of each Program's Guidelines

Eligible Costs – Gifts made to Indigenous Communities

- Beginning in 2020-2021, 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.
 - See section 2.3.2 of each Programs Guidelines

Eligible Applicants – Good Standing with Guilds and Unions

- Beginning in 2020-2021, all Experimental Stream Program Applicants will be required to be in good standing with all applicable unions and guilds.
 - See section 3.1 of each Program's Guidelines

Changes applicable to the Experimental Stream – Innovation & Experimentation, Commercial Projects (C2P) and Prototyping Programs

- Previously, the CMF included a Studio's "Historical success working with the CMF" as an assessment criterion in the Team section of the evaluation grids in the Innovation & Experimentation, Commercial Projects and Prototyping Programs.
- Now, the CMF will eliminate that assessment criterion in those Programs' respective evaluation grids.
 - See *C2P, Innovation & Experimentation and Prototyping Program Guidelines*

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

Limited Access to Marketing & Promotion support – Final Year

- The 2020-2021 Program year will be the final year of "Limited Access to Marketing & Promotion" support. For clarity, eligibility to this specific allocation is reserved for projects that received production funding in either the Innovation or Commercial Projects Programs before 2019-2020.
 - See section 4 of the *Innovation & Experimentation and C2P Guidelines*

Harmonize Program Budgets and Rounds of Funding

- Beginning in 2020-2021, the Innovation & Experimentation Program and Commercial Projects Program will have equal budgets and each have 2 rounds of funding.

Changes applicable to the Experimental Stream – Conceptualization Program

Introduction of a Regional Allocation in the “Conceptualization” Program

- Beginning in 2020-2021, 40% of the Conceptualization Program’s budget will be exclusively reserved for Projects that meet the definition of a ‘Regional Project’.
 - See *Conceptualization Program Guidelines*

Changes applicable to the Experimental Stream – Innovation & Experimentation Program

Change in Program Name

- Beginning in 2020-2021, in order to better reflect the Program’s objective of allowing Applicants to experiment with storytelling and technology (even if a path to monetization is not present), the Innovation Program will be renamed the Innovation & Experimentation Program.

Evaluation Grid changes

- Previously, despite placing emphasis on ‘innovation’-related assessment criteria, the Innovation & Experimentation Program’s evaluation grid still placed significant weight on a project’s financial viability and strategic positioning & marketing.
- Now, the evaluation grid will place a stronger focus and weight on both the Innovation, Creativity and Advancement and Team assessment criteria and lesser weight on the project’s Financial Viability and Strategic Positioning & Marketing assessment criteria.
 - See *section 2.4 of the Innovation & Experimentation Program Guidelines*

Recoupment Policy

- Previously, the Innovation & Experimentation Program had a recoupment policy where Applicants were allowed to deduct a range of fees, commissions and enhancement costs before the CMF could begin to recoup its investment.
- Now, the simplified Innovation & Experimentation recoupment policy will mirror the recoupment policy in C2P and enable the CMF to directly access 15% of all revenues generated by the exploitation of the Project before any commissions, fees, costs, or expenses of any type are deducted.
 - See *Appendix A to the Innovation & Experimentation Program Guidelines, section 2.1*

Changes applicable to the Experimental Stream – Digital Linear Series Program

Change in Program name

- Beginning in 2020-2021, the Web Series Program will be renamed the Digital Linear Series Program.

Recoupment Policy

- Previously, the CMF recouped its investment from revenue generated by the exploitation of the Project in a manner no less favourable than *pro rata* on the total Eligible Costs of the Project.
- Now, if an Eligible Distributor provides a distribution advance for the Project, the Distributor shall exclusively recoup its distribution advance prior to the CMF and other financial participants’ recoupment in the Project.
 - See *Appendix A to the Digital Linear Series Program Guidelines, section 2.2*

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 paragraph 4 of the Accelerator Partnership Program Guidelines*

3. CONVERGENT STREAM

Changes applicable to all Convergent Stream Programs

Pathways & Protocols

- Beginning in 2020-2021, all Convergent Stream Program Applicants will be encouraged to respect the guiding principles and best practices set out in *On-Screen Protocols & Pathways: A Media Production Guide to Working with First Nations, Metis, and Inuit Communities, Cultures, Concepts & Stories*.
 - See section 3.2.TV.4 of each Program's Guidelines

Eligible Costs – Gifts made to Indigenous Communities

- Beginning in 2020-2021, 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.
 - See section 2.3.2 of each Program's Guidelines

Good Standing with Guilds and Unions

- Beginning in 2020-2021, all Convergent Stream Program Applicants will be required to be in good standing with all applicable unions and guilds.
 - See section 3.1 of each Program's Guidelines

Changes applicable to the Performance Envelope Program

- Previously, Canadian Broadcasters in the Performance Envelope Program were allowed to provide a maximum CMF contribution of 49% of a Project's Eligible Costs (up to 20% licence fee top-up, with the remaining 29% in the form of equity investment).
- Now, on a pilot basis, educational Canadian Broadcasters in both language markets (Knowledge Network, Télé-Québec, TFO and TVO) will be permitted to provide a maximum CMF contribution of 60% of a Project's Eligible Costs (up to 20% licence fee top-up, with the remaining 40% in the form of equity investment). For clarity, this allowance will not be available in situations where educational Canadian Broadcasters co-licence a project with non-educational Canadian Broadcasters.
 - See section 2.3.1 of the Performance Envelope Program Guidelines

Changes applicable to the Indigenous Program

Change in Program Name

- Beginning in 2020-2021, the Aboriginal Program will be renamed the Indigenous Program.

Eligible Applicant

- Previously, an Indigenous producer (or multiple producers) were required to own at least 51% of the Applicant company and copyright in the Project.
- Now, in cases where multiple Indigenous producers are involved in making up that minimum 51%, no individual Indigenous producer shall own less than 15% of the Applicant company and copyright in the Eligible Project.
 - See section 3.1 of the Indigenous Program Guidelines

Eligible Applicant and Eligible Project

- Previously, the Eligible Applicant was required to exercise all creative, executive, financial, and technical control of the Eligible Project.
- Now, the Indigenous producer(s) is required to:
 - exercise full creative, executive, artistic, distribution, technical and financial control of the Project,
 - meaningfully participate in the Project's development, and
 - retain a financial interest in the Project that is proportional to their ownership.
 - See section 3.1 and 3.2.TV.3 of the Indigenous Program Guidelines

Eligible Project

- Beginning in 2020-2021, a Project will only be eligible for production funding in the Indigenous Program if 2 out of either the Screenwriter, Director or Producer positions are held by an Indigenous person.
 - See section 3.2 of the Indigenous Program Guidelines

Evaluation Grid

- Previously, in the "Program Objectives" assessment criterion in the Program's evaluation grid, the proportion of Indigenous language in the original production was worth 10 points and the number of Indigenous persons in key positions & degree of Indigenous creative, financial, ownership and distribution control was worth 10 points.
- Now, the proportion of Indigenous language criterion will be worth 7 points and the Indigenous personnel and control criterion will be worth 13 points.
 - See section 2.4 of the Indigenous Program Guidelines

Changes applicable to the Development Program

Introduction of "Alternative Access" to the Development Envelope Program

- Beginning in 2020-2021, the minimum Development Envelope Allocation will be \$20,000 and Broadcasters that have not generated a Development Envelope Allocation are eligible for Alternative Access to the Development Envelope Program.

Eligible Broadcasters may utilize this Alternative Access via the appropriate English or French Envelope on a first-come, first-served basis, by providing a Development Fee and a BAF with a Development Envelope commitment to an Eligible Project, until the entire Alternative Access budget is spent. Eligible Broadcasters are limited to \$20,000 in total Development Envelope commitments in 2020-2021.

- See the *Development Envelope Manual*

Changes applicable to the Early-Stage Development Program

Eligible Applicants

- Previously, the Early-Stage Development Program had two access points: one for Writers and one for Producers.
- Now, the Early-Stage Development Program will only fund Writers and Producers will be eligible to apply through the re-introduced Predevelopment Program (discussed below).
 - See section 3.1 of the *Early-Stage Development Program Guidelines*
- Beginning in 2020-2021, any Writer that received 2019-2020 Early-Stage Development Program funding will be ineligible to apply for 2020-2021.
 - See section 3.1 of the *Early-Stage Development Program Guidelines*

- Previously, Eligible Writer Applicants were required to have at least 10 produced hours in one of the CMF’s eligible genres and broadcast by a CMF-eligible Canadian Broadcaster.
- Now,
 - While the 10-hour threshold will remain, at least 2 of those hours must have been originally broadcast no earlier than January 1, 2016;
 - While the 10-hour threshold must all be in the same genre as the project in which the Applicant is seeking funding, Drama and Children & Youth projects may be combined to count together for the hours threshold.
 - See section 3.1 of the *Early-Stage Development Program Guidelines*

Selective Program

- Previously, the Early-Stage Development Program awarded funding to Applicants on a first-come/first-served basis.
- Now, Applicants will be awarded funding through a selective process. Applicants will be required to submit a pitch document in their application which will be evaluated by an independent jury.
 - See section 2.4 of the *Early-Stage Development Program Guidelines*

Diversity of Voices Applicants

- Beginning in 2020-2021, 15% of the Early-Stage Development Program’s budget will be exclusively reserved for “Diversity of Voices” Applicants. These Applicants are individuals who are either Indigenous or Visible Minorities (as defined under the *Employment Equity Act*) and they will have separate eligibility requirements:
 - Eligible Applicants must have at least 5 credits (regardless of duration) of produced written work in any of the CMF’s supported genres that has been broadcast or made available on a CMF-eligible Canadian Broadcaster.
 - See section 2.1.1 of the *Early-Stage Development Program Guidelines*

Changes applicable to the Predevelopment Program

Re-introduction to the Predevelopment Program

- Beginning in 2020-2021, the CMF will re-introduce its Predevelopment Program:
 - Eligible Applicants will be producers with both a writing agreement with a writer for a Project that meets the CMF’s definition of an Eligible Project and a letter of interest from either an eligible Canadian Broadcaster or participating Provincial Agency;
 - Funding will be available on a first-come/first-served basis;
 - Eligible Applicants may apply with a maximum of 1 project and triggering entities may provide a letter of interest to a maximum of 2 Projects;
 - Eligible Costs will primarily be devoted to early-stage creative materials;
 - 40% of the Program will be exclusively reserved for regional projects.
 - See *Predevelopment Program Guidelines*