



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

TARGETED DEVELOPMENT FUNDING GUIDELINES 2023-2024

Please be advised, in response to the disruption in Canada's screen-based industries caused by the COVID-19 pandemic, there may be specific exceptions to the following Guidelines found in the [COVID-19 Flexibility Measures to CMF Programs - 2023-2024](#).

Please refer to that separate document to determine if there is any flexibility to the requirements, contribution amounts and policies listed herein.

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1. GENERAL INFORMATION

Interpretation, Application, Disclaimer, and other Important Information

These Guidelines are for the information and convenience of Applicants (as defined in section 3.1) to the Canada Media Fund (CMF). They provide an overview of the objectives of the CMF, the manner in which the CMF is administered, and information on typical administrative practices of the CMF. Compliance with these Guidelines is a prerequisite to eligibility for any CMF funding.

The CMF has full discretion in the administration of its Programs and in the application of these Guidelines to ensure funding is provided to those Projects that contribute to the fulfillment of its mandate. In all questions of interpretation of its Programs, Guidelines, Agreements and whether Applicants and/or Projects meet the spirit and intent of any CMF policy, the CMF interpretation shall prevail.

All Applicants and broadcasters (where relevant) must abide by the Accounting and Reporting Requirements (ARR) of the CMF and follow applicable business policies as created and amended from time to time. Business policies, including the ARR, may be found in Appendix B of these Guidelines and are also available from the CMF website at www.cmf-fmc.ca. Information included in Appendices A and B is an integral part of these Guidelines.

Projects that receive CMF funding in a given year are subject to the Guidelines and CMF policies in effect for that fiscal year. To be clear, changes to CMF Guidelines and/or policies made in a subsequent fiscal year will not apply retroactively, unless specifically stated. The CMF fiscal year is April 1 to March 31.

Please note: These Guidelines may be changed or modified as required, without notice. Please consult the CMF website at www.cmf-fmc.ca for the latest Guideline news and documentation.

Provision of Documentation

It is the responsibility of the Applicant to ensure that the CMF receives all relevant documentation, and to update such documentation and information after a material change. The CMF may request other documentation and information to conduct an assessment and evaluation of the Project and, once assessed, to complete CMF file reviews. For the purposes of Project assessment and evaluation, the CMF reserves the right to rely solely on the written and audiovisual materials initially submitted by the Applicant.

Failure to Comply

If an Applicant fails to comply with these Guidelines, as determined by the CMF, then the CMF may refuse the application, revoke the eligibility status of the Applicant's Project and may demand repayment of any sums paid to the Applicant.

Misrepresentation

If, at any time, an Applicant, as required by the Guidelines or as requested by the CMF, provides false information or omits material information in connection with an application, the Applicant may suffer serious consequences. These may include, among other outcomes:

- Loss of eligibility for funding of the current Project;
- Loss of eligibility for funding of future Projects;
- Repayment of any funds already advanced, with interest; and/or
- Criminal prosecution, in the case of fraud.

These measures may be imposed not only on the Applicant but also on related, associated and affiliated companies and individuals (as determined by the CMF at its sole discretion). Any Applicant receiving approval for funding will be required to sign a legally enforceable agreement, which includes further provisions concerning misrepresentations, defaults, and related matters.

PERSONA-ID self-identification information

The PERSONA-ID self-identification allows individuals to disclose their demographic information directly and securely to the Canada Media Fund (CMF).

The CMF shall rely solely on the self-identification information associated with each individual's PERSONA-ID number to determine (as applicable) eligibility for Programs, exclusive reserved portions of Program budgets, Performance and Development Envelope credit, Evaluation Grid points and/or for statistical and analytical purposes.

All PERSONA-ID self-identification information in connection with the Project is provided in accordance with the [PERSONA-ID Terms of Use & Privacy](#).

For more information about PERSONA-ID, please visit the [CMF's PERSONA-ID page](#).

2. HOW TARGETED DEVELOPMENT FUNDING WORKS

HOW TO READ THESE GUIDELINES

Projects in the Convergent Stream may involve both a Television Component and one or more Digital Media Components. The eligibility and technical requirements for these two Components may be very different. In these Guidelines, sections dealing with requirements for the Television Component use “.TV” in their section number, and sections dealing with requirements for the Digital Media Component use “.DM”. Sections dealing with requirements for the entire convergent project – i.e., the Television Component and, where applicable, the Digital Media Component – simply use a section number without “.TV” or “.DM”.

2.1 INTRODUCTION

The CMF’s Targeted Development Funding Programs, which form part of the CMF’s Convergent Stream, allocates funding to Eligible Projects (e.g., either a TV Component or a combined TV and DM Component) at the development stage.

For clarity, in cases where the Applicant is applying with both a TV and DM Component(s), both Components will be submitted through one (1) single application budget.

While the respective budgets, applicable rules and deadlines will remain distinct, beginning in 2023-2024, the CMF will consolidate the following into this one (1) set of Guidelines:

- i) the Pilot Program for Racialized Communities Development allocation (“Racialized Community Development”),
- ii) the Indigenous Development allocation (“Indigenous Development”),
- iii) the Francophone Minority Development allocation,
- iv) the Quebec French Regional Development allocation, and
- v) the Northern Incentive Development allocation, (collectively, “Targeted Development Funding”).

Eligible Projects are awarded funding on a first-come, first-served basis until resources for the applicable Program are depleted or until the applicable Program Closing Date, whichever comes first. In the event that a large number of Projects are submitted on the same date, creating oversubscription, the CMF may distribute funding to those Projects deemed eligible on a proportional (pro-rated) basis, designate how many submitted Projects (per applicant) will receive funding, or elect to distribute funding in some other equitable manner, to be determined in the CMF’s sole discretion.

Up to 15% of funds available for Indigenous Development, Racialized Community Development, Francophone Minority Development and Quebec French Regional Development may be allocated to Affiliated Programming and In-house Programming (defined in section 2.1.1 below). There is no Affiliated Programming/In-house Programming cap for Northern Development.

2.1.1 Definitions Applicable to Targeted Development Funding: Canadian Broadcaster, Broadcaster-Affiliated Programming, In-house Programming, Eligible Applicant – Racialized Community Development, Eligible Applicant – Indigenous Development, Eligible Applicant – Francophone Minority Development, Regional Development Applicant

Canadian Broadcaster

Any of the following will be considered a “Canadian Broadcaster”:

- a. A Canadian programming undertaking, public or private, licensed to operate by the Canadian Radio-television and Telecommunications Commission (CRTC)¹;
- b. An online service² owned, controlled and operated by a Canadian CRTC-licensed programming undertaking;
- c. An online service³ owned, controlled and operated by a Canadian broadcasting distribution undertaking (“**BDU**”), licensed to operate by the CRTC; and
- d. CRTC-licensed VOD services.

Broadcaster-Affiliated Programming

A broadcaster-affiliated production company is an Applicant, as defined in section 3.1(1), that is affiliated with a Canadian broadcaster (the CMF uses the definition of “Affiliate” set out in the Canada Business Corporations Act). Affiliated Programming covers Projects produced by a broadcaster-affiliated production company and licensed by its affiliated broadcaster(s).

In-house Programming

In-house Programming comprises Projects produced and owned by a Canadian broadcaster.

Eligible Applicant – Racialized Community Development

An Eligible Applicant to Racialized Community Development must meet the following criteria:

- a) Final control in all matters relating to the Applicant company⁴ and the Project and at least 51% of the Applicant company’s ownership and of the Project’s copyright are retained by an individual producer (or multiple producers) that is a member of a Racialized Community (as defined in [Appendix A](#)) (“**Racialized Owner**”).

For clarity, in cases where the Applicant company is comprised of multiple individual producers, the Racialized Owner must have final control and the largest amount of ownership of both the Applicant company and copyright in the Eligible Project.

- b) The Racialized Owner exercises full creative, executive, artistic, technical and financial control of the Eligible Project.
- c) The Racialized Owner initiates and continues to meaningfully participate in the Project’s development,

For clarity, where the final control and central decision makers in both the Applicant company and the Project are not with the Racialized Owner(s) from the Applicant company, the Application will not be considered eligible for funding in the Racialized Community Development Program. The CMF reserves the right to request additional documentation (including by-laws and articles of incorporation) to ensure the ownership and control provisions are met.

¹This includes exempt broadcasters regulated by the CRTC via *Broadcasting Order CRTC 2015-88*.

²This includes services accessed via a set-top box.

³This includes services accessed via a set-top box.

⁴Including the Applicant company’s Board of Directors.

Eligible Applicant – Indigenous Development

An Eligible Applicant to Indigenous Development must meet the following criteria:

- a) Final control in all matters relating to the Applicant company⁵ and the Project, and at least 51% of the Applicant company's ownership and of the Project's copyright are retained by an individual producer (or multiple producers) that is a First Nations, Inuit or Métis person ("**Indigenous Owner**").

For clarity, in addition to the Indigenous Owner(s) having final control and meeting this 51% ownership threshold, where an Applicant company is not 100% owned and controlled by an Indigenous Owner(s), no single Indigenous Owner shall own and control less than 15% of both the Applicant company and copyright in the Eligible Project.

- b) The Indigenous Owner exercises full creative, executive, artistic, technical and financial control of the Eligible Project.
- c) The Indigenous Owner initiates and continues to meaningfully participate in the project's development,

For clarity, where the final control and central decision makers in both the Applicant company and the Project are not with the Indigenous Owner(s) from the Applicant company, the Application will not be considered eligible for funding in the Indigenous Development Program. The CMF reserves the right to request additional documentation (including by-laws and articles of incorporation) to ensure the ownership and control provisions are met.

Eligible Applicant – Francophone Minority Development

An Eligible Applicant to Francophone Minority Development must meet the following criteria:

- a) Must operate and have its head office outside the province of Quebec for at least three (3) years (unless the company is an emerging one) and with all of its shareholders residing outside the province of Quebec for at least three (3) years prior to the date the CMF funding application is submitted.
- b) Must use French as the original language of production for the majority of its development and production slate.
- c) Must initiate and meaningfully participate in the Eligible Project's development. Furthermore, the Applicant must exercise full control of the creative, artistic, technical and financial aspects of the project and hold all copyrights to the Eligible Project.
- d) Must hold all copyrights to the Project on a permanent basis and retain an ongoing financial interest in the Eligible Project.

In the case of coproductions with a company not eligible for the Francophone Minority Development, the eligible Applicant must have initiated and meaningfully participated in the Eligible Project's development and must own at least 51% of the Project's copyright. The amount of the CMF contribution will be calculated on the portion of the Eligible Costs associated with the Eligible Applicant.

⁵Including the Applicant company's Board of Directors.

*Regional Development Applicant*⁶

A Regional Development Applicant:

- a) Is based in the region with its head office in the region.
- b) The regional Applicant initiates and continues to meaningfully participate in the Project's development, retaining at least 51% ownership of the copyright interest in the Project.

For the purposes of this definition, "region" or "regional" is defined as any part of Canada more than 150 km by the shortest reasonable roadway route from:

- Toronto for English Projects
- Montreal for French Projects

2.2 NATURE OF FUNDING CONTRIBUTION

Successful Applicants to all Targeted Development Funding receive non-interest-bearing advances. 100% of the Eligible Project's advance must be repaid on or before the earliest applicable event of repayment as described here:

- i) The first day of official preparation for principal photography of the Television Component (regardless of the platform for which it is produced) or upon other use of the Creative Materials/ script
- or
- ii) The transfer, sale, assignment, or other disposition of the Creative Materials/ script.

2.3 AMOUNT OF CONTRIBUTION

2.3.1 CMF CONTRIBUTION

The Maximum Contribution by the CMF to an Eligible Project in a Targeted Development Funding Program is outlined in Schedule A below.

The Canadian Broadcaster's entire Development Fee and any other confirmed sources of development financing must be included within the financial structure prior to confirmation of the CMF contribution amount, up to the Maximum Contribution level.

For clarity, the Maximum Contribution Amount will be calculated on the project's combined Eligible Costs (e.g., both Television and Digital Media Components) and will be submitted through one single application budget.

2.3.2 ELIGIBLE COSTS

In Targeted Development Funding Programs, only Canadian costs are Eligible Costs. All Eligible Costs in applicable development Programs are costs set out in the development budget of the Eligible Project or the final cost report as applicable (including both related-party and non-related-party costs) – plus costs the CMF considers necessary⁷ and minus

⁶For Quebec French Regional Development and Northern Regional Development Applicants, additional specific qualifications are outlined in Schedule A below.

⁷While gifts to the public are ineligible as marketing expenses, 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.

costs the CMF considers excessive, inflated or unreasonable. Assessment of a Project's Eligible Costs is at the CMF's sole discretion. The CMF estimates Eligible Costs at the time of application, based on budgets for the Project.

Costs incurred more than 12 months prior to the Applicant entering into an eligible development agreement* are not Eligible Costs, with the exception of the option or acquisition of rights and the expenses associated with acquiring those rights, as long as they are not paid to a person with ownership interest.

**Note: An eligible development agreement is the current, legally binding agreement between the Applicant and a Canadian broadcaster that triggers the CMF development funding sought by the application, and includes, where applicable, a Development Fee that meets the applicable Development Fee Threshold.*

See sections 2.3.2.TV.1 and 2.3.2.DM.1 for information on Eligible Costs.

Additional CMF business policies relating to Eligible Costs are in [Appendix B](#).

2.3.3 Related-Party Transactions

All related-party fees, related-party allowances and any other related-party transactions must be:

- Disclosed to the CMF
- In accordance with the current [CMF Accounting and Reporting Requirements](#).

2.3.3.TV.1 Eligible Costs in Television Development

The CMF supports scriptwriting and other activities normally associated with television project development.

Depending on the development activity, allowable Eligible Costs shall be the following:

- Creation of pitch material including short non-broadcast demos;
- Predevelopment costs;
- Research;
- Option fees paid to an unrelated party, or acquisition of rights fees;
- Scriptwriting (1st draft scripts, polish, bible, etc.);
- Script workshops;
- Development of production budget and financing;
- Audience research;
- Focus groups;
- Travel and accommodation costs related to procuring international pre-sales;
- Sales market attendance;
- Producer fees and corporate overhead (subject to the [Producer Fees and Corporate Overhead Policy](#));
- Accounting fees (if review engagement is required as per the [Accounting and Reporting Requirements](#));
- Arms-length legal costs;
- Third-party preparation of the Production budget breakdown;
- Eligible Costs of the Digital Media Component (set out in 2.3.2.DM.1 below);
- Reasonable costs related to environmentally-sustainable activities, practices and personnel connected to the project.

The following preproduction costs will also be considered Eligible Costs for returning series. These costs must not exceed 10% of the Project's total development costs:

- Cast retention;
- Set retention; and/or
- Showrunner fees.

Please note, the CMF development budget template outlines specific allowable costs.

For clarity, Maximum Contribution Amounts and the Development Fee Threshold will be calculated on the project's combined Eligible Costs (e.g., both Television and Digital Media Components) and will be submitted through one single application budget.

2.3.3.DM.1 Eligible Costs in Digital Media Development

The CMF supports activities related to the development of digital media content associated with the Television Component of the project. Depending on the project, allowable Eligible Costs shall be the following:

- Research
- Arms-length legal costs
- Accounting fees (if Review Engagement is required as per the [CMF Accounting and Reporting Requirements](#))
- Third-party preparation of the Production budget breakdown
- Development of production budget and financing
- Technology and content design
- Market research
- Prototype development and/or
- Detailed production planning

For clarity, Maximum Contribution Amounts and the Development Fee Threshold will be calculated on the project's combined Eligible Costs (e.g., both Television and Digital Media Components) and will be submitted through one single application budget.

3. ELIGIBILITY FOR FUNDING

3.1 ELIGIBLE APPLICANTS

In addition to any further requirements/qualifications noted in Schedule A below, an Eligible Applicant to the CMF is either a for-profit (i.e., a taxable Canadian corporation, within the meaning of Canada's *Income Tax Act*) production company or Canadian Broadcaster (defined in section 2.1.1 above) that:

- a) Is Canadian-controlled as determined in sections 26 to 28 of the *Investment Canada Act*.
- b) Has its head office in Canada.
- c) Is in good standing with all applicable talent and industry associations and guilds.
- d) Has affirmed and attested that the Project submitted for funding complies with the [CMF's Narrative Positioning Policy](#).

AND

- e) All individuals that own and control the Applicant company/Applicant Canadian Broadcaster have registered for a PERSONA-ID account(s) and have provided this account number as part of their Application.

Applicants who are unincorporated, but meet all other requirements above, may apply for development financing if they have never received CMF funding before. Applicants, however, will be required to incorporate prior to signing a Development Financing Agreement with the CMF.

Note: For the purposes of these Guidelines, the term Applicant includes all co-applicants, and/or all Related Parties (defined in [Appendix B](#)), associated, affiliated or parent companies and/or individuals (as determined by the CMF at its sole discretion), as applicable.

3.2 ELIGIBLE PROJECTS

An Eligible Project for a Targeted Development Funding Program is defined as either (a) a TV Component or (b) TV and DM Component(s) that meets all applicable section 3.2 criteria and subsections (**and any additional information in Schedule A below**). The CMF recognizes that Projects at the development stage are necessarily nascent, evolving works that may not strictly comply at application with all requirements of section 3.2 and its subsections. As such, TV Components must be reasonably intended to comply with the three Essential Requirements (see section 3.2.TV.1), as appropriate to each category of production and programming genre, as set out in [Appendix A](#), plus all other requirements of sections 3.2.TV.1 through 3.2.TV.4. DM Components must be reasonably intended to comply with the requirements of sections 3.2.DM.1 through 3.2.DM.4 as may be applicable to development. The CMF shall solely determine whether a development project is reasonably intended to comply with these sections.

Eligibility for Targeted Development Funding does not guarantee Applicant or Project eligibility for further CMF development or production funding.

3.2.TV The Television Component

A Television Component of an Eligible Project must be linear audiovisual content that meets the following requirements:

- the CMF's Essential Requirements;
- the CMF's Genre requirements (as set out in [Appendix A](#));
- ownership and control requirements;
- miscellaneous requirements; and
- be in exchange for Eligible Development Fees which meet the applicable Development Fee Threshold.

The Television Component of an Eligible Project must be developed as a Canadian production or intended as an audiovisual treaty coproduction. A Canadian scriptwriter must be involved in all stages of development. For Television Components meant for Canadian audiovisual treaty coproductions, the active creative contribution of a Canadian scriptwriter is required.

The Applicant must have acquired all rights and options to the Television Component, exclusive for at least 24 months from the Application for funding in this Program, which are necessary for the adaptation of the original work or concept, the scriptwriting, the production and worldwide distribution (with appropriate case-by-case exceptions for a purchased format).

3.2.TV.1 Essential Requirements

A production must meet the Essential Requirements listed here. For a series, the Essential Requirements apply to every episode of the cycle, even if all episodes are not submitted for CMF funding. The CMF solely decides whether or not a project meets the Essential Requirements and its interpretation shall prevail.

- 1) The TV Component will be certified⁸ by the Canadian Audio-Visual Certification Office (CAVCO) and has achieved 10/10 points (or the maximum number of points appropriate), as determined by the CMF using the CAVCO scale.
- 2) Underlying rights are owned, and significantly and meaningfully developed, by Canadians.
- 3) The TV Component is shot and set primarily in Canada.

Further details on these Essential Requirements and permissible genre-specific exceptions are in [Appendix A](#) of these Guidelines. This Appendix includes other important information and is an integral part of these Guidelines.

3.2.TV.1.1 Audiovisual Treaty Coproductions

With respect to the CMF eligibility of audiovisual treaty coproductions, these Essential Requirements shall be interpreted so as to treat the coproduction partner as “Canadian.”

Accordingly, the term “Canadians” in Essential Requirement 2, and the term “Canada” in Essential Requirement 3 include the coproduction country. The 10/10 points referenced in Essential Requirement 1 must be attained by citizens of Canada or the coproducing country.

The CMF recognizes that Projects at the development stage are necessarily nascent, evolving works that may be unable to strictly comply at application with all of the requirements of Section 3.2.TV.1. As such, TV Components must be reasonably intended to comply with the Essential Requirements, as appropriate to each category of production and programming genre, as set out in [Appendix A](#), plus all other eligibility requirements that may be applicable to development and, in the CMF’s discretion, comply with the spirit and intent of the Guidelines.

For information on audiovisual treaty coproduction between Canada and other territories, please see [Telefilm Canada’s treaty coproduction guidelines](#).

3.2.TV.2 Genres of Programming

The CMF supports the following genres: drama, documentary, children’s and youth programming, and variety and performing arts. The CMF defines each in [Appendix A](#) of these Guidelines.

The following is a non-exhaustive list of genres and programming formats that are not eligible to apply to the CMF: sponsored productions⁹, sports, news, game shows, current affairs, public affairs, lifestyle productions, “how-to”

⁸Exceptions may be granted by the CMF for exempt broadcasters regulated by the CRTC via Broadcasting Order CRTC 2015-88.

⁹ 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”.

productions, reality television, instructional television, infomercials, music videos, formal or curriculum-based educational programs, foreign format buys without significant Canadian adaptation and creative contribution, magazine productions, talk shows, “talkshows culturels,” non-cultural galas and award shows¹⁰, reporting and current events, religious programs, fundraising productions, benefits, tributes, promotional productions, pep rallies, travelogues and interstitials.

Note: Some flexibility exists for children’s and youth programming. See [Appendix A](#) for more information.

3.2.TV.3 Canadian Ownership and Control

The Television Component must meet these criteria:

- a) It is under Canadian ownership and Canadian executive and creative control.
- b) It is under the financial control of Canadian citizens or permanent residents.
- c) It is, and has been, controlled creatively and financially by a Canadian production company during all stages of development.
- d) Generally, no more than 49% of the development financing is provided by a single non-Canadian entity, person or related entity. Interim lending of more than 49%, however, may be provided by a non-Canadian arm’s-length entity in the business of lending money and taking security.
- e) The Applicant retains and exercises all effective controls or approvals consistent with those of a producer. This includes control and final approval of creative decisions and financing, distribution and exploitation, and preparation and final approval of the budget, subject to reasonable and standard approval rights customarily required by arm’s-length financial participants, including Canadian broadcasters and distributors.
- f) The Applicant owns all rights (including copyright) and options necessary for the development, production and its distribution in Canada and abroad (with appropriate case-by-case exceptions for a purchased format) and retains an ongoing financial interest in the TV Component.

Note: The interpretation of these criteria shall allow Canadian audiovisual treaty coproductions to access the CMF.

3.2.TV.4 Miscellaneous Requirements

The Television Component must meet these criteria:

- a) It conforms to the Canadian Association of Broadcasters’ (CAB) Code of Ethics and to all programming standards endorsed by the Canadian Radio-television and Telecommunications Commission (CRTC), including the CAB Violence Code and the CAB Equitable Portrayal Code.
- b) If applicable, it must be made meaningfully and coherently with the DM Component(s). What is meaningful and coherent in a particular instance will depend on the nature of the TV Component, the relative balance between the investment of both the TV Component and DM Component(s) and whether the project provides a coherent experience which cumulatively augments the television viewer’s engagement to the project as a whole. The CMF will decide on a case-by-case basis whether the Television Component was made meaningfully and coherently with the DM Component(s).
- c) It is a new production. A new production is one which is not substantially a repackaged version of a previously-produced production. For a series, the CMF will consider the entire cycle to determine if the TV Component is a repackaging (e.g., some “best of,” “making-of” and/or “catch-up” episodes may be permitted). Television Components comprised mainly of stock footage may be new productions provided the footage is not merely repackaged in whole or large segments for the TV Component.

¹⁰Cultural award shows and galas that meet the CMF’s Variety and Performing Arts definition shall be considered eligible programming.

- d) When working with First Nations, Métis and Inuit communities, cultures, concepts and stories, the CMF encourages all Applicants to respect the guiding principles and best practices set out in the [On-Screen Protocols & Pathways Media Production Guide](#).
- e) 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.

3.2.TV.5 Broadcaster Development Fee Thresholds

Beginning in 2023-24, all Applications for development financing in a Targeted Development Funding Program must include a minimum Development Fee from an eligible triggering entity (outlined in Schedule A below). Development Fees must meet or exceed a minimum amount, expressed as a percentage of the Eligible Costs of the Project (Development Fee Threshold), to be eligible for CMF funding.

For clarity, the Development Fee Threshold will be calculated on the Project’s combined Eligible Costs (e.g., both Television and Digital Media Components) and will be submitted through one single application budget.

3.2.DM Digital Media Components

A Digital Media Component of an Eligible Project must be an audio¹¹, audiovisual, multimedia, or interactive promotional work that:

- a) Is associated with and derived from the Television Component that is funded by the CMF;
- b) Is made available to the Canadian public by way of a digital network, including internet and mobile;
- c) Provides a coherent digital or social media experience to the audience before, during or after the broadcast of the Television Component, expands the television viewer’s experience beyond the Television Component and aims to augment engagement and discoverability towards the Television Component; and
- d) Meets either one or a mix of the following activities:
 1. Interactive or linear original content related to the Television Component but created specifically to be consumed on digital media platforms.
 2. Promotion, marketing and discoverability activities and applications using digital and social media aimed at locating, leveraging or building audiences.
 3. Interactive online activities or applications providing a synchronised experience during the broadcast of the Television Component.

3.2.DM.1 Canadian Content

A Digital Media Component must meet the following criteria:

- a) Its underlying rights are owned, and significantly and meaningfully developed, by Canadians.
- b) It is produced in Canada.

Digital media coproductions are eligible if they comply with the [Framework for international digital media coproduction](#).

¹¹ For example, podcasts, audio books, smart speaker applications.

3.2.DM.2 Ineligible Content

The following is a non-exhaustive list of types of content that are not eligible as a Digital Media Component includes: industrial, corporate, curriculum-based projects, and system software.

A work that consists primarily of existing content reused on new platforms (such as the online streaming/broadcast of existing television programs) is not an eligible Digital Media Component.

3.2.DM.3 Canadian Ownership and Control

A Digital Media Component must meet the following criteria:

- a) It is under Canadian ownership and Canadian executive and creative control.
- a) It is under the financial control of Canadian citizens or permanent residents.
- b) The Applicant retains and exercises all effective controls or approvals consistent with those of a producer.
- d) The Applicant owns all rights (including copyright) and options necessary for the development, production and distribution of the DM Component in Canada and abroad (with appropriate case-by-case exceptions for a purchased format) and retains an ongoing financial interest in the DM Component.

Note: These criteria shall be interpreted so as to allow international coproductions that have an acceptable degree of Canadian ownership and control to access the CMF. Digital media coproductions are eligible if they comply with the [Framework for international digital media coproduction](#).

3.2.DM.4 Miscellaneous Requirements

A Digital Media Component:

- a) It must be made meaningfully and coherently with the TV Component. What is meaningful and coherent in a particular instance will depend on the nature of the DM Component(s), the relative balance between the investment of both the TV Component and DM Component(s) and whether the project provides a coherent experience which cumulatively augments the television viewer's engagement to the project as a whole. The CMF will decide on a case-by-case basis whether the Television Component was made meaningfully and coherently with the DM Component(s).
- b) Cannot contain elements of excessive violence, sexual violence, or sexual exploitation or elements which are obscene, indecent or child pornography within the meaning of the Criminal Code (as amended from time to time), or libellous or in any other way unlawful.



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

SCHEDULE A
ADDITIONAL PROGRAM
REQUIREMENTS
2023-2024

TARGETED DEVELOPMENT FUNDING PROGRAM	ADDITIONAL ELIGIBLE APPLICANT REQUIREMENTS ¹²	MAXIMUM CMF CONTRIBUTION	DEVELOPMENT FEE THRESHOLD	OTHER
RACIALIZED COMMUNITY DEVELOPMENT	<ul style="list-style-type: none"> Eligible Applicants must meet the “Eligible Applicant – Racialized Community Development” definition listed in section 2.1.1. If applicable, Eligible Applicants must meet the CMF’s Regional Development Applicant definition in section 2.1.1. Eligible Applicants may apply with a maximum of one (1) Eligible Project per fiscal year. 	Lesser of 50% (or 75% for Regional Development Applicants) of Eligible Costs of \$200,000 (for all combined development activities and phases).	<ul style="list-style-type: none"> 10% of Eligible Costs 	<ul style="list-style-type: none"> Entity Contributing Development Fee: <ul style="list-style-type: none"> Canadian Broadcaster Each Canadian Broadcaster is limited to the number of Projects it can trigger, to a maximum of five (5) Projects. Language of Creative Materials: <ul style="list-style-type: none"> English or French
INDIGENOUS DEVELOPMENT	<ul style="list-style-type: none"> Eligible Applicants must meet the “Eligible Applicant – Indigenous Development” definition listed in section 2.1.1. If applicable, Eligible Applicants must meet the CMF’s Regional Development Applicant definition in section 2.1.1. Eligible Applicants may apply with a maximum of one (1) Eligible Project per fiscal year. 	Lesser of 50% (or 75% for Regional Development Applicants) of Eligible Costs or \$200,000 (for all combined development activities and phases).	<ul style="list-style-type: none"> 10% of Eligible Costs. 	<ul style="list-style-type: none"> Entity Contributing Development Fee: <ul style="list-style-type: none"> Canadian Broadcaster Digital Distributor as deemed eligible by CMF¹³ Language of Creative Materials: <ul style="list-style-type: none"> English or French or an Indigenous¹⁴ language
FRANCOPHONE MINORITY DEVELOPMENT	<ul style="list-style-type: none"> Eligible Applicants must meet the “Eligible Applicant – Francophone Minority Development” definition listed in section 2.1.1. Eligible Applicants may apply with a maximum of two (2) Eligible Projects per fiscal year. 	Lesser of 75% of Eligible Costs or \$200,000 (for all combined development activities and phases).	<ul style="list-style-type: none"> Drama (and pilots of all genres): 25% of Eligible Costs Documentary, Children’s and Youth, Variety and Performing Arts: 15% of Eligible Costs 	<ul style="list-style-type: none"> Entity Contributing Development Fee: <ul style="list-style-type: none"> Canadian Broadcaster Language of Creative Materials: <ul style="list-style-type: none"> French Either the screenwriter or director of the Project must reside outside of Quebec. If no director has been attached to the Project at the Development stage, the screenwriter must fulfill this requirement.
QUEBEC FRENCH REGIONAL DEVELOPMENT	<ul style="list-style-type: none"> Eligible Applicants must (i) meet the CMF’s Regional Development Applicant definition in section 2.1.1 and (ii) the regions must be in the province of Quebec. Eligible Applicants may apply with a maximum of two (2) Eligible Projects per fiscal year. Where an Applicant receives funding for two (2) Projects in a fiscal year, only one (1) may be a returning series. 	<ul style="list-style-type: none"> Lesser of 75% of Eligible Costs or \$200,000 (for all combined development activities and phases). 	<ul style="list-style-type: none"> 10% of Eligible Costs 	<ul style="list-style-type: none"> Entity Contributing Development Fee: <ul style="list-style-type: none"> Canadian Broadcaster Language of Creative Materials: <ul style="list-style-type: none"> French
NORTHERN DEVELOPMENT	<ul style="list-style-type: none"> Eligible Applicants must (i) meet the CMF’s Regional Development Applicant definition in section 2.1.1 and (ii) the regions must be either the Northwest Territories, Nunavut, Nunavik or the Yukon. Eligible Applicants may apply with a maximum of two (2) Eligible Projects per fiscal year. 	<ul style="list-style-type: none"> Lesser of 75% of Eligible Costs or \$50,000. 	<ul style="list-style-type: none"> Canadian Broadcaster <ul style="list-style-type: none"> 15% of Eligible Costs CMF-approved community channel operating in Nunavut, Nunavik, the Yukon Territory, or the Northwest Territories: <ul style="list-style-type: none"> No minimum Development Fee 	<ul style="list-style-type: none"> Entity Contributing Development Fee: <ul style="list-style-type: none"> Canadian Broadcaster CMF-approved community channel operating in Nunavut, Nunavik, the Yukon Territory or the Northwest Territories. Language of Creative Materials: <ul style="list-style-type: none"> English or French

¹² In addition to section 3.1.

¹³ For Indigenous Development, as a pilot initiative, the CMF may consider a digital distributor to be a Canadian Broadcaster for the purposes of providing a commitment for financial participation, if the CMF determines that the digital distributor is a company that is Canadian-controlled (as determined in sections 26 to 28 of the *Investment Canada Act*). The CMF will decide case-by-case whether a digital distributor qualifies for this initiative.

¹⁴ First Nations, Inuit, Métis