



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

VERSIONING PROGRAM 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 the CMF 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 the CMF receives all documentation relevant to its Application, 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 THE VERSIONING PROGRAM 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 or Digital Linear Series 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 Versioning Program strives to increase the reach of existing programming to Canadians through language versioning. Versioning also increases the revenue earned by Canadian production companies through national and international sales.

The CMF contributes to Eligible Projects (see section 3.2) in the Versioning Program on a first-come, first-served basis until resources are depleted. Eligible Applicants may apply with a maximum of five (5) applications in the Versioning Program. 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. The CMF may contribute to Eligible Projects subject to specified Maximum Contribution amounts (see section 2.3.1) and other specified limitations. Maximum Contribution amounts are calculated a Project’s Eligible Costs (see section 2.3.2).

2.2 NATURE OF FUNDING CONTRIBUTION

Assistance will be provided in the form of a non-repayable contribution.

2.3 AMOUNT OF FUNDING CONTRIBUTION

2.3.1 CMF Contribution

The Maximum Contribution provided by the CMF shall be the lesser of 75% of the Project’s¹ Eligible Costs or the amount stated in the following chart:

Versioning Expenses and Services

Drama	Children's and Youth	Animation	Documentary	Variety and Performing Arts
\$418/min.	\$418/min.	\$418/min.	\$180/min.	\$180/min.

For clarity, in order to ensure over-financing does not occur, the Broadcaster licence fee and/or financing from any other sources will also be taken into account when determining the CMF’s contribution.

¹In the case of projects that previously received production financing through the Convergent Stream, funding may be provided for a Television Component alone, a Digital Media Component alone, or both Components together.

2.3.2 Eligible Costs

Eligible Costs are the budgeted or final costs of the Project, as applicable (including both related-party and non-related party costs), plus any costs the CMF considers necessary, minus costs the CMF considers excessive, inflated or unreasonable.

Assessment of a Project's Eligible Costs shall be done at the CMF's sole discretion. The CMF estimates Eligible Costs at the time of application, based on the versioning budget for the Project.

Eligible Costs in this Program are versioning expenses and services carried out in Canada by qualified, private-sector companies, using Canadian artists, actors, employees, and technicians (as applicable) and which were not included in the original language production budget.

Eligible Costs may include the Applicant's eligible distribution fees. Eligible distribution fees for production company Applicants are 15% of the Project's eligible broadcast licence fees or foreign sales contract(s). Eligible distribution fees for distributor Applicants are 30% of the Project's eligible broadcast licence fees or foreign sales contract(s). See section 3.2.TV.1 for more on eligible broadcast licence fees and foreign sales contracts.

In some cases, the CMF may finance secondary activities (i.e., minimal re-editing, adaptation of songs, etc.) indirectly related to the versioning of an Eligible Project but essential to the production. The CMF will evaluate such requests case-by-case.

Eligible Costs in this Program do not include items related to production. These should be included in the Project's original language production budget and remain solely the responsibility of the production company.

The Applicant must provide a versioning budget which will:

- a) Define activities that constitute an Eligible Cost through this Program, including all tasks from the preproduction phase (receipt of material to be versioned) to the submission of the required version (final copy); and
- b) Identify costs for each required task. The versioning budget also allows for reasonable administrative expenses incurred by the versioning company, up to 10% of the budget (with no pyramiding of fees allowed). In addition, the Applicant is allowed expenses incurred in coordinating the versioning process up to 5% of the versioning budget or \$5,000, whichever is less.

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

2.3.2.1 Related-Party Transactions

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

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

3. ELIGIBILITY FOR FUNDING

3.1 ELIGIBLE APPLICANTS

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*) or Canadian Broadcaster (as defined in section 2.1.1 of the [Performance Envelope Guidelines](#)) that:

- a) Is Canadian controlled as determined by sections 26 to 28 of the *Investment Canada Act*;
- b) Has its head office in Canada; and
- c) Is in good standing with all applicable talent and industry associations and guilds.
- d) 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.

Where the Applicant is a distribution entity, it must hold distribution rights to the Project that is the subject of the application.

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 is (i) a Television Component and/or a Digital Media Component that has received production financing support in any year from any Program in the CMFs Convergent Stream or (ii) an Eligible Project that has received production financing support in any year from the CMF Digital Linear Series Program. For projects that have received production financing support in the Convergent Stream, versioning funding may be provided for a Television Component alone, a Digital Media Component alone, or both Components together.

An Eligible Project must be completed in its original language to be eligible under the Versioning Program. The CMF will not usually contribute funding towards the versioning of a Project where there already exists a similar version of that Project in the same language for commercial release. The CMF may contribute towards the versioning of a Project that already exists in the target language where such versioning would improve its relevance to other markets. However, the work for this additional version must be carried out in Canada by qualified, private-sector companies, using Canadian artists, actors, employees and technicians (as applicable).

3.2.TV.1 Requirements for the Television Component and Digital Linear Series Project

The Television Component and Digital Linear Series Project must be completed in their original language to be eligible under the Versioning Program. In the case of a series, an episode of that series must be completed in its original language before the series can be submitted to the CMF in this Program.

Television Components and Digital Linear Series Projects must have either²:

- a) A letter from a broadcaster committing to air the versioned Project in Canada or abroad within one (1) year of delivery. The letter must specify a broadcast licence fee, the market value of which must be fair and acceptable to the CMF and represent a minimum of 25% of the versioning budget.

²Except for television pilots, or single episodes of a series or mini-series, and for the purposes of previewing or marketing that pilot, series or mini-series.

or

- b) A foreign sales agreement for the versioned Project, the market value of which is fair and acceptable to the CMF.

If one or more production financiers contractually require that the Project be versioned into a second language, then the cost of versioning that Project must be included in the original language production budget. In such cases, the Project is not eligible for versioning assistance in this Program.

In cases where an Applicant does not have exclusive distribution rights in all markets for a production, the Applicant must guarantee that the production versioned with the assistance of the CMF be made available either to the Canadian production company or to any distribution or foreign sales company appointed by the Canadian production company.

3.2.TV.2 Miscellaneous Requirements

- a) 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](#).

3.2. DM.1 Requirements for the Digital Media Component

Digital Media Components must:

- a) Be associated with a Television Component that meets the requirements of section 3.2.TV.1 above; and
- b) Have a commitment from a broadcaster or other applicable entity to make the Digital Media Component available to the public in a meaningful way in conjunction with the Television Component.