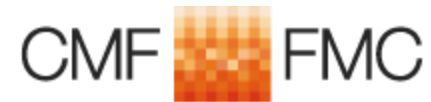


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How does CMF support programming that is exclusively focussed on Canadian audiences?

There is a need for an incentive in programming which is exclusively focussed on Canadian markets

The CMF's Essential Requirement #1 makes it a condition of CMF funding eligibility that the project "speaks to Canadians and is primarily intended for a Canadian audience".

However, this criterion is not enough to incent producers to tell stories that are uniquely Canadian since these types of Canadian stories are more difficult to finance as (1) they are not able to attract foreign financing to support their production; and (2) the unique Canadian focus of the programming makes it difficult to sell the project internationally.

An incentive is necessary for the following reasons:

- The majority of Canadians are interested in Canadian stories;
- Programming which is exclusively for Canadian audiences should be a higher priority for CMF in contrast to programming which is made for people in other countries (and which, as a result, has more foreign financing made available to it); and
- Such programming which is exclusively focused on Canadian audiences would not exist in the English language market without government assistance and is critical for real diversity of programming in the English market.

The majority of Canadians are interested in Canadian stories

Percentage of Canadians Interested in Canadian Stories by Topic



Source: InCanada Panel, managed by Vision Critical, Sept 2013 n. 622

Canadian Focus programming is integral to fostering, encouraging and celebrating Canadian culture

It is important that Canadians have access to programming in which they can see their country and notable Canadians reflected.

- Over 2 in 3 Canadians agree that there are many unique Canadian stories that should be told and a strong Canadian television and film production industry will strengthen the Canadian identity.
- The production of unique Canadian programs is important to the development of Canadians culture.
- Many Canadians agree that production companies should be incented to produce programming that is both entertaining and showcases Canada.
- Countries and territories with strong cultures also have a strong support for the creation of regionally unique art, content and programming.

* Source: InCanada Panel, managed by Vision Critical, Sept 2013 n. 622

Recommendations

- 1) “*Canadian Focus*” programming should be defined as opposed to being selectively administered by the CMF. Industry consultations should One potential definition could be as follows:

“A program whose content is geared exclusively for Canadian audiences including programs whose central topic is Canadian history or historical figures; Canadian politics or Canadian political figures; and notable Canadians or Canadian events.”

- 2) CMF’s support for Canadian Focus programming could take a number of different forms. For example, it could be:

- a) A new CMF allocation factor weight of 15% which gives CMF credit for licences to Canadian Focus programming or which gives CMF credit for audiences to Canadian Focus programming; and/or
- b) A Canadian Focus incentive fund (akin to the regional incentive fund) which contributes additional CMF financing to Canadian Focus programming.

Such an incentive is not required in the French market as the French market already broadcasts a significant amount of programming which would meet this definition.