

November 19, 2013

Tactica Communications Inc.  
248 Princess St.  
Winnipeg, MB R3B 1M2

Canadian Media Fund  
4-50 Wellington Street East  
Toronto, Ontario M5E 1C8

To Whom it May Concern:

RE: CMF Industry Consultation 2013

The purpose of this letter is to provide feedback to the CMF Industry Consultation 2013 by supporting Stitch Media's public response letter. The issues and solutions outlined in Stitch's letter are consistent with our own feedback on the Canadian Media Fund's Convergent and Experimental streams.

We would like to especially highlight the suggestion to **apply the 15% inhouse production cap across the entire Convergent Stream**, including the CDMI. Tactica believes this action will strengthen the contribution of independent producers as we lead the country towards the benefits of exploring new frontiers of storytelling, technology, business and cultural relevance.

We would like to thank the Canada Media Fund for encouraging industry feedback. It is a privilege to have our voice heard in this forum and we look forward to the outcome.

Yours truly,



Kevin Glasier  
President  
Tactica Communications Inc