

STANDARDS FOR INDUSTRY RESEARCH

While these standards were jointly developed by Telefilm Canada (Telefilm) and the Canada Media Fund (CMF), each will act independently in selecting the research projects it will support and partner with.

The information below is a guide for applicants requesting research funding and is not necessarily exhaustive. We ask all applicants to review this before making their request.

Goals:

The goal of supporting third party research is to empower and inform our key stakeholders (i.e. Canadian production companies and content creators) with business intelligence that will better equip them to grow their enterprises and develop their careers. The aim is to help support industry growth and sustainability with relevant market intelligence.

Main Areas of Interest for 2020-2021

Telefilm and the CMF seek to support industry research that addresses the ongoing challenges in the priority areas noted below. In addition, given the COVID-19 pandemic, we seek to support research that highlights the particular impact of the crisis on both these themes, and on Canada's audiovisual industry and the response of its stakeholders:

Development:

The ongoing and increasing challenges of creating a healthy development pipeline of competitive stories:

- e.g. new approaches in developing competitive scripts
- e.g. impact of COVID and how it has forced a refocus on development

Diversity and Inclusivity:

- e.g. identifying current challenges and opportunities for improvement
- e.g. benchmarking for best practices

Eco-Friendly, Sustainable & Safe/Healthy Practices for Production

- e.g. carbon neutral policies, and best practices for eco-friendly shoots
- e.g. a safe, healthy and respectful sets free of harassment and discrimination

Innovation:

- e.g. in business models, in the creative process, in technology, and in financing

The Marketplace:

- e.g. consumption habits and audience behaviour, market trends and opportunities, distribution models
- e.g. new release strategies (during and post COVID)

- e.g. distribution model(s) and the impact of digital on financing structures and access to content
- e.g. improving exportability

Priority for funding will be given to industry research projects that seek to **fill demonstrated intelligence gaps** through **primary data collection** and **descriptive analysis**.

- Research projects that seek to collect secondary data (including administrative data) may be considered but will not be prioritized. Literature reviews will not be considered.
 - Research projects involving diagnostic or predictive analysis may be considered, however will not be prioritized.
 - Research projects based on prescriptive analysis (including recommendations made to any industry or public organization) will not be considered.
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REQUIREMENTS:

Funding is provided on a non-renewable basis. Applicants who seek funding for an update or new iteration of a study previously funded by Telefilm and/or the CMF must submit a new comprehensive proposal that addresses the priorities and requirements listed in this document.

Requests for research funding should include:

1. Why the research matters

- Benefits for Canada's media industry;
- Expected results the industry can put to practical use;
- Market intelligence that is currently lacking.

The proposed project's goal and scope must be clearly differentiated from other existing studies.

2. Project Scope (including regions covered)

- Research projects addressing the needs and challenges of stakeholders across Canada are generally preferred.
- Research projects focusing on regional needs or regional stakeholder groups (e.g. one province/territory or a group of provinces/territories) are welcome to seek support. Priority will be given to regions that are underrepresented in recent research and data collection.

3. Methodology

- Provide a detailed explanation of the research methodology, including an assessment of

actual or anticipated methodological limitations (e.g. representativeness of survey samples, focus groups or interview programs).

- In the case of research involving persons, a demonstration of an ethics assessment/clearance process may be required.

4. Research firms and consultants

When selecting research projects, Telefilm and the CMF will consider and evaluate the following factors:

- Independent research firms or consultants with a proven neutral approach;
- Proven capacities to uphold research standards along with expertise in the relevant field, including proper terminology usage, viable sources and demonstrable resources;
- Evaluation of prior studies and proven satisfaction of previous clients;
- Diversity and inclusivity in the proposed research approach and team. Telefilm and the CMF expect that research partners encourage diversity and inclusivity in all research. When the research addresses diversity and inclusivity specifically, the approach and team must reflect diversity and inclusivity accordingly;
- For nationally-focused studies, established abilities to research in English, French, and/or Indigenous languages as needed;
- Protocols for the collection, storage and sharing of data; and
- Ownership of the intellectual property?

5. Format and dissemination

- A promotional and dissemination plan must be included in the submission which should include the identification of targeted audiences.
- An outline of the presentation format is required (type of document, length, visual design, infographics, etc.). Shorter presentations and reader-friendly formats are preferred to long-form academic style studies. If long-form work is supported, an executive summary and/or other reader-friendly formats summarizing the results are expected.
- The completed research must be made available in English and French – and the budget must reflect this.

A legal disclaimer that limits the responsibility of funding partners is mandatory and should be placed at the beginning of the final document.

Telefilm and the CMF only publish and promote research that meets their quality standards. It is at Telefilm's and CMF's discretion to publish and/or promote research they have funded. The financing of a research project does not entitle a project to be published or promoted on Telefilm's and CMF's respective communications' channels.

Furthermore, Telefilm and the CMF may also request not be referenced as a partner/financier if the research does not meet their quality standards.

6. Budget

- Include a detailed breakdown of all revenues (from public and private sources) and all costs (including translation and design).
- Include a breakdown of the initiative's promotional costs.
- If the funding request exceeds \$25,000 per agency, Telefilm and the CMF expect prior due diligence in the selection of a viable research firm. In addition, for such requests, it is advisable to contact Telefilm and/or the CMF for more information prior to submission, as there is the expectation of adherence to a comprehensive RFP tendering process.

7. Project management protocols

It is expected that the submission provide a timeline that tracks responsibility for tasks, including:

- Revisions;
- Submission of drafts and final versions;
- Report design;
- Translation into other official languages; and
- Assignment of a designated spokesperson.

Telefilm and the CMF will expect to liaise directly with the entity with whom they contract their support (i.e. the Project owner/applicant).