



CANADA **MEDIA** FUND | FONDS DES **MÉDIAS** DU CANADA

Experimental Stream Exploitation
Results

EXPERIMENTAL STREAM EXPLOITATION RESULTS - Methodology

- • • • • The table presents the commercial exploitation results for Experimental Stream projects as of November 26, 2013.
- • • • • Results were compiled from the file administration database, exploitation reports (29 have been submitted for the reporting period ending on June 30th 2013) and a survey conducted amongst successful applicants.
- • • • • Revenues represent the gross sales as declared by applicants, not CMF's recoupment.
- • • • • The CMF contribution represents amounts of funding in contracts signed with applicants.

- • • • • Projects funded in 2013-2014 and 2014-2015 are not included in these results.

- • • • • Projects funded at the development stage are not included in these results.

- • • • • Between January 2013 (first report) and November 2013 (this report), three projects were abandoned. They are not included in these results.

EXPERIMENTAL STREAM EXPLOITATION RESULTS - Analysis

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For projects funded in both Production and Marketing, all revenues are recorded under production.

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A total of 155 projects were funded in production and marketing. 88 have been released (82 are still on the market) and 67 are still in production.

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Gross sales of approximately \$16.2 million were generated by 46 projects (compared to \$6.2 million for 29 projects in January 2013)

EXPERIMENTAL STREAM EXPLOITATION RESULTS - Analysis

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5 projects have achieved more than \$1M each in sales including one with close to \$4M.

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2 projects reported between \$500K and \$1M in sales.
6 others reached revenues between \$100K and \$500K.

Experimental Stream Exploitation Results

Round of financing	Funding	Number of projects	CMF contribution (\$)	Number of projects not yet released	Released to the market				
					On the market		Terminated		Total revenues generated to date (\$)
					Number of projects	Revenues generated to date (\$)	Number of projects	Revenues generated (\$)	
2010-2011									
Round 1	production	24	11,403,601	2	19	670,680	3	2,000	672,680
	marketing	6	1,533,708	1	3	79,000	2	1,799	80,799
Round 2	production	14	8,320,689	4	9	3,139,693			3,139,693
	marketing	6	960,825	2	4	162,992			162,992
TOTAL		50	22,218,823	9	35	4,052,365	5	3,799	4,056,164
2011-2012									
Round 1	production	22	11,561,644	13	9	794,160			794,160
	marketing	4	1,046,131	1	3	1,140,310	1		1,140,310
Round 2	production	23	11,925,883	6	17	7,260,525			7,260,525
	marketing	2	308,808	0	2	-			-
TOTAL		51	24,842,466	20	31	9,194,995	1	0	9,194,995
2012-2013									
Round 1	production	24	14,220,787	16	8	2,937,411			2,937,411
	marketing	9	2,012,462	2	7	-			0
Round 2	production	14	9,529,000	14	0	-			0
	marketing	7	1,395,034	6	1	20,000			20,000
TOTAL		54	27,157,283	38	16	2,957,411	0	0	2,957,411
GRAND TOTAL		155	74,218,572	67	82	16,204,771	6	3,799	16,208,570