



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

LINEAR CONTENT PROGRAMS

CORE DEVELOPMENT AND PREDEVELOPMENT GUIDELINES 2026-2027

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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, Canadian Broadcasters, and Eligible Canadian Distributors (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](#) 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 that the CMF receives all relevant documentation 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 is provided on a voluntary basis, and if provided allows individuals to disclose their demographic information directly and securely to the CMF.

The CMF shall rely on the self-identification information associated with each individual's PERSONA-ID number to determine (as applicable) eligibility for dedicated Programs, exclusive reserved portions of Program budgets, Envelope Program credit, Evaluation Grid points, ranking position in selective programs, and/or for statistical and analytical purposes. Additionally, in certain cases, this information is used to validate other documentation connected to the project (e.g., the project's application form, Envelope Program Status Reports, etc.).

As any changes to information attached to an individual's PERSONA-ID account could impact Project eligibility, selection, and/or Envelope calculations, the CMF must be informed of any revisions or updates as soon as possible.

Repeatedly providing incorrect information connected to CMF-funded projects may result in serious consequences for the Applicant per the Misrepresentation section above.

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 [PERSONA-ID section of the CMF's website](#).

2. OVERVIEW

2.1 INTRODUCTION

Indigenous Development and Predevelopment Funding is administered by the Indigenous Screen Office (ISO). Applications should be directly and solely submitted to the ISO who will process and evaluate applications, and contract Applicants. Documentation required at application is described on the [ISO's website](#).

When applying to the CMF for development or predevelopment funding of a linear content project¹, Applicants must comply with the eligibility criteria contained in the following key documents:

1. **Linear Content – Core Development and Predevelopment Guidelines** (**THIS** document)
2. **Linear Content – Program Guidelines**
3. [Appendix A](#) – Definitions and Essential Requirements
4. [Appendix B](#) – Business Policies

While the Linear Content – Core Development and Predevelopment Guidelines (“**Core Guidelines**”) set out *general eligibility* requirements applicable to *all* CMF Linear Programs, the Linear Content - Program Guidelines (**Program Guidelines**) set out the *specific* eligibility requirements for *each* CMF Linear Program.

The Development and Predevelopment Program Guidelines are:

- [Development and Predevelopment Funding](#)
 - Broadcaster Envelope Program (Development) – English and French
 - Francophone Minority Development allocation
 - Northern Development allocation
 - Predevelopment allocation
 - Quebec French Regional Development allocation
 - Black and Racialized Community Development and Predevelopment allocation
- [Slate Development Pilot Program](#)

Eligibility for development funding does not guarantee Applicant or Project eligibility for further CMF development or production funding.

2.2 DEFINITIONS

Please see [Appendix A](#) for definitions on the following terms found in these Core Guidelines:

- Canadian Broadcaster
- Circumpolar North
- Diverse Communities
- Diverse Community (Ownership) Project
- Eligible Canadian Distributor
- Eligible International Entity
- Gender Balance (Ownership) Project
- In-house Programming
- Indigenous Peoples in Canada
- Key Personnel
- Lifestyle Programming
- Official Language Minority Communities

¹ With the exception of some CMF Partnership Programs and CMF Indigenous Development and Predevelopment. Please see those specific Program Guidelines for more information.

- Reality Programming
- Related Digital Content
- Related Party

2.3 FLEXIBILITY FOR INDIGENOUS-LED PROJECTS

Projects from companies owned and controlled by individuals who are First Nations, Inuit, or Métis will be granted additional flexibility. Please see Schedule A below for more information.

2.4 LANGUAGE OF PROJECTS

2.4.1 Original Language of the Project

The CMF applies different Eligible Market Commitment Threshold Amounts, Maximum Contribution amounts, and other calculations depending on the original language of the Eligible Project.

The applicable language category is a single language determined by the original language of the Project. With some reasonable exceptions for Documentaries, where a Project is versioned into another language, the language into which the project was versioned is not the original language.

In cases where there are multiple languages in a Project, the CMF will evaluate a variety of factors (e.g., proportion of the different languages in the Project, language of development materials, language of submitted creative materials, etc.) to determine the Project's original language.

Eligible Projects where the original language is in English, French, or a Diverse or an Indigenous language may include other language(s) in the Project if it is for artistic purposes and/or its use is integral to the story (e.g. it is the first language of an expert in a documentary), provided the vast majority of the project is in the original language (as determined by the CMF in its sole discretion). The CMF will evaluate the Project in its entirety to determine if, as a whole (e.g. purpose, content, dialogue, context, etc.), it meets the spirit of the specific Program's language requirements.

For clarity, in the case of animated productions, the original language will be determined by which individual CMF Eligible Market Entity (e.g., Canadian Broadcaster, Eligible Canadian Distributor) commits the highest market commitment to the Project.

The specific language requirements for Eligible Projects varies by CMF Program and is detailed in the applicable Program Guidelines.

3. ELIGIBILITY

3.1 ELIGIBLE APPLICANTS

In addition to any further requirements/qualifications noted in the specific Linear Content – Program Guidelines, 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*) production company² or a Canadian Broadcaster (defined in [Appendix A](#)) that:

- a) is Canadian-controlled as determined in sections 26 to 28 of the *Investment Canada Act*.
- b) has its head office in Canada.
- c) is in good standing with all applicable talent and industry associations and guilds.
- d) has affirmed and attested that the Project submitted for funding complies with the [CMF's Narrative Positioning Policy](#).

Applicants must own and control all rights necessary to produce and exploit the Eligible Project. Entities that provide services but do not own the applicable rights are not eligible to apply to the CMF.

Note: For the purposes of the CMF Linear Content Guidelines, the term Applicant includes all co-applicants, and/or all Related Parties (defined in [Appendix A](#)), associated, affiliated or parent companies and/or individuals (as determined by the CMF at its sole discretion), as applicable.

The CMF encourages all Applicants to review its Default Policy in [Appendix B](#) as it contains important information that could impact the eligibility of a Project and/or Applicant.

3.1.1 Additional Applicant Requirements

While participation in the PERSONA-ID process is voluntary, Applicants should note it is the self-identification information associated with each individual's PERSONA-ID number that will allow the CMF to assess any specific demographic initiatives in the Project including:

- Designated Programs aimed at Diverse Communities and Official Language Minority Communities;
- Reserved allocations or carve-outs for Diverse Communities in first-come/first-served Programs.
- Envelope credit for the CMF's Envelope Programs (i.e., the Broadcaster Envelope Program (Development and Production) – English and French, the Distributor Envelope Program, and the Broadcaster Envelope Program – Diverse Languages).

3.2 ELIGIBLE PROJECTS

In addition to any further requirements/qualifications noted in the specific Linear Content – Program Guidelines, an Eligible Project must be linear audiovisual content that meets the following requirements (as further explained in this Section):

- the CMF's Essential Requirements;
- the CMF's Genre Requirements (as set out in [Appendix A](#));
- the Ownership and Control Requirements;

² Applicants who are unincorporated, but meet all other requirements, may apply for development or predevelopment financing if they have never received CMF funding before. Applicants, however, will be required to incorporate prior to signing a Financing Agreement with the CMF.

- the Eligible Market Commitment Requirement and Conditions
 - a letter of interest (for predevelopment funding);
 - minimum required Development Fee (for development funding)³; and
- the Miscellaneous Requirements.

An Eligible Project must be developed as a Canadian production or intended as an audiovisual treaty coproduction (see subsection 3.2.1.1 below for more information on treaty coproductions). A Canadian scriptwriter must be involved in all stages of development.

The Applicant must have acquired all rights and options to the Eligible Project, exclusively for the period of time necessary for the adaptation of the original work or concept, the scriptwriting, the production and worldwide distribution.

3.2.1 Essential Requirements

An Eligible Project must meet the Essential Requirements listed here. For a series (or mini-series, as applicable), the Essential Requirements apply to each episode of the cycle, even if all episodes are not submitted for CMF funding. The CMF solely decides whether an Eligible Project meets the Essential Requirements and its interpretation shall prevail.

- 1) The Eligible Project will be certified⁴ by the Canadian Audio-Visual Certification Office (CAVCO) and has achieved 10/10 points⁵ (or the maximum number of points appropriate to the Eligible Project), as determined by the CMF using the CAVCO scale.

Note: For In-house Programming only, CRTC project certification as a “Canadian program” will be accepted in lieu of CAVCO certification for the purposes of meeting Essential Requirement #1.

- 2) Underlying rights are owned,⁶ and significantly and meaningfully developed, by Canadians.
- 3) The Eligible Project is shot and set primarily in Canada.

Further details on Essential Requirements and permissible genre-specific exceptions are in [Appendix A](#).

The CMF recognizes that Eligible Projects at the predevelopment and development stage are necessarily nascent, evolving works that may not strictly comply at application with all requirements of section 3.2 and its subsections. As such, Eligible Projects must be reasonably intended to comply with the three Essential Requirements above, as appropriate to each category of production and programming genre, as set out in [Appendix A](#), plus all other requirements of sections 3.2.1 through 3.2.5. The CMF shall solely determine whether a predevelopment or development Eligible Project is reasonably intended to comply with these sections.

3.2.1.1 Audiovisual Treaty Coproductions

With respect to CMF eligibility for Projects intended to be audiovisual treaty coproductions, only Canadian Applicants may apply for development and predevelopment funding (and only Canadian costs are eligible for funding), and the active creative contribution of a Canadian scriptwriter is required.

³ This requirement does not apply to Projects seeking funding in the Slate Development Pilot Program.

⁴ Exceptions may be granted by the CMF for exempt broadcasters regulated by the CRTC via *Broadcasting Order CRTC 2015-88*.

⁵ Some exceptions exist for projects from Applicants owned and controlled by individuals who are First Nations, Inuit, or Metis. Please see Schedule A below for more information.

⁶ For content created with the assistance of AI technology, it is the responsibility of the Applicant to ensure that (i) all underlying rights to Eligible Projects are owned and meaningfully developed by Canadians and (ii) Eligible Projects have unobstructed access to all underlying rights.

For information on audiovisual treaty coproductions between Canada and other territories please see [Telefilm Canada's treaty coproduction guidelines](#).

3.2.2 Genre Requirements

The CMF supports the following genres: Drama, Documentary, Children and Youth, and Variety and Performing Arts. The CMF defines each in [Appendix A](#) (some flexibility exists for Children and Youth programming and content from Indigenous Applicants – see Schedule A: Flexibility for Indigenous-Led Projects). A non-exhaustive list of genres and programming formats that are not eligible for CMF funding is included in [Appendix A](#).

3.2.3 Ownership and Control Requirements

Eligible Projects in this Program must meet the following criteria:

- a) It is under Canadian ownership and Canadian executive and creative control.
- b) It is under the financial control of Canadian citizens or permanent residents.
- c) It is, and has been, controlled creatively and financially by a Canadian production company during all phases of development.
- d) Generally, no more than 49% of the development financing is provided by a single non-Canadian entity, person or related entity. Interim lending of more than 49%, however, may be provided by a non-Canadian arm's-length entity in the business of lending money and taking security.
- e) The Applicant retains and exercises all effective controls or approvals necessary for any stage of development consistent with those of a producer.⁷ This includes control and final approval of creative decisions and financing, distribution and exploitation, and preparation and final approval of the budget, subject to reasonable and standard approval rights customarily required by arm's-length financial participants, including Canadian Broadcasters and distributors.
- f) The Applicant owns all rights (including copyright) and options necessary for the development, production and its distribution in Canada and abroad (with appropriate case-by-case exceptions for a purchased format) and retains an ongoing financial interest in the Eligible Project.

3.2.4 Eligible Market Commitment Requirements and Conditions

All applications for [predevelopment financing](#) must include a letter of interest from a Canadian Broadcaster. In some Programs, however, there is additional flexibility where the CMF will accept a letter of interest from a participating provincial or territorial funding agency. Please see the [Development and Predevelopment Funding Guidelines](#) for more details.

All applications for [development financing](#) must include Development Fees⁸ by a Canadian Broadcaster. In some Programs, however, there is additional flexibility where the CMF will accept Development Fees from a CMF-approved community channel. Please see the [Development and Predevelopment Funding Guidelines](#) for more details.

Development Fees must meet or exceed a minimum amount, expressed as a percentage of the Eligible Costs of the Project (i.e., Eligible Market Commitment Threshold) to be eligible for CMF development funding. Please see section 3.2.4.1 for more information.

⁷ For greater clarity, the Applicant is able to work and communicate fluently in the original language of the Project (see section 2.4.1), further demonstrating that they have control on all matters relating to the Eligible Project.

⁸ This Eligible Market Commitment requirement does not apply to Projects seeking funding in the Slate Development Pilot Program.

3.2.4.1 Eligible Market Commitment Threshold

An Eligible Market Commitment Threshold is the minimum amount of financial contribution an Eligible Project must receive from the marketplace in order to unlock CMF funding for that project.

In development, the Eligible Market Commitment Threshold is the minimum amount of Development Fees that an Eligible Project must receive from the Canadian Broadcaster, a CMF-approved community channel to be eligible for CMF funding.

3.2.5 Miscellaneous Requirements

The Eligible Project must meet these criteria:

- a) It conforms to the Canadian Association of Broadcasters' (CAB) Code of Ethics and to all programming standards endorsed by the Canadian Radio-television and Telecommunications Commission (CRTC), including the CAB Violence Code and the CAB Equitable Portrayal Code.
- b) It cannot contain elements of excessive violence, hate propaganda, sexual violence, or sexual exploitation or elements which are obscene, indecent or child pornography within the meaning of the Criminal Code (as amended from time to time), and is not libellous or in any other way unlawful, and is in compliance with all applicable privacy and other laws and regulations.
- c) It is a new production. A new production is one which is not substantially a repackaged version of a previously produced production. In the case of a series, the CMF will consider the entire cycle to determine if the project is a repackaged version (e.g., some "making-of", "best-of" and/or "catch-up" episodes may be permitted). Projects comprised mainly of stock footage may be new productions provided the footage is not merely repackaged in whole or from large segments for the Project.
- d) When working with First Nations, Inuit and Métis 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](#).
- e) The CMF encourages all Applicants to implement more environmentally-sustainable practices and cleaner technologies – and reduce the use of unsustainable resources – in the development, production and exploitation of their Projects.
- f) For content that is created with the assistance of Artificial Intelligence (AI) technology:
 - the CMF encourages all Applicants to respect the CMF's [AI Guiding Principles](#); and
 - it is the responsibility of the Applicant to ensure that (i) all underlying rights to Eligible Projects are owned and meaningfully developed by Canadians and (ii) Eligible Projects have unobstructed access to all underlying rights.

4. CMF CONTRIBUTION

4.1 NATURE OF CONTRIBUTION

In the Linear Development and Predevelopment Programs, Eligible Projects receive non-interest-bearing advances. 100% of the Eligible Project's advance must be repaid on or before the earliest applicable event of repayment as described here:

i) The first day of official preparation for principal photography of the Eligible Project (regardless of the platform for which it is produced) or upon other use of the script/creative materials.

OR

ii) The transfer, sale, assignment, or other disposition of the script/creative materials.

4.2 AMOUNT OF CONTRIBUTION

The specific amount of CMF contribution to an Eligible Project varies by CMF Program and is detailed in the applicable Program Guidelines.

The Canadian Broadcaster's entire Development Fee and any other confirmed sources of development financing must be included within the financial structure prior to confirmation of the CMF contribution amount, up to the Maximum Contribution level.

4.2.1 Eligible Costs

In Development and Predevelopment Funding, only Canadian costs are Eligible Costs. Eligible Costs are costs set out in the development or predevelopment budget for the Eligible Project or the final cost report as applicable (including both Related Party and non-Related Party costs) – plus costs the CMF considers necessary and minus costs the CMF considers excessive, inflated or unreasonable.

CMF participation is calculated on the Eligible Costs of a Project and assessment of a Project's Eligible Costs is at the CMF's sole discretion. The CMF estimates Eligible Costs at the time of application, based on the budget for the Project. Eligible Costs may include cost increases between budget and approved final costs.

In Predevelopment, Eligible Costs should primarily be devoted to early-stage creative materials.

The following will not be considered Eligible Costs:

- In development,⁹ with the exception of the option or acquisition of rights and the expenses associated with acquiring those rights (as long as they are not paid to a person with an Ownership Interest as defined in [Appendix B](#)), costs incurred more than twelve (12) months prior to the Applicant entering into an eligible development agreement¹⁰; or
- In predevelopment, costs incurred before the 2026-2027 CMF fiscal year will not be considered Eligible Costs.

Please note the CMF predevelopment and development budget template outlines allowable Eligible Costs.

⁹ Suitable exceptions will be made for the Slate Development Pilot Program.

¹⁰ An eligible development agreement is the current, legally binding agreement between the Applicant and a Canadian Broadcaster that unlocks CMF development funding and includes a Development Fee that meets the applicable Eligible Market Commitment Threshold.

The CMF will allow reasonable costs related to environmentally-sustainable activities, practices and personnel connected to a Project that receives linear development or predevelopment funding.

While gifts to the public are ineligible as marketing expenses, gifts made to Indigenous communities recognized as cultural practice and referenced in the [On-Screen Protocols & Pathways Media Production Guide](#) will be accepted as Eligible Costs.

4.2.2 Eligible Digital Content

While no longer a required element for CMF linear content funding, producers can continue to include costs for the development of digital media content related to their linear project (“**Related Digital Content**”). For more information on the parameters of Related Digital Content, please see the full definition in [Appendix A](#).

Additional CMF Business Policies for Related Digital Content are in [Appendix B](#) of these Guidelines.

4.2.3 Related Party Transactions

All Related Party fees, Related Party allowances and any other Related-Party transactions must be:

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

5. DECISION PROCESS

The CMF utilizes a combination of automatic, first-come, first-served (FC/FS), and selective¹¹ decision processes in its Linear Development and Predevelopment Programs. Please refer to each set of Program Guidelines for specifics on how decisions are made.

For FC/FS Programs, the CMF reserves the right to limit how many Projects are awarded funding to a single Applicant in a given funding application round.

¹¹ A selective process is used for the Alternative Access Applicants in the Slate Development Pilot Program and in Indigenous Development and Predevelopment, which the latter is now administered by the ISO and not part of these Guidelines. Please see these specific Program Guidelines for more information.



CANADA
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SCHEDULE A

FLEXIBILITY FOR

INDIGENOUS-LED PROJECTS

2026-2027

Introduction

The CMF offers the following flexibility measures to reflect the experiences of Indigenous Peoples in Canada (defined in [Appendix A](#)) and to recognize the unique circumstances of the Indigenous production community. These measures apply to all CMF Linear Content Programs.

Indigenous Applicants Based in the Circumpolar North¹²

1. Essential Requirement #1 Flexibility

Essential Requirement #1 (ER#1) requires that an Eligible Project receiving Linear Content funding must be certified by the Canadian Audio-Visual Certification Office (CAVCO) and has achieved 10/10 points (or the maximum number of points appropriate to the Project), as determined by the CMF using the CAVCO scale.

Eligible Projects that are owned and controlled by Eligible Applicants who are First Nations, Inuit or Métis and are based and working in Canada's North will be granted the following flexibility on ER#1 as determined on a case-by-case basis:

- Provided the majority of the Project's CAVCO scale positions are filled by Canadians, the CMF will allow the remaining Project's CAVCO scale positions to be filled by individuals based and working in the Circumpolar North (defined in [Appendix A](#)) who are not Canadian.

This flexibility will apply to all CMF Linear Content Programs across all genres at the predevelopment, development, and production stages.

2. Eligible Market Commitment Flexibility (Production)

An Eligible Market Commitment Threshold is the minimum amount of financial contributions an Eligible Project must receive from the marketplace in order to unlock CMF funding for that project.

While the CMF allows Canadian Broadcasters and Eligible Canadian Distributors (and, if applicable, Eligible International Entities¹³) (each defined in [Appendix A](#)) to contribute to a Project's Eligible Market Commitment Threshold,¹⁴ Eligible Projects that are owned and controlled by Eligible Applicants who are First Nations, Inuit or Métis that are based and working in Canada's North will be granted the following flexibility on this requirement, as determined on a case-by-case basis:

- Non-Canadian broadcasters from the Circumpolar North may contribute to a Project's Eligible Market Commitment Threshold (either in combination with Canadian Broadcasters and/or Eligible Canadian Distributors and, if applicable, Eligible International Entities,¹³ or acting as the sole entity that unlocks CMF funding).

The applicable rights, Maximum Term and other material elements connected to Projects where a non-Canadian broadcaster from the Circumpolar North contributes to the Eligible Market Commitment Threshold are subject to CMF approval and will be evaluated on a case-by-case basis.

¹² The CMF uses the University of Arctic's definition of the Circumpolar North which encompasses the territories of eight nations: the United States of America (Alaska), Canada, Denmark (Greenland, Faroe Islands), Iceland, Norway (including Svalbard), Sweden, Finland and Russia.

¹³ Eligible International Entities may contribute up to 25% of the Eligible Market Commitment Threshold for projects in the Children & Youth and Documentary genres (see section 3.2.4 of the [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) or [Distributor Envelope Program Guidelines](#))

¹⁴ Additional exceptions exist for some Development and Predevelopment Programs – please see Addendum A to the [Development and Predevelopment Funding Guidelines](#).

For clarity, all CMF-funded production-stage Projects must be made available to Canadian audiences within eighteen (18) months of completion and delivery of the Eligible Project. Therefore, if a non-Canadian broadcaster from the Circumpolar North is the only entity that contributes to a Project's Eligible Market Commitment Threshold, the Applicant must still ensure that the Project meets the Canadian Premiere Requirement (defined in section 3.2.4 of the [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#)) and is made available in Canada via a Canadian Broadcaster and/or Eligible Canadian Distributor within eighteen (18) months of completion and delivery of the Project or it will be considered an Event of Default pursuant to [Appendix B](#) and the Applicant's CMF Financing Agreement.

All Indigenous Applicants

3. Genre Flexibility

Eligible Projects owned and controlled by individuals who are First Nations, Inuit or Métis may include **"How-to" Programming** (as defined in section A)#2 in the Documentary Programming section in [Appendix A](#)) in a documentary project, provided the Project's content is related to Indigenous culture¹⁵ and meets the other applicable requirements of the Documentary definition (set out in section 4 of [Appendix A](#)).

Beginning in 2026-2027, the CMF is offering more genre flexibility for Eligible Projects owned and controlled by individuals who are First Nations, Inuit or Métis by allowing Reality Programming or Lifestyle Programming (including the Documentary subgenres of Lifestyle Programming, Reality (fully contrived), Reality (less contrived), Reality/Lifestyle (Celebrity-based), Lifestyle/Achievement, Lifestyle/Contest, Lifestyle/Travelogue, or Lifestyle/Docusoap Programming) (as defined in section A)#2 in the Documentary Programming section in [Appendix A](#)), for Documentary series, provided the content is related to Indigenous culture¹⁵.

These flexibility measures will be extended to all Linear Content Programs at the predevelopment, development and production stages.

¹⁵ Indigenous culture includes Indigenous food, dance, language, etc.