



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

# **SUMMARY OF CHANGES**

## **2026-2027**

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**The following is a non-exhaustive list of changes to the 2026-2027 CMF Program Guidelines.**

**Applicants, Broadcasters and Distributors are advised to review all relevant Guidelines, Manuals, Appendices, Schedules, Addendums and applicable required application documents prior to application.**

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# 1. CHANGES APPLICABLE TO LINEAR CONTENT AND INTERACTIVE DIGITAL MEDIA PROGRAMS

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## *Ownership & Control*

- Beginning in 2026-2027, the CMF will implement a series of updates to its Programs to reflect an evolution on how the CMF supports equity, diversity, inclusion, and accessibility across the industry by companies led by Indigenous and Equity-Deserving communities. These changes are intended to strengthen long-term decision-making power, intellectual property ownership, and sustainability among these communities.

Incentives and Broadcaster Envelope Factors that used to be awarded and based on Key Personnel (e.g. producer, writer, director, and equivalent roles in IDM) will transition toward ownership and control-based criteria. However, the CMF will continue to invite Applicants to submit PERSONA-ID numbers for their Key Personnel as part of their application and will continue to collect this data to help inform its policies and decision-making.

- See applicable *Program Guidelines and Envelope Manuals*

## *Appendix A – Definitions – Official Language Minority Communities (OLMC)*

- The definition for Official Language Minority Communities has been updated to be more representative of the community and where these members reside.
  - See [Appendix A - Definitions](#)

## 2. INTERACTIVE DIGITAL MEDIA (“IDM”) PROGRAMS

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### Changes applicable to Prototyping and Production Phase Programs

Starting in 2026-2027:

- Design, construction or exhibition costs related to the physical exhibition of immersive / experiential works will be permitted as Eligible Costs, so long as the production of digital content remains the primary component of the budget. In Production, such costs can represent a maximum of 20% of the Project’s Eligible Costs. In Prototyping, such costs will only be as necessary for testing purposes.
  - See section 4.2 of the [CMF Prototyping Program Guidelines](#) or applicable production-stage Program Guidelines

### Changes applicable to the Conceptualization Program

- Applications will be limited to New Applicants to CMF IDM Programs only.
  - See section 3.1 of the [Conceptualization Program Guidelines](#)

### Changes applicable to the Commercial Projects Program

*Two Streams*

- Starting in 2026-2027, the Commercial Projects Program will fund Projects through two streams:
  1. The Main Stream, a selective process in which Eligible Projects are assessed according to an evaluation grid. Projects will be evaluated based on their potential to attain stated commercial objectives, demonstrate business opportunity and achieve profitability.

And

2. The Third-Party Investment Stream, a first-come first-served pilot initiative for Eligible Projects that have a viable locked financing plan including a minimum 25% of bona-fide third-party investment at the time of application. The intent of this Stream is to incentivize external investment and recognize the presence of multiple investors in the Project. This new Stream will offer a different recoupment structure than other IDM production-stage Programs and Streams.

- See the respective guidelines for the [Commercial Projects Program – Main Stream](#) and [Commercial Projects Program - Third-Party Investment Stream](#)

*Third-Party Investment Ranking*

In the event that a large number of projects are submitted on the same date creating severe oversubscription in the Third-Party Investment Stream, the CMF will introduce an additional option to handle Program demand:

- Eligible Projects will be ranked according to the percentage of confirmed Third-party Contribution as a percentage of the Project’s overall financing. The projects with Third-party Contributions that represent the largest percentage of project financing will be ranked highest
- The CMF will distribute a pro-rated amount of 85% of requested funds to the highest-ranking projects until Program funds are depleted. This ranking will also respect any applicable Program caps (e.g., language, regions, Related -

Parties, etc.)

- Projects that do not rank high enough will not receive Program funds for that application round
- In the event multiple Projects are tied with the same Third-party Contribution percentage of Project financing just before the funding cut-off point, the CMF will then evaluate the largest dollar contribution of Third-party Contribution to re-rank those tied Projects and award funding according to the same process noted above
  - See section 5 of the [Commercial Projects Program – Third-Party Investment Stream Guidelines](#)

### 3. LINEAR CONTENT PROGRAMS (CREATION)

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#### Changes applicable to all Linear Content Programs

##### *Documentary Genre Flexibility for Indigenous Applicants*

- Beginning in 2026-2027, for Projects owned and controlled by individuals who are First Nations, Inuit or Metis and the content is related to Indigenous culture, the CMF will allow 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 for Documentary series in the Documentary Programming section in [Appendix A](#)),
  - See section 2.3 of the [Indigenous Production Program Guidelines](#) and section 3 of Schedule A (Flexibility for Indigenous-Led Projects) of the [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) and [Distributor Envelope Program Guidelines](#)

##### *Original Language of Production*

- Applicants are required to communicate and work fluently in the original language of production in order to demonstrate producer control over all elements of the Eligible Project.
  - See section 3.2.3 of the [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) and [Distributor Envelope Program Guidelines](#), [Broadcaster Envelope Program – Diverse Languages Guidelines](#)

##### *New Market Test (i.e. Eligible International Entities) for Eligible Projects in the Documentary Genre*

- International broadcasters and streaming services (“**Eligible International Entities**”) may now contribute up to 25% of the Eligible Market Commitment Threshold used to finance an Eligible Project in the **Documentary genre**, provided the larger share of the Project’s Threshold comes from Eligible Licence Fees from a Canadian Broadcaster and/or an Eligible Distribution Advance from an Eligible Canadian Distributor (i.e. at 75% of above).
  - See section 3.2.4 of the [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) and [Distributor Envelope Program Guidelines](#) and s.3.2.4.1 of the *Eligible Market Commitment Thresholds in the applicable Program Guidelines*

#### **Changes applicable to Anglophone Minority Incentive, Broadcaster Envelope Program – Diverse Languages, Broadcaster Envelope Program (Production) – English and French, Distributor Envelope Program, English Regional Production Bonus, Francophone Minority Program, Northern Production Incentive, POV Program, Program for Black and Racialized Communities, Quebec French Regional Production Incentive**

##### *Cap on the Number of Programs Applicants Can Access*

- Previously, there was no cap on the number of CMF Programs that an Applicant can apply to, with the same Project provided they met the eligibility requirements of each Program, and did not exceed the maximum total CMF contribution.
- Now, Applicants can only combine ONE (1) community- or genre-designated Program, and the Distributor Envelope Program and/or Broadcaster Envelope Program (Production) – English and French.

- There are specific rules for how the Broadcaster Envelope Program – Diverse Languages is combined, please see that Program’s Guidelines for additional information.
  - See section 2.5 of the *specific Community- or Genre-Designated Program Guidelines*

*Linear Content Core Production Guidelines replaced by Broadcaster Envelope Program (Production) – English and French Guidelines and Distributor Envelope Program Guidelines*

- The CMF has eliminated the Linear Content Programs – Core Production Guidelines this year. For most Linear Content Production Programs, the **Broadcaster Envelope Program (Production) – English and French Guidelines** and **Distributor Envelope Program Guidelines** will serve as the main set of Guidelines for production funding.
  - See section 2.1 (Introduction) of the [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) and [Distributor Envelope Program Guidelines](#)

## **Changes applicable to English Regional Production Bonus, Francophone Minority Program, Program for Black and Racialized Communities**

### *Caps for Related Distributors*

- Existing caps on Program budgets for In-house and Broadcaster-Affiliated Applicants will now include Applicants who are Related Parties to the Eligible Canadian Distributor who is unlocking CMF funding.
  - See section 3.1 of the [PBRC Guidelines](#), [OLMC Production Funding Guidelines](#) (Francophone Minority Program - Addendum B), [Regional Production Funding Guidelines](#) (ERP - Addendum B).

## **Changes applicable to Anglophone Minority Incentive, English Regional Production Bonus, Francophone Minority Program, Quebec French Regional Production Incentive**

### *New Mechanism to Address Severe Pro-ration of First-Come, First-Served Programs*

Beginning in 2026-2027, in the event that a large number of projects are submitted on the same date creating severe oversubscription for first-come, first served CMF Linear Content Production Programs, the CMF will introduce an additional option to handle Program demand:

- Eligible Projects will be ranked according to the percentage of confirmed Eligible Market Commitments (Eligible Licence Fees from Canadian Broadcasters and/or Eligible Distribution Advances from Eligible Canadian Distributors) as a percentage of the Project’s overall financing. The projects with Eligible Market Commitments that represent the largest percentage of project financing will be ranked highest
- The CMF will distribute a pro-rated amount of *65% of requested funds* to the highest-ranking projects until Program funds are depleted. This ranking will also respect any applicable Program caps (e.g., language, regions, Related - Parties to Eligible Canadian Distributors, etc.)
- Projects that do not rank high enough will not receive Program funds for that application round
- In the event multiple Projects are tied with the same Third-party Contribution percentage of Project financing just before the funding cut-off point, the CMF will then evaluate the largest dollar contribution of Third-party Contribution to re-rank those tied Projects and award funding according to the same process noted above
- In the event multiple Projects are tied with the same Eligible Market Commitment percentage of Project financing just before the funding cut-off point, the CMF will then evaluate the total contribution of Canadian Broadcasters



and/or Eligible Canadian Distributors (i.e., licence fees and distribution advances beyond just the Eligible Licence Fees and/or Eligible Distribution Advances) to re-rank those tied Projects and award funding according to the same process noted above.

- See section 5 of the specific Program Guidelines

## **Changes applicable to the Anglophone Minority Incentive (AMI)**

### *Minimum Envelope Allocation to Access AMI*

- Eligible Projects must receive a minimum Envelope Allocation commitment of *the lesser of 2% of the Project's Eligible Costs or \$10,000* from an English allocation from the Broadcaster Envelope Program (Production) – English and French and/or Distributor Envelope Program at the time of application.
  - See Addendum B (Additional Program Requirements) of the [OLMC Production Funding Guidelines](#)

### *Budget Carve-out for the First Closing Date for Certain Applicants*

- Previously, the carve-out for the AMI budget reserved for “**Additional Requirement Applicants**” (as defined in the OLMC Guidelines) was 50%.
- Now, the carve-out has increased to 60% of the AMI's for the First Closing Date budget for Additional Requirement Applicants, which has evolved and been renamed “**OLMC Applicants**”.
  - See Addendum B (Additional Program Requirements) of the [OLMC Production Funding Guidelines](#)

## Changes applicable to Broadcaster Envelope Program (Production) – English and French

### Factors and Weights

The Broadcaster Envelope Program – English and French Factor weights will **change** according to the percentages in the table below.

	English		French	
	Factors used for 2026–2027 Envelope Allocations (%)	Factors used for 2027–2028 Envelope Allocations (%)	Factors used for 2026–2027 Envelope Allocations (%)	Factors used for 2027–2028 Envelope Allocations (%)
Audience success – total hours tuned	35	35	40	40
Production historic performance	0	0	10	<b>15</b>
Regional production licences	25	25	15	15
Diverse Community (Ownership) production licences	15	<b>20</b>	10	<b>15</b>
Diverse Community (Key Personnel) production licences	5	<b>0</b>	5	<b>0</b>
Gender Balance (Ownership) production licences	5	5	5	5
Development historic performance	10	10	10	10
International participation	5	5	5	<b>0</b>
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

- See section 4.2 of the [Broadcaster Envelope Manual](#)

### Gender Balance Requirement

- In line with the CMF's overall approach to emphasize ownership & control (as outlined in section 1 above), the Gender Balance Requirement for qualifying Broadcasters to direct at least 50% of their Envelope Allocations to Projects where 40% of Key Personnel positions are held by women has been removed.

### Cap on Envelope Allocation

- While Canadian Broadcasters' performance during the 2026-2027 year (across the Factors noted in the table above) will be used to determine their 2027-2028 Envelope Allocations, any English or French Envelope Allocation exceeding 37% of the annual Envelope budget in each language market will be capped at 37% in 2027-2028.
  - See section 4.5.2 of the [Broadcaster Envelope Manual](#)

## Changes applicable to the Broadcaster Envelope - Diverse Languages Program (DLP)

### Factors and Weights

The Broadcaster Envelope Program – Diverse Languages Factor weights will **change** according to the percentages in the table below.

	Factors used for 2026-2027 Allocations (%)	Factors used for 2027-2028 Allocations (%)
Historic performance	80	80
Diverse Community (Key Personnel) production licences	10	0
Gender Balance (Key Personnel) production licences	10	0
Diverse Community (Ownership) production licences	0	10
Gender Balance (Ownership) production licences	0	10
<b>TOTAL</b>	<b>100</b>	<b>100</b>

### Combining DLP Funding with Other CMF Programs

- Previously, Applicants to the Diverse Languages Program (DLP) could not apply to other CMF Linear Content Production Programs<sup>1</sup> because Projects in that Program were required to be in a language other than English, French or Indigenous-Canadian which did not align with other Programs.
- Now, with the language flexibility offered for the Program for Black and Racialized Communities (PBRC) (see below for more details), it is possible for Applicants in the PBRC to access DLP funding, provided they have a minimum Envelope Allocation from DLP of 1% of the Eligible Costs before the signing of the CMF Financing Agreement.
  - See sections 2.5 and 3.2 of the [Broadcaster Envelope Program – Diverse Languages Guidelines](#)

<sup>1</sup>Exceptions may be granted on a case-by-case basis by the CMF if an Applicant was using any English or French in a Project receiving DLP funding to access Broadcaster Envelope Program (Production) – English and French under very specific circumstances (see section 2.3.1 of the [DLP Guidelines](#)).

## Changes applicable to the Distributor Program

### *Switching to an Envelope Program*

Beginning in 2026-2027,

- the Distributor Program will shift from a selective program to an automatic envelope program for Eligible Canadian Distributors. This will give Eligible Canadian Distributors in the CMF ecosystem more autonomy and predictability in their funding and the projects they choose to support.
- Distributor Envelope Allocations for the **2026-2027** year are based on Historic Access to CMF funds:

Historic Access in Documentary, Children & Youth and Variety and Performing Arts (All Linear Programs except the Distributor Program, 2023-2024, 2024-2025, 2025-2026)	40%
Historic Access in Drama (All Linear Programs except the Distributor Program, 2023-2024, 2024-2025, 2025-2026)	30%
Historic Access in the Distributor Program (2024-2025 and 2025-2026)	30%

- Eligible Canadian Distributors that do not earn an Envelope Allocation this year will have the opportunity to use funds from an “Alternative Access” Envelope to support their projects, which will be available on a first-come, first served basis until funds are depleted.
- In **2027-2028**, Envelope Allocations will be based on the following Factors:

### *English*

Factors used for 2027–2028 Envelope Allocations	Weight (%)
Distributor advances for 2026–2027 CMF-funded projects	20
Historic access to all CMF Linear Production programs (past three years)	10
Gross sales revenues for CMF-funded projects (past three years)	25
Distributor advances for 2026–2027 CMF-funded independent production projects	15
Distributor advances for 2026–2027 CMF-funded Gender Balance (Ownership) projects	10
Distributor advances for 2026–2027 CMF-funded Diverse Community (Ownership) projects	10
Distributor advances for 2026–2027 CMF-funded Regional projects	10
<b>Total</b>	<b>100</b>

<b>Factors used for 2027–2028 Envelope Allocations</b>	<b>Weight (%)</b>
Distributor advances for 2026–2027 CMF-funded projects	15
Historic access to all CMF Linear Production programs (past three years)	15
Gross sales revenues for CMF-funded projects (past three years)	25
Distributor advances for 2026–2027 CMF-funded independent production projects	15
Distributor advances for 2026–2027 CMF-funded Gender Balance (Ownership) projects	10
Distributor advances for 2026–2027 CMF-funded Diverse Community (Ownership) projects	10
Distributor advances for 2026–2027 CMF-funded Regional projects	10
<b>Total</b>	<b>100</b>

- See section 2.1 (Introduction) of the [Distributor Envelope Program Guidelines](#) and section 4.2 of the [Distributor Envelope Manual](#)

## Changes applicable to the English Regional Production Bonus (ERP)

### Minimum Envelope Allocation to Access ERP

- Eligible Projects must receive a minimum Envelope Allocation commitment of the *lesser of 4% of the Project's Eligible Costs or \$75,000* from an English allocation of the Broadcaster Envelope Program (Production) – English and French and/or Distributor Envelope Program at the time of application.
  - See section 3.2 of the [Regional Production Funding Guidelines](#)

### Number of Applications

- Previously, the maximum number of applications an Eligible Applicant could apply with to access ERP funding was two (2) per Closing Date.
- Now, an Eligible Applicant may apply to the ERP Program with a *maximum of one (1) application* per Closing Date.
  - See Addendum B (Additional Program Requirements) of the [Regional Production Funding Guidelines](#)

## Changes applicable to the Francophone Minority Program (FMP)

### Minimum Envelope Allocation to Access FMP

- Currently, Eligible Applicants must receive a minimum Envelope Allocation commitment of *7% of the Project's Eligible Costs* from a French Allocation of the Broadcaster Envelope Program (Production) – English and French.

- Now, Eligible Applicants may receive a minimum Envelope Allocation commitment of 7% of the Project's Eligible Costs from a French Allocation of the Distributor Envelope Program or combined with the Broadcaster Envelope Program noted above, but this Allocation commitment is now required at the time of application.
  - See Addendum B (Additional Program Requirements) of the [OLMC Production Funding Guidelines](#)

## Changes applicable to the Indigenous Program (Production)

### *Evaluation Grid*

- Applicants are encouraged to review the updated Evaluation Grid for Production before submitting an application for CMF funding.
  - See section 5.2 (Evaluation Grid) of the applicable [Indigenous Production Program Guidelines](#)

### *Beginning in 2026-2027,*

- The Maximum CMF Contribution for this Program was previously determined by the genre of the Project, but this has now been eliminated, and projects of any genre may receive up to \$750,000, however, Eligible Costs will need to be reasonable and will be verified by the CMF/ISO.
  - See section 4.2 of the [Indigenous Production Program Guidelines](#)
- Indigenous-language production projects with budgets over \$500,000 are now required to be made available in described video.
  - See section 3.2.5 of the [Indigenous Production Program Guidelines](#)
- Applicants who have been selected to receive Indigenous Production funding must sign the CMF Financing Agreement for the Eligible Project before applying for funding from other CMF Programs. If an Applicant applies without this signed CMF agreement, its application will be withdrawn.

## Changes applicable to the POV Program

### *Minimum Envelope Allocation to Access the POV Program*

- Eligible Projects that are selected for POV funding must receive a minimum Envelope Allocation commitment of 1% of the Project's Eligible Costs from the Broadcaster Envelope Program (Production) – English and French and/or Distributor Envelope Program before the signing of the CMF Financing Agreement.
  - See section 3.2 of the [POV Program Guidelines](#)

## Changes applicable to the Program for Black and Racialized Communities (PBRC)

### *More Language Flexibility in PBRC*

- Beginning in 2026-2027, as a pilot initiative, Eligible Projects in the Program for Black and Racialized Communities may now be in a language other than English or French. One-third of the Program's budget will be reserved for Projects where the original language of production is French, and the remaining two-thirds of the Program's budget will be allocated for Projects in any language other than French. This language flexibility will be allowed in PBRC,

provided a Canadian Broadcaster contributing an Envelope Allocation to the Project agrees to broadcast or make the Project available to Canadians in that particular language.

- See section 2.3.1 of the [PBRC Guidelines](#)

#### *Minimum Envelope Allocation to Access PBRC*

- Eligible Projects that are selected for PBRC funding must receive a minimum Envelope Allocation commitment of *1% of the Project's Eligible Costs* from the Broadcaster Envelope Program (Production) – English and French and/or Distributor Envelope Program before the signing of the CMF Financing Agreement.
- For this Program only, in lieu of receiving a minimum Envelope Allocation from (i) the Broadcaster Envelope Program (Production) – English and French and/or (ii) the Distributor Envelope Program, Applicants may alternatively meet the minimum Envelope Allocation from the **Broadcaster Envelope Program - Diverse Languages (DLP)** for Projects in languages other than English and French. Eligible Applicants who wish to access DLP and PBRC funding must follow the rules and requirements of both of these Programs, where applicable.
  - See sections 2.5 and 3.2 of the [PBRC Guidelines](#)

#### *Combining PBRC Funding with the Broadcaster Envelope Program – Diverse Languages*

- As a result of the new language flexibility for PBRC allowing languages other than English and French to be eligible, Applicants selected for PBRC funding may now access Broadcaster Envelope Program – Diverse Languages funding, provided they meet the eligibility requirements of both Programs.
  - See section 2.5 of the [PBRC Guidelines](#) and [Broadcaster Envelope Program – Diverse Languages Guidelines](#)

### **Changes applicable to the Quebec French Regional Production Incentive (QFRPI)**

#### *Minimum Envelope Allocation to Access QFRI*

- Eligible Projects must receive a minimum Envelope Allocation commitment of the lesser of *2% of the Project's Eligible Costs* or \$10,000 from a French allocation from the Broadcaster Envelope Program (Production) – English and French and/or Distributor Envelope Program at the time of application.
  - See Addendum B (Additional Program Requirements) of the [OLMC Production Funding Guidelines](#)

### **Changes applicable to Appendix B - Business Policies**

#### *Canadian Broadcaster and Eligible Canadian Distributor Audits*

- The CMF has added a new section to Chapters 8 and 9 in Appendix B which grants the CMF the right to audit a Canadian Broadcaster and Eligible Canadian Distributor. These sections enable the CMF, if necessary, to pause all of a Canadian Broadcaster's or Eligible Canadian Distributor's CMF activity in order to investigate their connection to Projects and Applicants that continually fail to respect the CMF's policies, requirements and standards.
  - See [Appendix B](#) – Chapters 8 and 9

## 4. LINEAR CONTENT PROGRAMS (IDEATION)

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### Changes applicable to CMF Indigenous Program (Development and Predevelopment)

#### *Changes to the Evaluation Grid*

Applicants are encouraged to review the updated Evaluation Grid for Predevelopment & Development before submitting an application for CMF funding.

- See section 5.2 (Evaluation Grid) of the [Indigenous Development and Predevelopment Funding Guidelines](#)

### Changes applicable to the Broadcaster Envelope Program (Development) – English and French

#### *Streamlining of Broadcaster Envelope Program (Development) – English and French Guidelines*

- In 2026-2027, the Broadcaster Envelope Program (Development) – English and French are no longer part of the Broadcaster Envelope Program – English and French Guidelines and have moved to the Development and Predevelopment Funding Guidelines.
  - See the [Development and Predevelopment Funding Guidelines](#)

### Changes applicable to Predevelopment

#### *New Eligibility Requirement for Returning Applicants to Predevelopment*

- Eligible Applicants who have previously received a Predevelopment Funding allocation from the CMF must have received CMF funding for one (1) production-stage project in the past seven (7) fiscal years (2019-2020 to 2025-2026) to be eligible to apply for CMF Predevelopment Funding in 2026-2027. For clarity, this requirement will not apply to new Applicants who have never received Predevelopment Funding from the CMF or for Black and Racialized Communities Predevelopment funding or Indigenous Predevelopment and Development funding.
  - See section Addendum A of the [Development and Predevelopment Funding Guidelines](#)

### Changes applicable to the Slate Development Pilot Program

Beginning in 2026-2027, the following changes have been made to this Program:

- The number of Projects an Applicant can commit their Slate Development Envelope Allocation to has increased from three (3) to five (5) Projects (see section 4.1);
- Track Record Applicants and Alternative Access Applicants may reapply for additional funding under certain circumstances (see section 3.1 and 4.1); and
- Lower required worldwide sales for Alternative Access Applicants (see Addendum A).
  - See the [Slate Development Pilot Program Guidelines](#)



## 5. INDUSTRY PROGRAMS

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### Changes applicable to the Digital Creators Pilot Program (“DCPP”)

#### *New Eligible Applicants - Podcasters*

- Canadian podcast creators who have been in operation for one (1) year or more with at least one previously produced and released series may now be eligible to apply.
- Podcasters must be either already engaged in, or intend to expand their business into, video podcast content.
  - See section 3.1.1 and 3.1.3 of the [Digital Creators Pilot Program Guidelines](#)

#### *Focus on business development activities*

- The program will refocus on only supporting the business development activities of the Applicant company.
- Individual creation or production of content will no longer be considered eligible activities.
  - See section 3.3 of the [Digital Creators Pilot Program Guidelines](#)

#### *Increased maximum contribution and extended contract period*

- Applicants may now request a maximum of \$40,000
  - See section 4.2 of the [Digital Creators Pilot Program Guidelines](#)
- The CMF will now contract with Applicants for a period of 12 months, to ensure enough time to execute on the business activities.
  - See section 2 of the [Digital Creators Pilot Program Guidelines](#)

#### *Revision to Eligible Costs*

- A longer list of eligible business costs has been established, including staff or contract roles, studio rentals and business travel costs.
  - See section 4.3 of the [Digital Creators Pilot Program Guidelines](#)

#### *Revision to Evaluation Criteria*

- Evaluation Criteria has been amended to reflect the refocus on only supporting business development activities and the addition of Podcasters as Eligible Applicants.
  - See section 5.1.1 of the [Digital Creators Pilot Program Guidelines](#)

### New Business Development Program

#### *Introduce a New Business Development Program*

- The CMF will launch this Program in Fall 2026 with a focus on supporting activities that help Eligible Applicants grow their businesses, expand into new markets, develop new business models and revenue models, and create new business partnerships.

Further details will be shared with industry stakeholders later in the year.