



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

PROGRAM FOR BLACK AND RACIALIZED COMMUNITIES GUIDELINES 2026-2027

TABLE OF CONTENTS

1.	GENERAL INFORMATION	3
2.	OVERVIEW	4
2.1	INTRODUCTION	4
2.2	DEFINITIONS	5
2.3	LANGUAGE OF PROJECTS.....	5
2.3.1	Original Language of Production	5
2.4	ACCESSING PBRC FUNDING AND COMBINING IT WITH OTHER CMF PROGRAMS	5
3.	ELIGIBILITY	7
3.1	ELIGIBLE APPLICANTS	7
3.2	ELIGIBLE PROJECTS	7
3.2.1	Ownership and Control Requirements	8
3.2.2	Eligible Market Commitment Threshold.....	8
3.2.3	Maximum Terms	9
4.	CMF CONTRIBUTION	10
4.1	NATURE OF CONTRIBUTION.....	10
4.2	AMOUNT OF CONTRIBUTION.....	10
4.2.1	Eligible Costs	10
5.	DECISION PROCESS	11
5.1	PROJECT ASSESSMENT IN THE SELECTIVE PROCESS.....	11

1. GENERAL INFORMATION

Section 1 of the [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) and [Distributor Envelope Program Guidelines](#) (as applicable) shall apply to the Program for Black and Racialized Communities, unless otherwise specified.

2. OVERVIEW

2.1 INTRODUCTION

In addition to the requirements set out in these Guidelines, Applicants must comply with (i) the applicable enumerated rules and requirements of the [Broadcaster Envelope Program \(Production\) – English & French Guidelines](#) and/or the [Distributor Envelope Program Guidelines](#) (as applicable), and (ii) the applicable policies and definitions in [Appendix A](#) and [Appendix B](#).

The Program for Black and Racialized Communities (“**PBRC**” or “**Program**”), which forms part of the CMF’s Linear Content Production Programs, recognizes the historic barriers members of Black and racialized communities still face today. The Program supports the growth of English- and French language audiovisual production from production companies owned and controlled by Black people and people of colour (defined in [Appendix A](#)).

For clarity, the CMF’s definitions of “**Black and Racialized Communities**” (see [Appendix A](#)) excludes Indigenous Peoples in Canada (i.e., First Nations, Inuit and Métis) which have distinct aspirations and requirements served by the CMF’s Indigenous Programs and other “Diverse Community” incentives offered by the CMF.

Eligible Projects under this Program are administered under a selective process where the CMF evaluates applications according to an Evaluation Grid. Eligible Projects may receive funds subject to per-project Maximum Contribution amounts and other specified limitations.

Support for predevelopment and development activities for Black and Racialized Communities are offered in first-come, first served [Development and Predevelopment Funding](#). Please see those Program Guidelines for more details.

Beginning in 2026-2027,

- the Linear Content Programs – Core Production Guidelines have been eliminated.

For the Program for Black and Racialized Communities, the [Broadcaster Envelope Program \(Production\) – English and French](#) and/or the [Distributor Envelope Program](#) will serve as the main sets of Guidelines for project funding (with additional requirements and obligations contained herein).

Applicants are encouraged to review the applicable Envelope Program Guidelines prior to applying for funding from the CMF.

- Eligible Projects applying for the PBRC are now required to have **a minimum Envelope Allocation commitment** (see sections 2.4 and 3.2) from a Canadian Broadcaster and/or Eligible Distributor before the signing of the CMF Financing Agreement. For clarity, if this requirement is not met at this stage, the Project will not be eligible for funding from this Program, and the application will be withdrawn.
- there will now be limits on combining funding from multiple CMF Programs.

Please see section 2.4 of these Guidelines and the specific requirements noted in each Program for more information.

- Eligible Projects where the original language of production is in a language other than English or French may now apply for funding under this Program in specific circumstances (see section 2.3.1).
- the CMF will allow an Eligible International Entity (as defined in [Appendix A](#)) to contribute the minority share of the Eligible Market Commitment Threshold (see section 3.2.4 of these Guidelines and section 3.2.4 of the applicable

[Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) and [Distributor Envelope Program Guidelines](#)) for Eligible Projects in the Children & Youth and Documentary genres.

- Gender Balance and Diverse Community points in the Evaluation Grid (see section 5.1) will no longer be awarded to Key Personnel and will now be awarded to projects that meet the definition of Gender Balance (Ownership) Projects and Diverse Community (Ownership) Projects (each defined in [Appendix A](#)), respectively.

2.2 DEFINITIONS

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

- Black and Racialized Communities
- Broadcaster-Affiliated Programming
- Canadian Broadcaster
- Creative Team
- Distributor-affiliated Programming
- Diverse Community
- Diverse Community (Ownership) Project
- Eligible Canadian Distributor
- Eligible International Entity
- Gender Balance (Ownership) Project
- In-house Programming
- Key Personnel
- Production Team
- Related Party

2.3 LANGUAGE OF PROJECTS

2.3.1 Original Language of Production

Beginning in 2026-2027,

- 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 reserved for Projects in any language other than French.

While Eligible Projects may receive contributions from both a French-language and English-language Broadcaster, the applicable language category is a single language determined by the original language of production of the Project.

2.4 ACCESSING PBRC FUNDING AND COMBINING IT WITH OTHER CMF PROGRAMS

Beginning in 2026-2027, minimum Envelope Allocation commitments from (i) the Broadcaster Envelope Program (Production) – English and French and/or (ii) the Distributor Envelope Program will be required to access and unlock funding (see section 3.2 of these Guidelines for more details) from any of the following Programs aimed at a designated community or genre:

- **Program for Black and Racialized Communities**
- English Regional Production Bonus
- Quebec French Regional Production Incentive
- Anglophone Minority Incentive
- Francophone Minority Program
- POV Program

While Applicants may combine funds from up to three (3) Programs in the same fiscal year, only one (1) of these may be a Program aimed at a designated community or genre (noted in the list above).

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 (DLEP)** for Projects in languages other than English and French (see section 2.3.1). Eligible Applicants who wish to access DLEP and PBRC funding must follow the rules and requirements of both of these Programs, where applicable.

Applicants should note the following when combining funds from this Program with Envelope Programs:

- **Threshold:** The Threshold amount from this Program (see section 3.2.2) will be applied to the total Eligible Costs of the Project.
- **Maximum Contribution:** The overall Maximum Contribution amount for this Program (see section 4.2) will be applied, with any additional funds taken from the Canadian Broadcaster's and/or Eligible Canadian Distributor's Envelope Allocation.

The total CMF contribution from all programs combined cannot exceed 84% of the Eligible Costs.

- **Nature of Contribution:** The nature of CMF's contribution will be based on the attachment of a Canadian Broadcaster and Eligible Licence Fee. For clarity, the CMF's contribution to Eligible Projects with an (i) Eligible Licence Fee from a Canadian Broadcaster will be a Licence Fee Top-Up, or (ii) without an Eligible Licence Fee from a Canadian Broadcaster will be a Non-Repayable Contribution (see section 4.1).

Any amounts in excess of the Eligible Licence Fee or Non-Repayable Contribution will be in form of an Equity Investment up to the maximum cap noted above.

Applicants should note that the ratio of (i) Licence Fee Top-Up and/or Non-Repayable Contribution to (ii) Equity Investment will be applied to the Project's entire budget according to the Maximum Contribution noted in section 4.2.

- **Maximum Term:** The Maximum Term of this Program will be applied (see section 3.2.3).

3. ELIGIBILITY

3.1 ELIGIBLE APPLICANTS

An Eligible Applicant to this Program must meet:

- the Eligible Applicant criteria in section 3.1 of the [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) and/or [Distributor Envelope Program Guidelines](#) (as applicable); and
- any applicable specific eligibility criteria noted in this section, including the following:
 - Final control in all matters relating to the Applicant company¹ and the Project and at least 51% of the Applicant company's ownership and of the Project's copyright are retained by an individual producer (or multiple producers) that is a member of a Black and Racialized Community (as defined in [Appendix A](#)) ("**Black and Racialized Owner**").
 - **For clarity, in cases where the Applicant company is comprised of multiple individual producers, the Black and Racialized Owner must have final control and the largest amount of ownership of both the Applicant company and copyright in the Eligible Project.**
 - The Black and Racialized Owner exercises full creative, executive, artistic, technical and financial control of the Eligible Project.
 - The Black and Racialized Owner has meaningfully participated in the Eligible Project's development and retains a financial interest in the Eligible Project that is proportional to its ownership.
 - For clarity, where the final control and central decision makers in both the Applicant company and the Project are not with the Black and Racialized Owner(s) from the Applicant company, the Application will not be considered eligible for funding in this Program. The CMF reserves the right to request additional documentation (including by-laws and articles of incorporation) to ensure the ownership and control provisions are met.

No more than 25% of the overall PBRC budget will be allocated to Eligible Projects:

- from In-house and Broadcaster-Affiliated Applicants, and
- from Applicants who are Related Parties to the Eligible Canadian Distributor ("**Distributor-related Programming**" as defined in [Appendix A](#)) providing the Eligible Distribution Advance .

It is important to note that coproductions between Eligible Applicants and ineligible Applicants in this Program are only possible where the ineligible Applicant is a treaty (minority) coproduction partner in an audiovisual treaty coproduction.

3.2 ELIGIBLE PROJECTS

An Eligible Project to this Program must meet:

- The Eligible Project criteria in section 3.2 of the [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) and [Distributor Envelope Program Guidelines](#) (as applicable) and
- Any applicable specific eligibility criteria noted in this section.

¹Including the Applicant company's board of directors.

Beginning in 2026-2027,

- Eligible Projects that are selected for CMF funding are required to have a ***minimum Envelope Allocation commitment of one percent (1%) of the Project's Eligible Costs*** from (i) a Canadian Broadcaster through the Broadcaster Envelope Program (Production) – English and French, and/or (ii) an Eligible Canadian Distributor through the Distributor Envelope Program *before signing the CMF Financing Agreement*.

For clarity, if this requirement is not met at this stage, the Project will no longer be eligible for PBRC Production funding.

Either the screenwriter or the director of the Eligible Project must be a member of a Black and Racialized Community (as defined in [Appendix A](#)). For clarity, if the Eligible Project is episodic, this requirement will apply to every episode of the Eligible Project.

Eligible Projects that received a financial commitment from another CMF funding Program in a previous fiscal year are not eligible for the 2026-2027 PBRC².

No more than 35% of funds in the Program will be allocated to feature films in the Drama programming genre.

For a series in its second or subsequent season, a rough cut or final version of at least one (1) episode of the previous season of the series must be completed and submitted to the CMF in order for it to be considered an Eligible Project in this Program.

Eligible Projects are required to include tax credits in the financing structure for this Program at the time of application for PRBC funding. See [Appendix B](#) (Treatment of Tax Credits) for more information.

3.2.1 Ownership and Control Requirements

In this Program, the Black and Racialized Owner (defined in section 3.1 above):

- exercises full creative, executive, artistic, technical and financial control of the Eligible Project and has meaningfully participated in its development; and
- retains and exercises all effective controls or approvals necessary for the production of the Project. This includes control and final approval of creative decisions and production 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.

3.2.2 Eligible Market Commitment Threshold

An **Eligible Market Commitment Threshold** ("Threshold") is the minimum amount of Eligible Licence Fees and/or Eligible Distribution Advances that an Eligible Project must receive from one or more Canadian Broadcasters and/or Eligible Canadian Distributors (and, if applicable, Eligible Financial Contributions from Eligible International Entities³) to be eligible for CMF funding.

The Threshold in this Program is the lesser of:

- 10% of the Eligible Project's Eligible Costs, or

²Suitable exceptions may be made for 2026-2027 episodes for split-cycle Projects produced and funded over two CMF fiscal years.

³ Eligible International Entities (as defined in [Appendix A](#)) may contribute up to 25% of the Eligible Market Commitment Threshold of an Eligible Project (see section 3.2.4 of the applicable [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#) or [Distributor Envelope Program Guidelines](#)) in the Children & Youth and Documentary Genres only.

- the amount for the applicable genre category, language market, and project type as set out in the Eligible Market Commitment Threshold Tables (see section 3.2.4.1 of the [Broadcaster Envelope Program \(Production\) – English and French Guidelines](#)).

In addition to the Canadian Broadcaster's and/or the Eligible Canadian Distributor's (and, if applicable, the Eligible International Entity's) Eligible Market Commitment (e.g. Eligible Licence Fees, Eligible Distribution Advances, Eligible Financial Contributions) amounts, licence fees/financial contributions from foreign/scheduled broadcasters⁴ may also count towards the Threshold required to unlock funding in this Program, as long as the Threshold amounts of the Canadian Broadcasters and/or Eligible Canadian Distributors (both separately and in the aggregate) represent the larger share of the Project's Threshold.

3.2.3 Maximum Terms

The CMF shall assess the maximum allowable period of all windows granted to (i) Canadian Broadcasters for the Canadian Broadcast Right, and/or Eligible Canadian Distributors for the Canadian Exploitation Right (the "**Maximum Term**").

The Maximum Term for an Eligible Project in this Program, in the aggregate and including both exclusive and non-exclusive terms, is six (6) years.

⁴ Eligibility of foreign/scheduled broadcasters will be decided by the CMF on a case-by-case basis.

4. CMF CONTRIBUTION

A CMF Contribution to an Eligible Project will follow:

- a) the criteria in section 4 of the [Broadcaster Envelope Program \(Production\) – English & French Guidelines](#) and/or [Distributor Envelope Program Guidelines](#) (as applicable); and
- b) any applicable specific criteria noted in this section.

4.1 NATURE OF CONTRIBUTION

The CMF's contribution in this Program will be based on the presence of a Canadian Broadcaster and Eligible Licence Fee. For clarity, the CMF's contribution to Eligible Projects (i) with an Eligible Licence Fee from a Canadian Broadcaster will be a Licence Fee Top-Up, and (ii) without an Eligible Licence Fee from a Canadian Broadcaster will be a Non-Repayable Contribution.

In the PBRC, the CMF may provide a combination of (i) Licence Fee Top-Up and/or Non-Repayable Contribution (ii) Equity Investments (see section 4.1 of the applicable [Broadcaster Envelope Program \(Production\) – English & French Guidelines](#) or [Distributor Envelope Program Guidelines](#)) to Eligible Projects according to a set formula:

The first CMF contribution to the Eligible Project will be in the form of a Licence Fee Top-Up and/or Non-Repayable Contribution, to a maximum of 40% of the Project's Eligible Costs. CMF contribution amounts in excess of this 40% maximum will be in the form of an Equity Investment.

In no case will the total CMF contribution exceed 60% of Eligible Costs (between Licence Fee Top-Ups, Non-Repayable Contributions and Equity Investments combined). The CMF considers an eligible Equity Investment request of less than \$100,000 too small for equity participation. Such requests will be automatically converted to a Licence Fee Top-Up or Non-Repayable Contribution.

4.2 AMOUNT OF CONTRIBUTION

The CMF will solely decide the amount of its financial contribution to an Eligible Project, up to a Maximum Contribution. The Maximum Contribution shall be the lesser of 60% of the Eligible Project's Eligible Costs or the following amounts (depending on the applicable genre):

- Drama and Animation: \$750,000
- Documentary, Variety and Performing Arts, and Children & Youth: \$550,000

4.2.1 Eligible Costs

The provision of one or more apprentice positions for members of a Black and Racialized Community (defined in [Appendix A](#)) will be considered an Eligible Cost for this Program.

Additional CMF business policies relating to Eligible Costs are included in [Appendix B](#).

5. DECISION PROCESS

5.1 PROJECT ASSESSMENT IN THE SELECTIVE PROCESS

Projects in this Program compete for funding according to a selective process. To make funding decisions, the CMF will rely on a jury made up of members from Black and Racialized Communities and projects will be selected using the Evaluation Grid below.

The CMF will not accept a revision to the evaluated elements of a Project that would affect its final weighting.

Evaluation Grid

Assessment Criteria	Overall Points	Points Details	Notes
Market Interest	17	<p>Market commitment (9)</p> <p>Audience potential (8)</p>	<p>Market commitment is reflected by:</p> <ul style="list-style-type: none"> the level of financial contributions by broadcasters⁵/ distribution platforms⁶/other financiers (including Eligible Licence Fees paid by Canadian Broadcasters, Eligible Distribution Advances paid by Eligible Canadian Distributors (ECD) or other financiers to the Project). Market commitments can include theatrical distribution, educational distribution, etc. financial contributions from more than one source. an Envelope Allocation from an English or French-Canadian Broadcaster(s) and/or Eligible Canadian Distributor(s). <p>Audience potential is reflected by:</p> <ul style="list-style-type: none"> the confirmed presence of marquee elements such as well-known actors/narrators/hosts/ composers, significant social media following or recognizable underlying intellectual property. The degree to which the promotion and marketing plan demonstrate the potential reach to audiences (including audiences from underrepresented communities). The promotion and marketing plan should reflect the use of non-traditional and/or traditional distribution platforms. for series, renewal for a second or subsequent season will also be taken into account.
Team	24	Track record and experience of the Production and Creative Teams (18)	The Production Team (as defined in Appendix A) is comprised of the Producers of the Project.

⁵ The maximum points a Project can receive from broadcaster licence fees in this section will be limited to the highest licence fees paid by a broadcaster to a Project produced by an independent production company that is not In-house or Broadcaster-Affiliated (see [Appendix A](#))

⁶ The maximum points a Project can receive from distributor advances in this section will be limited to the highest distribution advance paid to a Project produced by an independent production company that is not Distributor-affiliated (see [Appendix A](#)).

		<p>Quality and degree to which the Applicant and Creative and Production Teams are well-positioned to create this project (2)</p> <p>Parity Eligible Projects that meet the (“Gender Balance (Ownership) Project”)⁷ definition (see Appendix A) (2).</p> <p>Diversity Eligible Projects that meet the “Diverse Community (Ownership) Project”⁷ definition (see Appendix A) (2)</p>	<p>The Creative Team (as defined in Appendix A) is comprised of the Writers and Directors on the Project.</p> <p>“Well-Positioned” is outlined in the CMF’s Narrative Positioning Policy and can be addressed in the submitted Narrative Positioning Statement.</p>
Community and Sustainability	4	<p>Community Engagement Plan (2)</p> <p>Sustainability Plan (2)</p>	<p>Community Engagement Plan: The Applicant and team members have committed to concrete measures to create the content responsibly, thoughtfully and without harm, including community engagement steps, and/or personnel hires, and will provide a written report at the final costs stage confirming the work completed.</p> <p>Sustainability Plan: The Applicant and team members have committed to steps related to environmentally-sustainable activities, practices and/or personnel hires on this Project, and will provide a written report at the final costs stage confirming the work completed. This excludes the carbon calculator requirement (see section 3.2.5 of the applicable Broadcaster Envelope Program (Production) – English & French Guidelines or Distributor Envelope Program Guidelines).</p>
Creative Elements	55	Originality and creativity (35)	<p>Creative elements include the subject matter, scripts, themes, issues and narrative, which are assessed on originality and creativity.</p> <p>When assessing originality and creativity, a Project’s potential to add cultural significance and distinguish itself in the current Canadian audiovisual landscape – for example adding greater representation in voices from Diverse Communities or sharing new perspectives - can be considered.</p>

⁷ The CMF will rely on the self-identification information associated with an individual’s PERSONA-ID number for shareholders and board of directors of the Applicant company (and co-Applicant, if applicable) and parent company(ies) to determine whether Projects qualify for Gender Balance (Ownership) or Diverse Community (Ownership) Project points. For clarity, non-Canadians will not be counted in these scores. For more information on PERSONA-ID, please see the [CMF’s website](#).

		<p>Children and Youth projects (5)</p> <p>Production values (15)</p>	<p>An additional five (5) points will be awarded to Eligible Projects in the Children and Youth genre.</p> <p>Other elements that will be considered:</p> <ul style="list-style-type: none"> • the appropriateness of the production budget level to the creative material; • the risk of the Project not being completed; • whether the Project is ready for production (e.g. does not require further development, sufficient number of scripts have been developed for a series, etc.).
TOTAL	100		