

Requesting data from the Canada Media Fund (CMF)

The CMF publishes data on its funding and activities on its website and in its annual reports. The CMF also may provide additional data to interested parties, upon request, to support their research efforts. The data is related specifically to the audiovisual projects that the CMF funds through its programs.

Before submitting a data request, please consult the CMF's [website](#), including the [Funded Projects Database](#), and [annual reports](#). If you do not find the data that you need, please read the information below for instructions and suggestions on how to submit a data request. The annual reports also provide useful information on the types of information available.

Following the instructions below will save delivery time and contribute to a satisfactory set of deliverables.

WHO TO CONTACT

Please submit your data request by email to:

Suzanne Keppler—Manager, Program Reporting
skeppler@cmf-fmc.ca

If your request is related to research supported by one of the CMF's research partnerships, please copy:

Pierre Tanguay—Manager, Industry Research
ptanguay@cmf-fmc.ca

THE CONTEXT OF YOUR DATA REQUEST

Please explain the nature and context of your data request, including:

- The research you are doing;
- Its goals;
- The organization(s) that commissioned it;
- The timeline of the project, and the date you need the data by;
- The contact information of your designated representative(s).

LISTING YOUR DATA NEEDS

Please list all of your data needs in a single document. Be as detailed and specific as possible.

Your data request should factor in all required variables, e.g.:

- The time period/years covered in your data request¹;
- The CMF funding programs you are inquiring about²;
- Whether you are inquiring about the number of applications received or the number of projects funded;
- The types of information to be included in the data, e.g.:

¹ The CMF's fiscal year runs from April to March (e.g. April 1, 2019 to March 31, 2020). Data can only be provided based on that reference period.

² The list of CMF funding programs is available [here](#). Please reference the appropriate programs, if applicable, in your data request. Please consult with Suzanne Keppler if you are unsure about the appropriate programs.

- Platform (television productions or digital media productions);
 - Genre (drama, documentary, children's & youth, etc.);
 - Language (projects in English, in French, in Indigenous languages, in other languages);
 - Province or territory of production;
 - Funding stage (pre-development, development, production, marketing);
- Whether or not you need project-by-project data, e.g. project titles or the names of production companies.

Please limit your request to the data that is necessary for your research. If you do not need project-by-project data, request aggregate amounts instead.

A few examples...

How much funding overall did the CMF invest in Documentary projects for Television, by Language of Production (English, French, Other) and by Year, 2015-16 to 2017-18?

How many applications did the CMF receive for the Experimental Web Series Program, by Province/Territory, 2018-19?

Please list all projects funded by the CMF Northern Incentive, 2016-17: Project Title, Production Company Name, Northern Incentive Funding Amount.

Requesting data on third-party (i.e. non-CMF) funding to projects

Projects funded by the CMF also receive financing from other sources: federal and provincial funding agencies, tax credits, Canadian broadcasters and distributors, foreign sources, etc. You may request data on third-party funding, but please keep in mind that:

- For confidentiality reasons, project-by-project information cannot be disclosed. Only aggregated data can be provided.
- The data reflects third-party investments in CMF-funded projects, but does *not* reflect what third parties may be investing overall in a given genre, format, province/territory, etc.

A few examples...

How much did Canadian distributors invest in CMF-funded Children's & Youth Television, by Language of Production (English, French), in 2018-19?

How much Development Fees did Canadian broadcasters invest in CMF-funded English-language Drama for Television, by Year, 2016-17 to 2018-19?

Requesting data on sales revenues of CMF-funded projects

Limited information may be available on the sales revenues that CMF-funded projects have generated. Significant restrictions may apply due to data confidentiality or availability.

Example...

How much revenue did CMF-funded French-language Documentary for Television generate from international sales, by Year, 2012-2013 to 2014-2015?

LIMITATIONS

The CMF may not be able to answer your data request, in whole or in part, for one of the following reasons:

- The requested data is not available in the CMF's digital databases.
- The requested data constitutes Personally Identifiable Information (i.e. any data that can potentially identify a specific individual).
- The requested data constitutes privileged and confidential information on the business affairs of a CMF client or third party.
- The CMF determines that the requested data should be obtained from another source.

The CMF may not be able to provide the data by the requested date. If so, the CMF will inform you of the earliest possible date.

POST-REQUEST FOLLOW-UP

It would be appreciated if the CMF could review a draft copy of the final formatted statistics derived from the data requested.