



**PE CALCULATION PROCESS
AUDIENCE SUCCESS:
TOTAL HOURS TUNED &
ORIGINAL FIRST-RUN PERFORMANCE
(REVISED 9 NOVEMBER 2020)**

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INTRODUCTION

In response to the disruption in Canada's screen-based industries caused by the COVID-19 pandemic, the 2021-2022 Performance Envelope allocations will be calculated based on the average of each Broadcaster's 2019-2020 and 2020-2021 Performance Envelope allocations. As such, the normal process of collecting Audience Success calculations at the beginning of December will not take place this year.

However, in preparation for a subsequent 2022-2023 envelope year, we will offer broadcasters the opportunity on an optional basis to submit Audience Success this year. This is being done to preserve the institutional memory of the process and to avoid a "doubling-up" of the work towards the end of 2021 (where potentially 2 broadcast years' worth of data would need to be submitted). This optional submission would be based on consumption activity during the 2019-2020 broadcast year.

The requested deadline for audience success submissions to the CMF is Friday February 26, 2021.

In addition to full details on the audience success calculation process, this document also includes frequently asked questions (FAQs). All broadcasters are encouraged to review the material enclosed and to periodically check the website for further updates.

Summary of Changes to Submission Requirements

NOTE: calculations for the 2021-2022 Performance Envelopes will be based on the average of each Broadcaster's 2019-2020 and 2020-2021 Performance Envelope allocations. Therefore, submitting audience data from the 2019-2020 broadcast year is optional in anticipation of a normal return to audience success calculations in 2022-2023.

There are no changes to the methodology regarding AS-THT or AS-OFR submission requirements.

GENERAL METHODOLOGY

Audience success THT and OFR calculations are normally based on the total hours tuned (THT) that a broadcaster has generated through eligible CMF-supported programs over the period of one broadcast year.

The CMF requires that broadcasters submit their own audience success calculations for CMF review and inclusion in AS-THT and AS-OFR calculations. Full details of the CMF's requirements are contained within this document.

The rationale for this procedure is to ensure a high degree of transparency to broadcasters in the collection and application of this data in AS-THT and AS-OFR calculations. The CMF will offer as much support as possible to ensure that broadcasters are able to sufficiently meet this requirement.

Hours tuned credit for all broadcasters will be based on Total Canada audiences generated from Numeris databases. Broadcasters have the option of processing THT data using either Nielsen Borealis or nLogic Infosys+TV software systems.

In those instances where a station/network is not measured or reported in Numeris databases or does not have access to this audience data, please contact the CMF for further direction.

Genre Allocation

Broadcasters will be allowed some genre flexibility regarding audience success submissions. Specifically, broadcasters may be allowed to claim audience success credit for an acquired **CMF-funded program** in a genre other than the one under which the program was originally funded, as long as the request meets the following criteria:

- Due to the nature of the content of the program, the determination of genre is ambiguous, and the request for genre flexibility makes appropriate sense. For example, family programs could potentially qualify for CMF funding under children's & youth genre requirements or drama genre requirements.
- The request for genre flexibility in audience success calculations is supported by the broadcaster's conditions of licence (and thus the broadcaster's programming strategy).
- CMF staff is satisfied that the request for genre flexibility in audience success calculations (on a case by case basis) serves the overriding objectives of the CMF.

Broadcasters must provide a specific written declaration of their request for a genre variance in the following manner and submit this along with their audience success submission:

CMF Title & Cycle	Original CMF Genre	Requested Genre for Calculation
Program X (III)	Drama	Children's & Youth

Submission Requirements

As further detailed in the section below "Audience Success Submission Requirements", the inclusion of program cycle information in audience success submissions is mandatory. Submissions that do not include cycle information will be rejected. Please contact the CMF if you have any questions regarding this requirement.

Original First-Run Performance

As per the directive received from Canadian Heritage in creating the CMF, the purpose of this factor is to place an emphasis on the support of original, first-run television programming in prime time.

All broadcasters seeking AS-OFR credit will be required to identify eligible programs that fit the definition of “Original First-Run” as stated below:

1. Project must have been CMF-financed and broadcaster must have participated in the original financing structure of the project (i.e. acquisitions are NOT eligible).
 - a. If a project was financed under a corporate group licence and not by a specific broadcaster, the corporate group is allowed to claim within its ownership group OFR on a maximum of two channels, comprising of either:
 - i. one conventional and one specialty channel
 - ii. two specialty channels.
2. “Original First-Run” is defined as:
 - a. For conventional stations: the first airing of a project (or series of episodes that make up that project) by an eligible broadcaster.
 - b. For independent stations, specialty and pay stations: three airings of a project (or a series of episodes that make up that project) by an eligible broadcaster, within a period of 7 days beginning from the first date of the first original telecast; only one airing can be outside of prime time.¹
 - c. Eligible broadcasters include those that participated in the initial financing structure of the project in question. Broadcasters who therefore license a project as a second, third or subsequent window are therefore also eligible to claim credit in this factor.
3. “Prime time” is defined as the airing of a project in which the majority of the telecast aired between the hours of 7pm – 11pm, on any day of the week. In the case of single-feed specialty broadcasters, this time period has been extended to cover the hours of 5.30pm – 2:00am Eastern time. Children’s & Youth programs are exempt from this “prime time” requirement. ***Note*** for 2019-2020 funded projects and onwards, those projects that claim the OTT factor credit are not eligible to also claim credit for the OFR factor as well. Broadcasters are asked to insert a field in their submission (see Appendix “A”) which identifies the programs that qualify for this factor, as per the criteria set forth above.

Period of Eligibility for CMF-financed projects

Projects financed by the CMF no earlier than the 2015-2016 fiscal year and aired during the 2019-2020 broadcast year will be eligible for inclusion in this phase of optional submissions for Audience Success.

¹ Independent stations denote broadcasters that are not under a corporate group ownership. This definition for OFR takes into account the realities of independent broadcasters, specialty and pay networks’ programming strategy, which aim to build audiences through the scheduling of programs in different timeslots, each attempting to attract a unique audience.

ALLOWABLE PROGRAMS IN AUDIENCE SUCCESS CALCULATIONS

CMF-Supported Programs

Eligible CMF-supported programs for inclusion in this phase of optional submissions for AS-THT calculations are based on the following criteria:

- any production supported by the CMF in the past AND produced or versioned in either English or French; and
- was funded by the CMF no earlier than the 2015-2016 fiscal year (i.e. programs are no older than 5 years).

Programs that received CMF support in fiscal 2020-2021 and went to air prior to the close of the 2019-2020 broadcast year (August 30, 2020), are eligible to receive credit in audience success calculations.

A list of CMF-supported programs funded between fiscals 2015-2016 and 2020-2021 (to date) has been posted to the CMF website for your reference <https://cmf-fmc.ca/en-ca/global-assets/general/performance-envelope/funded-projects-15-16-20-21> (Note: Fiscal 2019-2020 has not yet closed).

Additionally, not all cycles of a program are necessarily funded by the CMF; therefore, only hours tuned data from eligible cycles are permissible. For this reason, it is important that audience data include the cycle or season (or episode number) of the program being reported.

AUDIENCE SUCCESS SUBMISSION REQUIREMENTS

The CMF asks that broadcasters submit their own audience success calculations. Submission specifications are the same for all PEs regardless of language or genre unless otherwise stated below. Submissions must be made electronically and in a spreadsheet format (such as Excel).

Please note: the CMF will be reviewing all audience success submissions for accuracy and eligibility. The CMF will also publish audience success submissions on its secure website for scrutiny by other broadcasters (details regarding access to the secured site to follow). For this reason, it is mandatory that submissions be based on specifications listed below for a satisfactory review to occur. If the CMF is not able to review a submission to its satisfaction, then the broadcaster will be notified and modifications to the submission will be required prior to acceptance. The CMF prefers that submissions mirror the template provided in Appendix A of this document.

In instances where a station/network is not measured or reported in Numeris databases or audience information is unavailable, please contact the CMF for further direction.

Total Hours Tuned Calculation Specifications:

Source:	Numeris databases, via either Nielsen Borealis, or nLogic Infosys+TV software.
Universe:	Total Canada
Data Period:	2019-2020 Broadcast Year (Weeks 1-53: August 26, 2019 to August 30, 2020)
Demographic:	Viewers 2+
Programs:	CMF-financed programs only.
Total hours tuned:	For all submissions, THT should be calculated at the individual telecast level as per the following formula: $[AMA (000) * Program Duration] / 60$

Submission Specifications:

Submissions should be broadcaster-specific (i.e. a separate submission must be made for each individual station – corporate groups must provide separate submissions for each station or network).

If the broadcaster is part of a larger corporate group (i.e. CBC, Bell, Rogers, Blue Ant Media, etc.), please indicate the name of the corporate group at the top of the submission.

Submissions must include the following information as generated by their Nielsen or nLogic software and should be provided on a telecast by telecast basis. Also, please indicate the specific software used to generate your hours tuned submission:

- Program Name
- Episode Title/Number
- Program Code – required for broadcasters who report audiences on program-level data with Numeris (*When using Infosys+TV, this field can be activated under “attributes”. When using Borealis, this field can be activated under “Program/Time Period Properties”.*)
- Network or Station
- Telecast Date (in proper sortable date format as per Excel – please ensure the format is uniform throughout)
- Day of Week
- Start Time

- End Time
- Duration
- Station Count (e.g. for multi-station networks or specialties with multiple feeds)
- 2+ AMA (000)

The following additional fields of data must also be included on a telecast by telecast basis to be input by the broadcaster:

- Feature-length film (*i.e. drama project that was theatrically released in addition to having a broadcast licence. Please only identify eligible programs with a “Y”. For simplicity, it is not necessary to identify projects that do not fulfill this criterion*).
- Cycle/season (either as part of Program Name or in a separate column);
- CMF genre (as provided with each program on the list of eligible programs on CMF’s website – i.e., drama, documentary, children’s and youth, variety and performing arts.) *Note: this requires manual input, and should not be confused with the genre information provided via Borealis / Infosys+TV which is coded by CRTC genre specifications;*
- Hours tuned calculation;
- CMF program title (if significantly different than the title provided via Borealis / Infosys+TV);
- Original First-Run Performance (*Broadcasters are asked to identify by individual airing, as described in the relevant section on page 3. Please only identify eligible programs with a “Y”. For simplicity, it is not necessary to identify programs that are ineligible*).

In addition to telecast by telecast detail, submissions should include (perhaps on a separate spreadsheet, via a pivot table) THT by CMF genre.

Please note:

- Program time-blocks must not be duplicated or overlap. In the event that the CMF finds any duplication of audience data within a submission, **the entire submission will be rejected.**
- Submissions not completed correctly to the satisfaction of the CMF (as per Appendix A) will be rejected and returned to the broadcaster. Please contact the CMF prior to the deadline if you have any concerns regarding the requirements for submission.

For broadcasters that are **not reported at the program level in Borealis or Infosys+TV software**, all of the above information will require manual input. For review purposes, the CMF requests copies (preferably electronic) of internal programming logs verifying that programming included in hours tuned submissions aired at the date, time, and duration as shown in their data submission.

To facilitate the process of generating audience figures using manual input, nLogic offers a service to generate audience success submissions using program schedules provided by broadcasters. For more information on this service, please see Appendix B.

Procedural Considerations:

- The nature of this exercise is such that greater efficiencies in executing the task are likely to be realized if researchers familiar with Borealis or Infosys+TV software and data work jointly with programmers who are familiar with the nature and origin of programming aired on their station.

- Program titles appearing in the list of CMF-supported programs on the CMF website are based on the title of the project at the time it was funded by the CMF. Program titles can change from the time they are produced and funded by the CMF to the time they go to air. If you are unable to find a CMF-funded program that you aired on the list provided on our website, this may be the reason why. Other possible title matching issues may be the result of:
 - Program titles may be reported in Borealis or Infosys+TV under French/English translations; or
 - One-off productions may be aggregated in Borealis / Infosys+TV under one program name. Examples include:
 - *Wild Discovery* as part of “Canadian Geographic Presents” (Discovery)
 - *Rugged Coast* as part of “Canadian Waterways” (TVO)
 - *Paris Stories: The Fiction of Mavis Gallant* as part of “Masterworks” (TVO)
 - *For King & Country* as part of “Soldats” (Historia)
 - *Dubai: Miracle or Mirage* as part of “DOC ZONE” (CBC)
 - *The Climb* as part of “DOC ZONE” (CBC)
 - *Sur la ligne de tir: le combat de Louise Arbour* as part of “DOC ZONE” (SRC)
 - *Inde - Filles de jardiniers et frères du Gange* as part of “Grands reportages” (RDI)
- Using the country of origin and genre information provided via Borealis or Infosys+TV software may prove to be helpful in this exercise, but in the interest of assuring that nothing gets missed or overlooked, the CMF does not recommend that it solely be relied upon.
- Broadcasters should ensure that the data upon which an hours-tuned submission is based is the most up to date confirmed data released by Numeris.
- For any other procedural questions or further clarification regarding submissions, please contact the CMF prior to the submission deadline.

Please email audience success submissions to audience@cmf-fmc.ca no later than Friday, February 26, 2021.

CMF HOURS TUNED REVIEW AND BROADCASTER SIGN-OFF

Upon receipt of a broadcaster's audience success submission, the CMF will review the file to ensure all submission specifications have been met. The scope of the review will include verification that every single program title included in the submission was CMF-supported. Additionally, the associated CMF genre for every single title will be verified. Hours tuned formulas will be checked, totals will be checked, and random checks will be conducted on individual telecast data.

Upon the CMF's completed review of a broadcaster's submission, the CMF will notify the broadcaster of discrepancies, resolve questions, and communicate to the broadcaster the final numbers that will be used in PE calculations.

The CMF will place all audience success submissions on the secure CMF website for other broadcasters to scrutinize should they choose. The CMF will clearly indicate on the website whether its own review of any given submission has been conducted and/or cleared. Information on how to access the secure CMF website will be forthcoming.

FREQUENTLY ASKED QUESTIONS (FAQ)

In an effort to provide clarity to all participating broadcasters, the following is a list of relevant and frequently asked questions (FAQ) with accompanying answers. This FAQ will be posted on the CMF's website at <http://www.cmf-fmc.ca/envelope-administration/calculations/> and updated regularly.

Will broadcasters be penalized if they choose not to submit Audience Success this year?

No. The 2021-2022 AS-THT submission is optional and will bear no relation to your 2021-2022 Performance Envelope amount.

Will broadcasters receive additional credit for having provided AS-THT calculations this year?

No. The CMF is offering this optional submission period as a courtesy in order to preserve institutional memory of the submission process for broadcasters and to alleviate a sudden rush of resources that may be required by requiring two years of audience data to be submitted at the end of 2021 in preparation for 2022-2023 PE Calculations.

Does a sub-licensee (a broadcaster who purchases and airs a program but did not participate in its original funding) of a CMF-funded program get hours-tuned credit for that program included in their audience success calculations?

Yes. A station will get credit in their audience success calculations for a sub-licensed CMF-supported program. However, to be clear, they will not get credit for a sub-licensed program in any of the other PE calculation factors (i.e., original first-run performance, historic performance, regional licensing, etc.)

Are episodic programs given a different weighting than one-off productions? In other words, is a series with multiple episodes handled differently than one-off productions?

No. Hours-tuned data for series programs with multiple episodes will be cumulatively totalled. Furthermore, if an episode of a series program (or one-off) is aired on more than one occasion, hours tuned for those additional occasions will be included in the total.

If we aired a CMF-supported program but didn't contribute from a PE last year, does it count for audience success?

Yes, it still counts for audience success (but not for any other PE calculation factors, such as historic performance).

I have a list of titles which were originally in English, but were aired in French (or vice-versa). Do they still count?

Yes, they will count; however, if you do not see the program under the correct name on the CMF website, please submit the correct translation with your hours-tuned data to the CMF.

Will you be including projects funded in the 20120-2021 fiscal (this year?)

Yes. A list of CMF-supported programs including fiscal 2020-2021 to-date has been posted to the CMF website for your reference <https://cmf-fmc.ca/en-ca/global-assets/general/performance-envelope/funded-projects-15-16-20-21>

Note: fiscal 2020-2021 has not yet closed.

Do you count audience success for only prime time?

No. Hours tuned are added up based on a 24-hour day, therefore we include audience numbers from both prime time and non-prime time airings of the program.

What is the "original first-run performance" factor and why do I have to identify eligible programs?

“Original first-run performance” is a factor that was created in response to the Department of Canadian Heritage’s directive that the Fund develop an incentive to reward broadcasters who air original programming in peak viewing hours.

Broadcasters are requested to identify “eligible” programs in order to permit CMF staff to calculate the appropriate credits for activity that meets the defined criteria for “original first-run performance”. Broadcasters are not obliged to separately identify these programs. However, if a broadcaster chooses not to identify potentially eligible programs, they will receive zero credit in their performance envelope for this factor.

Is a separate submission required for the calculation of “original first-run performance”?

No. AS-OFR credits will be calculated using the same data set that is submitted for the AS-THT factor. Broadcasters are only requested to identify within the same submission which specific program episodes / airings are eligible for AS-OFR.

I have a project that was funded, but not through a performance envelope. Is it eligible?

Yes. All production projects funded by the CMF are automatically eligible for audience success calculations. Projects funded via the English Production Incentive, English POV Program etc. are eligible, whether or not they received PE funds as well. Note that since credit must be attributable to either a French or English-language envelope, Aboriginal-language projects must be dubbed or subtitled into one of those languages in order to count (for such projects, the language of broadcast must be identified).

Are eligible projects streamed on-line or through VOD eligible for inclusion in AS-THT or AS-OFR calculations?

While this data is not currently included in PE calculation, the CMF will consult with stakeholders in the coming year on measurement methodologies that can better acknowledge and reward the full spectrum of content consumption in today’s broadcast environment.

CONTACT US

Contact our staff specialists (9:00 a.m. – 5:00 p.m. ET).

For assistance in French

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APPENDIX A: TEMPLATE FOR HOURS TUNED CALCULATION

Program	Episode Name	Channel	Date	Day	Start time	End time	Program code	Country of Origin	Genre	2+ AMA (000)	Dur (min)	Stn Count	(Formula)	MANUAL INPUT				
													2+ Hours Tuned (000)	OFR	Feature length film	Season / Cycle	CMF Genre	Alternate CMF Title (if applicable)
Program One I (1-13)	Episode 1	Channel X	11/5/2019	Tue	19:00	19:30	8556456	Canada	Ongoing Dramatic Series	165	30	1	82.5	Y		1	Drama	That Other Show
Program One I (1-13)	Episode 1	Channel X	11/6/2019	Wed	19:00	19:30	8553587	Canada	Ongoing Dramatic Series	261	30	1	130.5			1	Drama	That Other Show
Program One I (1-13)	Episode 1	Channel X	11/7/2019	Thu	3:30	4:00	8554976	Canada	Ongoing Dramatic Series	21	30	1	10.5			1	Drama	That Other Show
Program One III	Episode 2	Channel X	11/8/2019	Fri	20:00	22:00	8554975	Canada	Ongoing Dramatic Series	1085	120	1	2170.0	Y		3	Drama	That Other Show
Program One II (14-26)	Episode 3	Channel X	11/9/2019	Sat	21:00	22:00	8535808	Canada	Long-form Documentary	62	60	1	62.0	Y		2	Documentary	
Program One II (14-26)	Episode 3	Channel X	11/10/2019	Sun	7:00	7:30	8526063	Canada	Long-form Documentary	541	60	1	541.0			2	Documentary	
Program One II (14-26)	Episode 3	Channel X	11/11/2019	Mon	8:00	8:30	8523440	Canada	Long-form Documentary	103	60	1	103.0			2	Documentary	
The Second Program (1-52)	Episode 29	Channel X	11/12/2019	Tue	8:30	8:45	8512371	Canada	Long-form Documentary	262	15	1	65.5			1	Documentary	
The Second Program (1-52)	Episode 29	Channel X	11/13/2019	Wed	8:45	9:00	8512372	Canada	Long-form Documentary	100	15	1	25.0			1	Documentary	
The Second Program (1-52)	Episode 29	Channel X	11/14/2019	Thu	9:00	9:30	8523224	Canada	Long-form Documentary	31	30	1	15.5			1	Documentary	
Third Show II	Episode 2	Channel X	11/15/2019	Fri	9:30	9:40	8523223	Canada	Other Drama	26	10	1	4.3			2	Drama	
Third Show II	Episode 2	Channel X	11/16/2019	Sat	9:40	9:50	8523222	Canada	Other Drama	195	10	1	32.5			2	Drama	
Fourth Program III (1-13)	Episode 1	Channel X	11/17/2019	Sun	10:00	10:25	8523226	Canada	Children's & Youth	262	25	1	109.2	Y		3	Children's & Youth	Show Extraordinaire
Fourth Program III (1-13)	Episode 10	Channel X	11/18/2019	Mon	10:25	10:30	8523447	Canada	Children's & Youth	389	5	1	32.4	Y		3	Children's & Youth	Show Extraordinaire
Fourth Program III (1-13)	Episode 1	Channel X	11/19/2019	Tue	10:30	10:55	8523230	Canada	Children's & Youth	51	25	1	21.3			3	Children's & Youth	Show Extraordinaire
This Feature Length Film		Channel X	11/20/2019	Wed	19:00	21:00	4135971	Canada	Theatre Feature Film	88	120	1	176.0	Y	Y	N/A	Drama	
This Feature Length Film		Channel X	11/22/2019	Fri	21:00	23:00	4135971	Canada	Theatre Feature Film	96	120	1	192.0		Y	N/A	Drama	

APPENDIX B: MANUAL INPUT OF BROADCASTER SCHEDULES FOR AUDIENCE CREDIT

Numeris does not report some broadcasters at the program level, necessitating manual input of individual time-blocks in order to generate the required audience figures for submission.

nLogic is providing a service to broadcasters where they will generate the required output for CMF AS-THT and AS-OFR calculations based on a schedule (Excel or text-based) provided by the broadcaster.

Example Submission:

The broadcaster provides a schedule with date (yy/mm/dd), channel name, start & end time (hh:mm) and program title:

Program	Episode Name	Channel	Date (YY/MM/DD)	Start time	End time	Duration
Program One I (1-13)	Episode 1	Channel X	19/11/05	19:00	19:30	30:00
Program One I (1-13)	Episode 1	Channel X	19/11/06	19:00	19:30	30:00
Program One I (1-13)	Episode 1	Channel X	19/11/07	3:30	4:00	30:00
Program One III	Episode 2	Channel X	20/04/25	20:00	22:00	1:00:00
Program One II (14-26)	Episode 3	Channel X	20/05/17	21:00	22:00	1:00:00
Program One II (14-26)	Episode 3	Channel X	20/05/18	7:00	7:30	30:00
Program One II (14-26)	Episode 3	Channel X	20/05/19	8:00	8:30	30:00
The Second Program (1-52)	Episode 29	Channel X	19/09/23	8:30	8:45	15:00
The Second Program (1-52)	Episode 29	Channel X	19/09/24	8:45	9:00	15:00
The Second Program (1-52)	Episode 29	Channel X	19/09/25	9:00	9:30	30:00
Third Show II	Episode 2	Channel X	19/12/17	9:30	9:40	10:00
Third Show II	Episode 2	Channel X	19/12/25	9:40	9:50	10:00
Fourth Program III (1-13)	Episode 1	Channel X	20/08/22	10:00	10:25	25:00
Fourth Program III (1-13)	Episode 10	Channel X	20/08/23	10:25	10:30	5:00
Fourth Program III (1-13)	Episode 1	Channel X	20/08/24	10:30	10:55	25:00

nLogic will then provide output in excel format and Infosys file (for review by CMF).

Please note that the broadcaster must still append this Excel output with the manual data fields required for verification of program eligibility (i.e. Season/Cycle, CMF Genre, Alternate CMF Title if applicable, Original First Run Performance, Feature-Length Film). See Appendix A for further details.

The cost is \$815 per station for 1 broadcast year (must hold current Numeris membership). The turnaround time is approximately 5 business days.

For further information, please contact:

Slavko Milesic, Account Executive, nLogic

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