

CBC Proposal for “Canadian Focus Programming” in the English Market

Key Aim

- CMF should increase its support to content which is targeted exclusively at Canadian audiences and is the most difficult to finance.

| ISSUE | Rationale | Recommendation |
|---|---|---|
| <p>Does the current CMF performance envelope system create sufficiently diverse programming in the English market?</p> | <p>There is a need for an incentive for programming which is exclusively focused on Canadian audiences</p> <p>The majority of English speaking Canadians are interested in stories which are geared exclusively for Canadians (ie stories that retell Canada’s history and accomplishments, topics that are uniquely Canadian, stories that are based on Canadian news stories). These types of Canadian stories are more difficult to finance as they are not able to attract foreign financing to support their production.</p> <p>Programming which is exclusively for Canadian audiences should be a higher priority for CMF in contrast to programming which is made for people in other countries (and which, as a result, has more foreign financing made available to it). Such programming which is exclusively focused on Canadians would not exist without government assistance and is critical for real diversity of programming in the English market.</p> | <p>“Canadian Focus” programming should be defined as opposed to being selectively administered by the CMF. Such a definition might something like: “A program whose content is geared exclusively for Canadian audiences including programs whose central topic is Canadian history or historical figures; Canadian politics or Canadian political figures; and notable Canadians or Canadian events.”</p> <p>CMF’s support for Canadian Focus programming could take a number of different forms. It could be:</p> <ol style="list-style-type: none"> a) a new CMF allocation factor weight of 15% which gives CMF credit for licences to Canadian Focus programming or which gives CMF credit for audiences to Canadian Focus programming; and/or b) a Canadian Focus incentive fund (akin to the regional incentive fund) which contributes additional CMF financing to Canadian Focus programming. <p>Such an additional incentive is not required in the French market as the French market already broadcasts a significant amount of programming which would meet this definition.</p> |