

Canada Media Fund
Performance Envelope Factors and Weights to be used to calculate the 2022-2023
allocations to Broadcasters

	ENGLISH ENVELOPES		FRENCH ENVELOPES	
	2020-2021	2022-2023	2020-2021	2022-2023
AUDIENCE SUCCESS – TOTAL HOURS TUNED	40%	35%	40%	35%
AUDIENCE SUCCESS – ORIGINAL FIRST RUN	15%	10%	15%	10%
HISTORIC PERFORMANCE	5%	5%	20%	20%
REGIONAL PRODUCTION LICENCES	30%	30%	15%	15%
OTT FIRST RUN LICENCES	10%	10%	10%	10%
DIVERSE COMMUNITY PRODUCTION LICENCES	N/A	10%	N/A	10%

Details on the Performance Envelope factors can be found in the [Performance Envelope Manual](#).