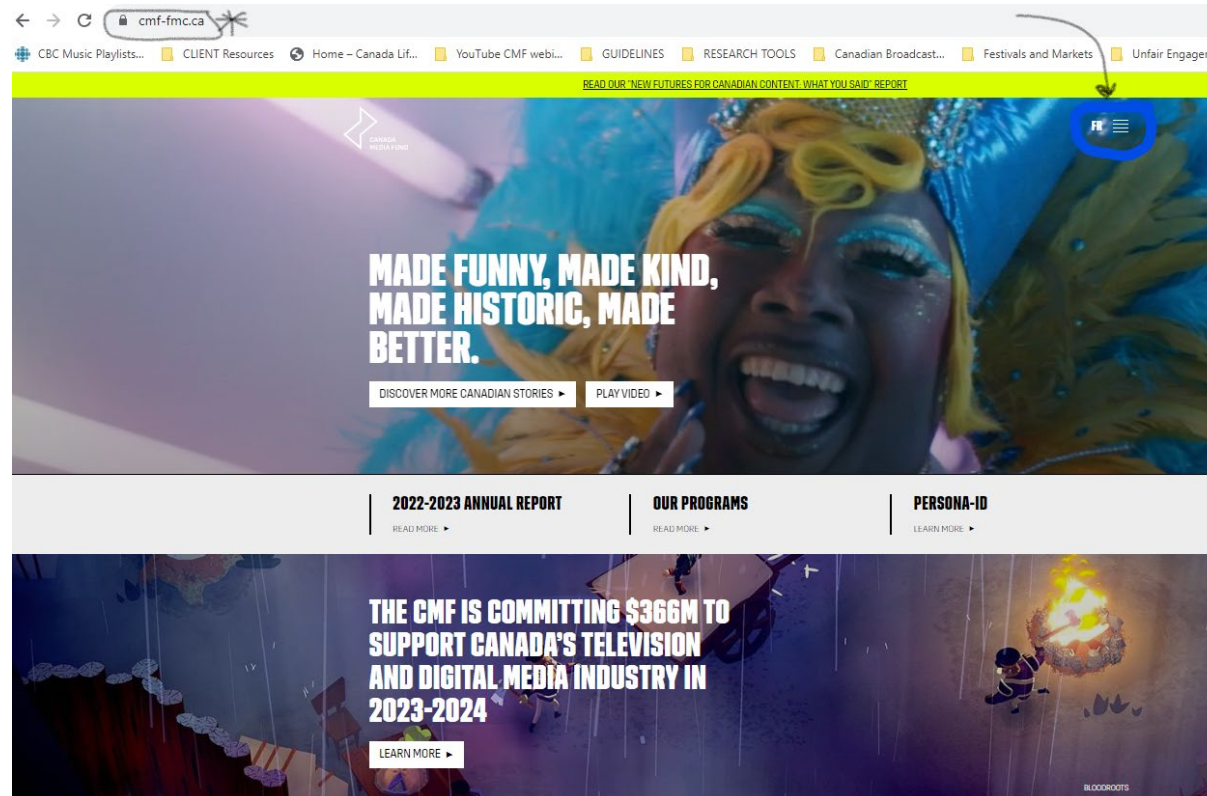
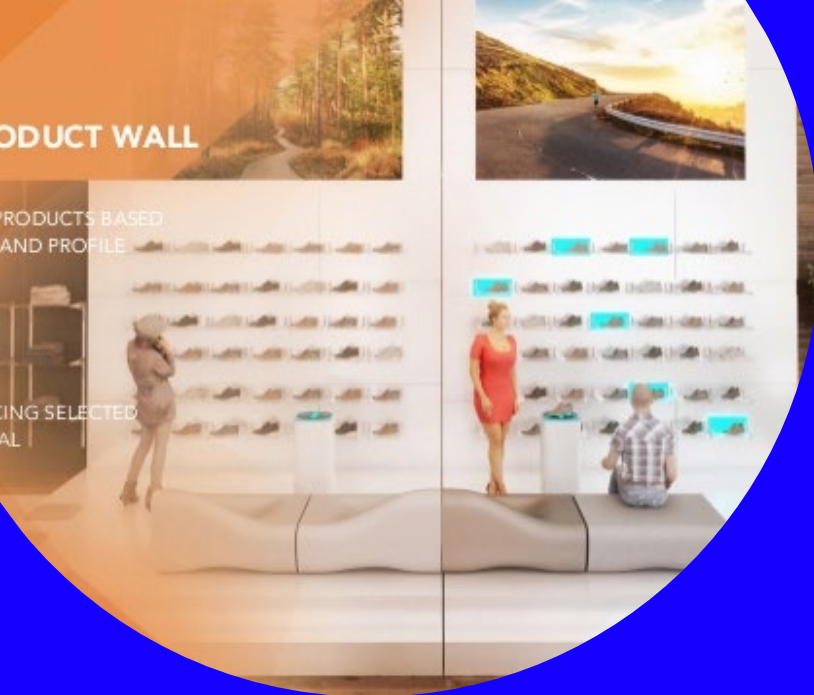


Sept 28, 2023



https://cmf-fmc.ca/





experimental stream

Investing in *innovative* Canadian digital content

- Interactive content
- Games
- Apps
- Software and enabling content





convergent stream

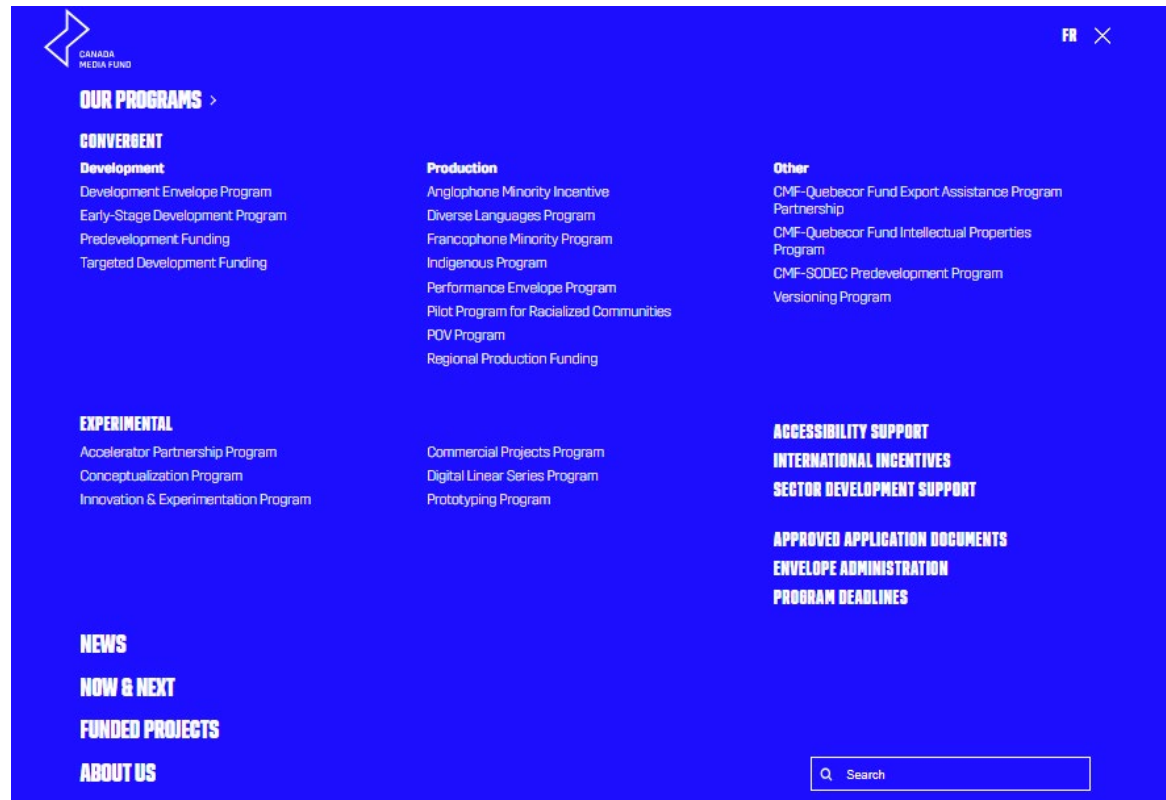
Investing in *high-quality*
Canadian content

eligible genres

- Drama (*scripted*)
- Documentary
- Children's & Youth
- Variety & Performing Arts



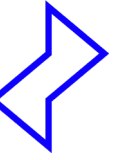
early stage, predev, development, production, diverse languages, versioning, international incentives





ineligible genres

sponsored productions	fundraising productions	benefits
reporting and current events	magazine productions	game shows
news	non-cultural galas & award shows	tributes interstitials
travelogues		
sports	promotional productions	current affairs
lifestyle productions	formal or curriculum-based educational programs	religious programming
	foreign format buys without significant Canadian adaptation and creative contribution	"how-to" productions
reality television	music videos	talk shows pep rallies
infomercials	instructional television	talkshows culturels



essential requirements

- **Project must meet the CMF's 3 Essential Requirements:**

- 1) The TV Component will be certified by CAVCO and achieve 10/10 points (or equivalent)
- 2) The underlying rights are owned, and significantly and meaningfully developed by Canadians
- 3) The TV Component is shot and set primarily in Canada



eligible applicants

- **ALWAYS check funding guidelines for eligible applicant criteria**

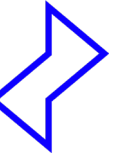
3.1 ELIGIBLE APPLICANTS

An Eligible Applicant to the CMF is either a for-profit (i.e., a taxable Canadian corporation, within the meaning of Canada's *Income Tax Act*) production company or Canadian Broadcaster (defined in section 2.1.1 above) that:

- a) Is Canadian-controlled as determined in sections 26 to 28 of the *Investment Canada Act*.
- b) Has its head office in Canada.
- c) Is in good standing with all applicable talent and industry associations and guilds.
- d) Has affirmed and attested that the Project submitted for funding complies with the [CMF's Narrative Positioning Policy](#).

AND

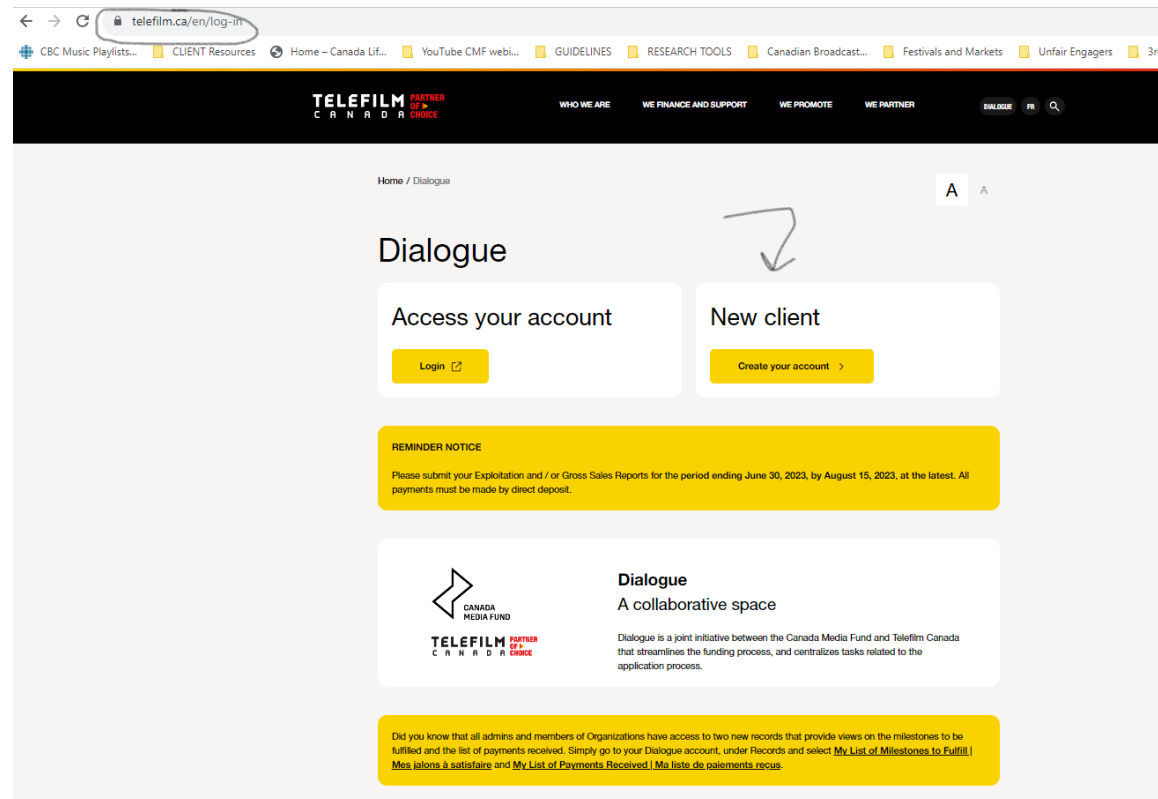
- e) All individuals that own and control the Applicant company/Applicant Canadian Broadcaster have registered for a PERSONA-ID account(s) and have provided this account number as part of their Application.



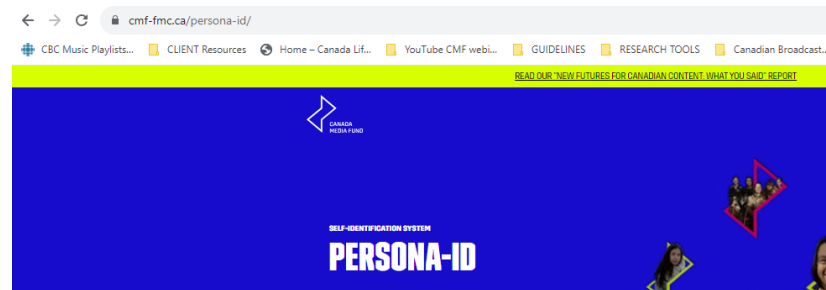
eligible applicants – diverse

- **ALWAYS check funding guidelines for eligible applicant criteria**
- for the purposes of the CMF's 2023-2024 Guidelines and policies, the term "Diverse Community" refers to First Nations, Métis, Inuit, Racialized, 2SLGBTQ and Persons with disabilities/Disabled persons.
- the term Racialized Communities refers to Black people and other non-white communities, often designated as people of colour in the North American context.
- PERSONA-ID was created as part of the CMF's Equity and Inclusion Strategy to measure representation and participation.
- applicants seeking to benefit from applicable CMF equity and inclusion initiatives or comply with certain eligibility requirements may request individuals to provide PERSONA-ID numbers.
- all owners and corporate directors must apply for (and supply!) PERSONA-ID numbers.
- **opportunity highlights:** ESD, PPRC predev, PPRC dev, PPRC production, carve-outs in predev, diverse languages and ERPB + broadcaster incentives for companies based in BC (Surrey producers)

https://telefilm.ca/en/log-in



https://cmf-fmc.ca/persona-id/



PERSONA-ID is a self-identification system that allows individuals to disclose their demographic information directly and securely to the Canada Media Fund (CMF).



WHY WAS PERSONA-ID CREATED?

PERSONA-ID was created as part of the CMF's [Equity and Inclusion Strategy](#) to measure and monitor the demographic representation and participation of all content creators involved in projects submitted to and supported by the CMF.

- The type of data collected, and the terminology used in PERSONA-ID are the result of extensive consultation with individuals, organizations, and communities across Canada in both English and French. However, we acknowledge that this effort will continue to evolve over time, adapting to and accommodating the changes in the screen industries, national demographics, and society in general.

WHAT WILL THE INFORMATION COLLECTED BE USED FOR?

The information collected through PERSONA-ID enables the CMF to obtain a more detailed picture of who is applying for funding as well as the people working on the funded projects. More specifically, this data may be used for the following purposes:

- Inform decision-making on future changes to CMF Programs and policies



LIST OF REQUIRED DOCUMENTS (this document and all templates on the CMF site!)

IN PERSONA-ID SELF-IDENTIFICATION PLATFORM [Please visit the CMF's PERSONA-ID page.](#)

- **PERSONA-ID NUMBER FOR THE APPLICANT'S SHAREHOLDERS AND DIRECTORS, AND MEMBERS OF THE PROJECT'S KEY PERSONNEL** The CMF shall rely solely on the self-identification information associated with each individual's PERSONA-ID number to determine (as applicable) eligibility for Programs, exclusive reserved portions of Program budgets, Performance and Development Envelope credit, Evaluation Grid points and/or for statistical and analytical purposes.

IN DIALOGUE [Please visit the Dialogue page.](#)

- **A COMPLETED DIALOGUE APPLICATION FORM WITH PERSONA-ID NUMBER ENTERED IN THE APPLICABLE SECTIONS** [Please review the Application User Guide available on the CMF Website under the Program's NEED HELP? section of the Application Documents.](#)

NARRATIVE POSITIONING [Please visit the CMF's Narrative Positioning Policy page.](#)

- **NEW STATEMENT** ([form available](#)) part of the assessment criteria which considers the quality and degree to which the Applicant and Creative and Production Teams are well-positioned to create this Project.
- **NEW APPLICANT ATTESTATION** ([form available](#))

CREATIVE MATERIAL

- **PITCH DOCUMENTS** (max 2,500 words). Projects in this Program shall compete for funding according to a selective process. To make its funding decisions, an independent jury will use the criteria noted in section 2.4 of the program guidelines to evaluate the required pitch document submitted by Applicants. (Please ensure the documents are submitted in pdf format and not google docs or pages)

*It is important to note that the pitch document submitted by the Applicant **must be anonymous** and any identifying elements that can be linked to the Applicant (e.g., name, email address, photos, phone number) will be discarded, possibly rendering the application ineligible.*

Miscellaneous

CMF Program Administrator:
Telefilm Canada 1-800-567-0890
cmf.fmc.coordination@telefilm.ca

submit your application through Dialogue on the Telefilm website:
<https://telefilm.ca/en/log-in>

read guidelines + deadlines on the CMF website:
<https://cmf-fmc.ca/>

industry & market trends:
<https://cmf-fmc.ca/now-next/>

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with CMF programs, latest news, and more

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