

FILMONTARIO

F I L M · T E L E V I S I O N · I N T E R A C T I V E

November 13, 2013

Mr. Alain Cousineau, Chair
Ms Valerie Creighton, President & CEO
Canadian Media Fund
4-50 Wellington St. E.
Toronto, Ontario M5E 1C8

Dear Mr Cousineau and Ms Creighton,

FilmOntario is Ontario's screen-based industry consortium, representing Ontario's film, television and interactive/games business interests.

In the past year the CMF has continued to distinguish the City of Toronto from the rest of the country by defining it as Canada's only English "non-region" for the purposes of allocating funds. This year also, the Fund announced a million dollar "pre-development" fund for all communities outside of Toronto. In the recent consultations we also understand that the Fund has been asked to consider mechanisms to further stack the odds against Toronto including the possible return to an explicit regional bonus system. We are sure that you can understand our antipathy to adding even more levels of complexity to a complicated Fund to try to achieve only one of the mandates of the Fund. This antipathy is heightened when all statistics we have been provided recently indicate that the flow of funds across Canada is actually hitting the proposed regional targets without further intervention.

After much discussion and deliberation, the Board of FilmOntario offers the following comments:

60% for Toronto English production; 40% for non-Toronto English production

-We continue to support the CMPA 2011 suggested target of a 60/40 split overall, whereby the 40 is divided amongst the non-Toronto English production community, leaving the balance – less than Toronto's current volume – dedicated for Toronto production. We believe this should continue to be an aggregate target unless a completely transparent and coherent plan can be devised that allows it to be implemented within the major broadcast groups. Any implementation of new mechanisms would have to be over time so as not to disrupt current programming choices. But as highlighted above do the current trends require significant further intervention over and above the present development and EPI support ?

Building successful companies that compete internationally

- We believe strongly that it is bad policy to pursue, as a primary goal of the Fund that there should be “balanced development and production activity across the country” as the CMPA has previously suggested. Equal opportunity yes and we believe that the existing CMF incentives to support development and production (and as a consequence, the control of the Intellectual Property) outside of Toronto fulfills this mandate for the Fund. The notion that there could be a further incentive to drive production out of Toronto – and exclude Toronto individuals and companies from eligibility – is unacceptable to us. Funding should go to the best shows, from anywhere in Canada, regardless of where they are shot. Our mutual goal should be to build successful Canadian production companies who can compete internationally, commanding global audiences.

Diversity

- It is worth reiterating, as TVO did at the November 4th working group session, that Toronto has many voices that are not represented elsewhere in the country in significant numbers: about one-half (52%) are immigrants while another 22% are 2nd generation immigrants with at least one parent born outside of Canada. Excluding Toronto, or pushing work out of Toronto, unfairly penalizes these voices.

We are committed to continuing to collaborate with CMF staff and the CMPA on the necessary due diligence to ensure that the fund meets its objectives in the most equitable and efficient manner possible, without further or additional discrimination against Toronto or Ontario.

Sincerely,



Sarah Ker-Hornell
CEO & Executive Director
sarah@filmontario.ca

cc: Stephane Cardin, VP, Industry and Public Affairs, CMF
 Cheryl Barker, CMF Board
 Alison Clayton, CMF Board
 Chris Frank, CMF Board
 Glenn Wong, CMF Board
 Guy Fournier, CMF Board
 Rob Scarth CMF Board

FilmOntario is a non-partisan, private sector consortium 30,000 strong, of companies, producers, unions, guilds, financial services and organizations within the Ontario screen-based sector (film & television and interactive media), and over \$2.5 billion in direct economic activity annually. Our emphasis is on marketing Ontario as a screen-based content creator and production jurisdiction, and working with all levels of government to ensure the international competitiveness of Ontario’s screen-based industry.