



**SUMMARY OF
CHANGES
2018-2019**

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1. GENDER INITIATIVES

Performance Envelope Manual¹ – Gender requirement

- Previously, Broadcasters were required to direct 15% of their respective Performance and Development Envelope Allocations (as applicable) to Eligible Projects where, of all the enumerated cumulative Producer, Director and Writer positions on a TV Component, at least 40% of the total number of positions are held by women.
- Now, Broadcasters will be required to commit a minimum 25% of their Envelope allocations to such projects.
 - *See sections C.2.6 and D.2 of the Performance Envelope Manual*

¹For all other changes in the Performance Envelope Manual, please refer to the Summary of Changes section in the PE Manual itself.

2. EXPERIMENTAL STREAM

Changes applicable to the Experimental Stream – Innovation Guidelines

“Development” support – change in terminology

- Previously, the Innovation Program provided Development, Production and Marketing & Promotional funding.
- Now, the CMF will rename funding for the “Development” phase to the “Prototyping” phase.
 - See *Innovation Guidelines*

Prototyping (formerly “Development”) support– decrease of Maximum Contribution

- Previously, the Maximum Contribution provided to a project seeking Development support was the lesser of \$300K or 75% of the project’s Eligible Costs.
- Now, the Maximum Contribution provided to a project seeking Prototyping support will be decreased to the lesser of \$250K or 75% of the project’s Eligible Costs.
 - See *section 2.3.1*

Changes applicable to the Experimental Stream – Commercial Projects Pilot Program (“C3P”)

Evaluation Grid changes

- Beginning in 2018-2019, the C3P Evaluation Grid will be revised to place a greater emphasis on the commercial aspects of the projects.
 - See *section 2.4*

Marketing & Promotion support

- Beginning in 2018-2019, projects in the C3P will be able to apply for Marketing & Promotion support in addition to Production support.
 - See *C3P Guidelines*

Production support - Increase in Maximum Contribution

- Previously, the Maximum Contribution amount for production funding was the lesser of \$1.2M or 50% of the project’s eligible costs.
- Now, the Maximum Contribution amount for production funding will be the lesser of \$1.2M or 60% of the project’s eligible costs.
 - See *section 2.3.1*

Increase in Overall C3P Cap

- Previously, the Maximum Contribution available to a Project at the Production stage was \$1.2M.
- Now, the combined Maximum Contribution available to a Project at the Production and Marketing stages is \$1.4 M.
 - See *section 2.3.1*

Changes applicable to the Experimental Stream – Web Series Pilot Program Guidelines

Episode duration

- Previously, the minimum length of an episode was at least 2 minutes in duration.
- Now, suitable exceptions will be made to this episodic time stipulation for animated productions.
 - See section 3.2

Exploitation Fees and Expenses

- Previously, before the CMF recoups its revenues, Applicants were allowed to deduct distribution fees of 20% from the project's gross exploitation revenues for non-"Related Party" distributors.
- Now, Applicants will be able to deduct distribution fees of 30% from the project's gross exploitation revenues for non-"Related Party" distributors.
 - See Appendix A of the Web Series Pilot Program Guidelines, section 2.3

Changes applicable to the Accelerator Partnership Program ("A2P")

Revised list of approved business accelerators

- The list of business accelerators approved to provide acceleration services through this Program has been revised. Eligibility of other business accelerators will be evaluated on a case-by-case basis.
 - See paragraph 4

3. CONVERGENT STREAM

Changes applicable to Aboriginal Program, Diverse Languages Program, English POV Program and Francophone Minority Program

Digital Media Component Scoring

- Previously, “value-added” DM Components were capped at 5 points whereas “rich and substantial” DM Components could be awarded a total of 10 points in the Evaluation Grid.
- Now, the cap on “value-added” DM Components will be lifted and all DM Components will be able to earn up to 10 points.
 - See section 2.4
- Previously, one of the criteria DM Components were evaluated on was their “degree of richness and substantiality”.
- Now, that criterion has been replaced with the “degree of compatibility with the TV Component in terms of content, cohesion and viewer engagement”.
 - See section 2.4

Program Objectives Scoring

- Previously, scoring in the Program Objectives criterion was a binary evaluation based on whether a project did or did not exhibit the respective objectives of each Program.
- Now, scoring will be given to projects in the Program Objectives criterion based on the degree or proportion by which they exhibit the respective objectives of each Program.
 - See section 2.4

Changes applicable to Aboriginal Program, Diverse Languages Program, and Francophone Minority Program

Market Interest Scoring

- Previously, the audience potential portion of the Market Interest assessment criterion was reflected by the presence of marquee elements such as well-known actors/narrators/hosts and whether a series was renewed for a second or subsequent season.
- Now, the audience potential portion evaluate series and one-off productions separately. Series will be evaluated on the previous criteria of marquee elements and whether the series was renewed, but one-off productions will only be evaluated on their marquee elements.
 - See Section 2.4

Changes applicable to the Aboriginal Program

Predevelopment Eligible Cost Matrix – Increase in CMF contribution to Creative Documents

- Previously, the CMF contributed \$5K to activities associated with a project's Pitch Document.
- Now, the amount the CMF will contribute to \$17K to activities associated with a project's Creative Documents.
 - See section 2.1.2

Predevelopment Eligible Cost Matrix – removal of Travel Expenses outside of Canada

- Previously, the CMF contributed \$2K to travel expenses outside of Canada.
- Now, this activity has been removed from the Predevelopment Eligible Cost Matrix in the Aboriginal Program and applicants are directed to apply to applicable CMF Export Programs for these activities.
 - See Section 2.1.2

Evaluation Grid

- Previously, 10 points were designated to evaluating a project's "Broadcaster commitment" under the "Market Interest" assessment criterion and 20 points were designated to evaluating a project's "Originality & creativity" under the "Creative Elements" assessment criterion.
- Now,
 - 5 points are designated to evaluating a project's "Broadcaster commitment"; and
 - 25 points are designated to evaluating a project's "Originality & creativity".
 - See section 2.4

Threshold for "value-added" and "rich and substantial" DM Components

- Previously, value-added and rich and substantial DM Components were differentiated with \$100K threshold for English-language projects and \$50K threshold for French-language projects.
- Now, value-added DM Components will be those with Eligible Costs at or below \$50K and rich and substantial DM Component will be those with Eligible Costs above \$50K.
 - See section 3.2.DM

Changes applicable to the Development Program

Predevelopment Eligible Cost Matrix – Increase in CMF contribution to Creative Documents

- Previously, the CMF contributed \$5K to activities associated with a project's Pitch Document for English projects and \$4K for French projects.
- Now, the amount the CMF will contribute to activities associated with a project's Creative Documents is \$17K for English Projects and \$14.3K for French projects.
 - See section 2.1.2

English and Quebec French Predevelopment subprogram – Eligible Projects

- Previously, Eligible Projects were restricted to those that met the definition of "Regional Production" in section 2.11 of the Guidelines.
- Now, both regional and non-regional productions will be considered Eligible Projects for the English and Quebec French Predevelopment subprogram.
 - See section 2.C.1

Predevelopment Eligible Cost Matrix – removal of Travel Expenses outside of Canada

- Previously, the CMF contributed \$2K to travel expenses outside of Canada.
- Now, this activity has been removed from the Predevelopment Eligible Cost Matrix in the Development Program and applicants are directed to apply to applicable CMF Export Programs for these activities.
 - See section 2.3.2.TV.2

English and Quebec French Predevelopment subprogram – Broadcaster cap

- Previously, any eligible broadcaster was limited in the number of projects it could trigger, to a maximum of 25 projects.
- Now, the maximum amount of projects an eligible broadcaster can trigger is 20 projects.
 - See section 2.C.1

Changes to Diverse Languages Program

DM Component – Language requirements

- Previously, Applicants had to ensure that DM Components were made available to the Canadian public in the same language as the TV Component.
- Now, applicants must ensure that the DM Component's original language of production is the same language as the original language of production of the Television Component.
 - See section 3.2.DM

Changes to the Export Pilot Program

Eligible Projects

- Beginning in 2018-2019, the CMF has made it explicit that, regardless of the language of eligible export activities, projects may only be submitted to the Export Pilot Program's language allocation in the language for which the project has a Development Fee or Eligible Licence Fee.
 - See section 2.4

Changes applicable to the Francophone Minority Program

Change in Maximum Contribution

- Previously, the maximum contribution provided to TV Component's was the lesser of \$1.5M (Drama)/\$550K (all other Genres) or 49% of the Component's Eligible Costs.
- Now, the maximum contribution will be changed to the lesser of \$1.4M (Drama)/\$750K (Animation)/\$550K (all other Genres) or 49% of the Component's Eligible Costs.
 - See section 2.3.1

Changes applicable to Performance Envelope Program

Quebec French Regional Production Incentive – Maximum Contribution

- Previously, regional French-language productions produced by Applicants with its head office in Quebec were eligible for a licence fee top- up of the lesser of \$150K or 10% of the project's Eligible Costs.
- Now, the maximum contribution for these projects will be raised to the lesser of \$750K (Drama & Animation)/\$250K (all other Genres) or 15% of the project's Eligible Costs.
 - See Section 2.3.1.1.TV

Changes applicable to Versioning Program

Eligible Projects – cap

- Previously, there was no cap on the number of projects an Eligible Applicant could submit to the Program.
- Now, each Applicant will only be able to submit a maximum of 10 projects to the Program.
 - See section 2.1

Changes applicable to Appendix A

Documentary Programming

- Previously, segmented programming was ineligible in the CMF's Documentary genre.
- Now, segmented programming will be eligible in the CMF's Documentary genre.
 - See page 6.

Changes applicable to Appendix B

Chapter 6 – Standard Recoupment Policy – Cross-collateralization of media

- Previously, the cross-collateralization of revenues and expenses against different media and/or platforms was prohibited.
- Now, the cross-collateralization of revenues and expense against different media and/or platforms will be allowed.
 - See page 6-5

Chapter 8 – Broadcaster Business Policy – Payment Schedules

- Previously, the CMF stipulated that Broadcasters pay at least 20% of a Television Component's Eligible License Fee by the commencement of principal photography and no more than 15% of the Television Component's Eligible License Fee after final delivery of the Television Component.
- Now, the application of payment schedules will be expanded to DM Components and Broadcasters will be required to pay at least 20% of the DM Component's minimum financing by the start of production and no more than 15% of the DM Component's minimum financing by final release of the DM Component.
 - See Chapter 8, Broadcaster Business Policy