



**CORUS-CMF *PAGE TO*
PITCH PROGRAM
GUIDELINES
2015-2016**

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1. GENERAL INFORMATION

Interpretation, Application, Disclaimer, and other Important Information

These Guidelines are for the information and convenience of Applicants (as defined in [section 3.1](#)) to the Canada Media Fund (CMF). They provide an overview of the objectives of the CMF, the manner in which the CMF is administered, and information on typical administrative practices of the CMF. Compliance with these Guidelines is a prerequisite to eligibility for any CMF funding.

The CMF has full discretion in the administration of its programs and in the application of these Guidelines to ensure funding is provided to those projects that contribute to the fulfillment of its mandate. In all questions of interpretation of these Guidelines, the CMF interpretation shall prevail.

All Applicants and broadcasters (where relevant) must abide by the Accounting and Reporting Requirements (ARR) of the CMF and follow applicable business policies as created and amended from time to time. Business policies, including the ARR, may be found in Appendix B of these Guidelines and are also available from the CMF website at www.cmf-fmc.ca. Information included in Appendices A and B is an integral part of these Guidelines.

Projects that receive CMF funding in a given year are subject to the Guidelines and CMF policies in effect for that fiscal year. To be clear, changes to CMF Guidelines and/or policies made in a subsequent fiscal year will not apply retroactively, unless specifically stated. The CMF fiscal year is April 1 to March 31.

Please note: These Guidelines may be changed or modified as required, without notice. Please consult the CMF website at www.cmf-fmc.ca for the latest Guideline news and documentation.

Provision of Documentation

It is the responsibility of the Applicant to ensure that the CMF receives all relevant documentation, and to update such documentation and information after a material change. The CMF may request other documentation and information to conduct an assessment and evaluation of the project and, once assessed, to complete CMF file reviews. For the purposes of project assessment and evaluation, the CMF reserves the right to rely solely on the written and audiovisual materials initially submitted by the Applicant.

Failure to Comply

If an Applicant fails to comply with these Guidelines, as determined by the CMF, then the CMF may refuse the application, revoke the eligibility status of the Applicant's project and may demand repayment of any sums paid to the Applicant.

Misrepresentation

If, at any time, an Applicant, as required by the Guidelines or as requested by the CMF, provides false information or omits material information in connection with an application, the Applicant may suffer serious consequences. These may include, among others outcomes:

- Loss of eligibility for funding of the current project;
- Loss of eligibility for funding of future productions;
- Repayment of any funds already advanced, with interest;
- Criminal prosecution, in the case of fraud.

These measures may be imposed not only on the Applicant but also on related, associated and affiliated companies and individuals (as determined by the CMF at its sole discretion). Any Applicant receiving approval for funding will be required to sign a legally enforceable agreement, which includes further provisions concerning misrepresentations, defaults, and related matters.

2. HOW THE PAGE TO PITCH PROGRAM WORKS

2.1 INTRODUCTION

The Corus-CMF Page to Pitch Program (the “**Program**”) is a new CMF Program open to a wide variety of Applicants to help fund Development activities for Television projects. The Program focusses on two distinct stages during the Development period of a Television project’s lifecycle:

- Story and script development (“**Page**”) ; and
- Acquiring pre-sale financing from foreign broadcasters and distributors (“**Pitch**”).

Eligible projects under this Program must be in a CMF-supported genre (Drama, Documentary, Children’s and Youth and Variety and Performing Arts, further defined in Appendix A on the CMF website) and are administered under a selective process where the CMF evaluates applications according to the Evaluation Criteria (see section 2.5). Eligible Projects may receive funds subject to per-project Maximum Contribution amounts (see section 2.3) and other specified limitations.

Projects requesting funding for Page activities must have already secured a financial commitment (“**Development Fee**”) (see section 3.2.4) from **any** broadcaster licensed by the CRTC, including private, public, educational, specialty, pay-per-view broadcasters and CRTC-licensed VOD services (“**Canadian Broadcaster**”). Page funding will support activities including (but not limited to) acquisition of underlying rights, scripts, bibles and storyboards.

Projects requesting funding for Pitch activities must already have secured a Development Fee or an Eligible License Fee¹ (see section 3.2.4) from **any** Canadian Broadcaster. Funding at this stage will support activities including (but not limited to) travel, accommodation, sales market attendance, pitch materials and short non-broadcast demo.

For 2015-2016, the total budget for the Program is \$1,163,750 and shall be allocated as follows:

- 53% of the funds available through the Program will be allocated to Animation or Animated-related projects.
 - Of that allocation, 2/3 will be devoted to English-language projects and 1/3 to French-language projects.
- The remaining 47% of funds available will be allocated to Live-action projects (including documentaries).
 - Of that allocation, all of the funds will be devoted to French-language² projects.
- Keeping the above parameters in mind:
 - 65% of the entire Program will be devoted to the Page Stream, and
 - 35% of the entire Program will be devoted to the Pitch Stream.

¹ “Eligible License Fee” under this Program shall be defined in accordance with section 3.2.TV.5 of the [Performance Envelope Program](#), except for sub-section 3.2.TV.5.1.

² For clarity, funding for English-language projects through the Program will only be available for Animation or Animated-related productions

2.2 NATURE OF FUNDING CONTRIBUTION

Successful Applicants receive funding in the following form:

- Page: repayable advance
- Pitch: non-repayable contribution

The Page advance shall be repaid in accordance with the following:

- a) The first day of official preparation for principal photography of the Project or upon other use of the script,
- Or
- b) The transfer, sale, assignment, or other disposition of the script.

2.3 AMOUNT OF FUNDING CONTRIBUTION

The CMF may adjust the level of its dollar contribution from the Program, depending on the quality of the projects and the number of requests received, up to a Maximum Contribution of:

- Page Stream: the lesser of 75% of a Project's Eligible Costs or \$50,000;
- Pitch Stream: the lesser of 75% of a Project's Eligible Costs or \$25,000.

2.3.1 Combining Funds

Projects submitted in the Page Stream must be new projects that have not received any previous CMF funding. Projects that have received Page Stream funding, however, may be submitted to other CMF Development Programs (with the exception of the Pitch Stream during the same fiscal year). It is important to note that any Page Stream funding a Project receives in addition to funding available through the CMF's Development Envelope Program will be integrated into that Project's development budget and financial structure.

Projects submitted in the Pitch Stream may be projects that have previously received funding from a CMF Development Program (other than funding from the Page Stream during the same fiscal year). Funding of the Pitch Stream will be awarded separately and in addition to any amounts contributed to the project through other CMF Programs and without regard to Maximum Contribution amounts applicable to those Programs.

2.4 ELIGIBLE COSTS

Eligible Costs for Projects submitted for the Page or Pitch Streams are costs set out in the respective development or pitch budgets or the final cost report of the Eligible Project (including both related-party and non-related-party costs) – plus costs the CMF considers necessary and minus costs the CMF considers excessive, inflated or unreasonable. Assessment of a project's Eligible Costs is at the CMF's sole discretion. CMF participation is calculated on the Eligible Costs of the Project. The CMF estimates Eligible Costs at the time of application, based on the budget for the Project.

In the Page Stream, only Canadian costs are Eligible Costs. For activities funded in the Page Stream, costs incurred more than 12 months prior to the Applicant entering into an eligible development agreement³ are not considered Eligible Costs, with the exception of the option or acquisition of rights and the expenses associated with acquiring those rights, as long as they are not paid to a person with ownership interest.

It is important to note that while funding under the Pitch Stream includes an Applicant's travel costs and foreign market attendance, it must also include costs associated with the creation of pitch materials.

The following costs may be considered Eligible Costs:

Page

- Research
- Scriptwriting consultant
- Story editor
- Option fees paid to an unrelated party, or acquisition of rights fees
- Preliminary synopsis and treatment
- Scriptwriting (1st draft scripts, polish, bible etc.)
- Storyboards or animatics
- Script workshops
- Audience research
- Focus groups
- Showrunner fees
- Digital media concept⁴
- Producer fees and corporate overhead (subject to the Producer Fees and Corporate Overhead Policy)
- Accounting fees (if review engagement is required as per the Accounting and Reporting Requirements)

Pitch

- Creation of pitch material including short non-broadcast demos
- Development of production budget and financing
- Travel and accommodation costs related to procuring international pre-sales
- Sales market attendance
- Arms-length legal costs
- Producer fees and corporate overhead (subject to the Producer Fees and Corporate Overhead Policy)
- Accounting fees (if review engagement is required as per the Accounting and Reporting Requirements)

Additional CMF business policies relating to Eligible Costs are in [Appendix B](#).

2.4.1 Related-Party Transactions

All related-party fees, related-party allowances and any other related-party transactions must be:

- Disclosed to the CMF
- In accordance with the current CMF Accounting and Reporting Requirements.

³ *Note: An eligible development agreement is the current, legally binding agreement between the Applicant and a Canadian Broadcaster that triggers funding sought by the Applicant, and includes, where applicable, a Development Fee.

⁴ Please note: Projects with both Television and Digital Media Components must submit a combined application in which Eligible Costs are presented in one single budget.

2.5 PROJECT ASSESSMENT IN THE SELECTIVE PROCESS

Projects under this Program shall compete for funding according to a selective process. To make its funding decisions, the CMF uses the Evaluation Criteria listed below.

It is important for Applicants to note that the CMF will not accept a revision to the evaluated elements of a project that would affect its evaluation.

Evaluation Criteria

Page

- Originality and creativity of the proposal
- Potential to reach international audiences
- Track record, experience and achievements of the creative team
- Track record, experience and achievements of the production company

Pitch

- Originality of the project's script
- Originality and creativity of the pitch material that will be produced
- Quality of the promotional plan (pre-sales activities planned)
- Potential to reach international audiences
- Track record, experience and achievements of the production company, in particular its past successes in foreign markets
- Established relationships with foreign buyers
- Presence of a marketing team
- Demonstrated market interest through traditional and non-traditional platforms

3. ELIGIBILITY FOR FUNDING

3.1 ELIGIBLE APPLICANTS

An eligible Applicant to the CMF is a company that:

- a) Is a for-profit (i.e. a taxable Canadian corporation, within the meaning of Canada's Income Tax Act) production company;
- b) Is Canadian-controlled as determined in sections 26 to 28 of the Investment Canada Act;
- c) Has its head office in Canada.

Broadcasters and broadcaster-affiliated production companies are not eligible Applicants to this program.

Applicants who are unincorporated, but meet all other requirements above, may apply for development financing if they have never received CMF funding before. Applicants, however, will be required to incorporate prior to signing a development agreement with the CMF.

Note: For the purposes of these Guidelines, the term Applicant includes all coapplicants and/or parent companies as applicable.

3.2 ELIGIBLE PROJECTS

An Eligible Project in this Program is defined as a Television Project that meets all relevant criteria and subsections applicable under these Guidelines. The CMF recognizes that Projects at the development stage are necessarily nascent, evolving works that may not strictly comply at application with the Essential Requirements necessary for funding which are found in all Production-related CMF Programs. Applicants are encouraged to review these Essential Requirements (and any requirement necessary for eligibility in Programs that are applicable for the later stages of a Project's lifecycle). As such, Eligible Projects under this Program must be *reasonably intended* to comply with all future applicable CMF Program requirements and the CMF shall solely determine whether a Project is realistically expected to comply with the requirements under all relevant and applicable CMF Programs.

An Eligible Project must be developed as a Canadian production or intended as an audiovisual treaty coproduction. A Canadian scriptwriter must be involved in all stages of development. For projects meant for Canadian audiovisual treaty coproductions, the active contribution of a Canadian scriptwriter is required.

The Applicant must have acquired all rights and options to the Project, exclusive for at least 24 months, which are necessary for the adaptation of the original work or concept, the scriptwriting, the production and worldwide distribution (with appropriate case-by-case exceptions for a purchased format).

Applicants under this Program may only submit Projects in their first seasons.

Further, each Applicant may only submit a maximum of three (3) Projects for each of the Page and Pitch Streams for the 2015-2016 fiscal year (i.e., a submitted Project for the Page Stream cannot also be submitted for the Pitch Stream for 2015-2016).

Eligibility for funding for one Stream in this Program does not guarantee an Applicant's or Project's eligibility for further CMF funding through this Program or through other CMF programs.

3.2.1 Genres of Programming

The CMF supports the following genres: drama, documentary, children's and youth programming, and variety and performing arts. The CMF defines each in [Appendix A](#) of these Guidelines.

The following is a non-exhaustive list of genres and programming formats that are not eligible to apply to the CMF: sponsored productions, sports, news, game shows, current affairs, public affairs, lifestyle productions, "how-to" productions, reality television, instructional television, infomercials, music videos, formal or curriculum-based educational programs, foreign format buys without significant Canadian adaptation and creative contribution, magazine productions, talk shows, "talkshows culturels," non-cultural award shows and galas⁵, reporting and current events, religious programs, fundraising productions, benefits, tributes, promotional productions, pep rallies, travelogues and interstitials.

Note: Some flexibility exists for children's and youth programming. See [Appendix A](#) for more information.

3.2.2 Canadian Ownership and Control

The Project must meet these criteria:

- a) It is under Canadian ownership and Canadian executive and creative control.
- b) It is under the financial control of Canadian citizens or permanent residents.
- c) It is, and has been, controlled creatively and financially by a Canadian production company during all phases of development.
- d) Generally, no more than 49% of the development financing is provided by a single non-Canadian entity, person or related entity. Interim lending of more than 49%, however, may be provided by a non-Canadian arm's-length entity in the business of lending money and taking security.
- e) The Applicant retains and exercises all effective controls or approvals consistent with those of a producer. This includes control and final approval of creative decisions and financing, distribution and exploitation, and preparation and final approval of the budget, subject to reasonable and standard approval rights customarily required by arm's-length financial participants, including Canadian broadcasters and distributors.
- f) The Applicant owns all rights (including copyright) and options necessary for the development, production and its distribution in Canada and abroad (with appropriate case-by-case exceptions for a purchased format), and retains an ongoing financial interest in the project.

Note: The interpretation of these criteria shall allow Canadian audiovisual treaty coproductions to access the CMF.

3.2.3 Miscellaneous Requirements

The Project must conform to the Canadian Association of Broadcasters' (CAB) Code of Ethics and to all programming standards endorsed by the Canadian Radio-television and Telecommunications Commission (CRTC), including the CAB Violence Code and the CAB Equitable Portrayal Code.

⁵ Cultural award shows and galas that meet the CMF's Variety and Performing Arts definition shall be considered eligible programming.

3.2.4 Eligible Development or Licence Fee Requirements and Conditions

All applications for financing in this Program must include (a) a commitment for a Development Fee from a Canadian Broadcaster for the Page Stream or (b) a Development Fee or Eligible Licence Fee from a Canadian Broadcaster for the Pitch Stream.

However, there is no minimum threshold for the Development Fee or the Eligible Licence Fee for this Program.