



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

# **ANGLOPHONE MINORITY INCENTIVE GUIDELINES 2021-2022**

**Please be advised, in response to the disruption in Canada's screen-based industries caused by the COVID-19 pandemic, there may be specific exceptions to the following Guidelines found in the [COVID-19 Flexibility Measures to CMF Programs - 2021-2022](#).**

**Please refer to that separate document to determine if there is any flexibility to the requirements, contribution amounts and policies listed herein.**

## **Interpretation, Application, Disclaimer, and other Important Information**

These Guidelines are for the information and convenience of Applicants 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](http://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](http://www.cmf-fmc.ca) for the latest Guideline news and documentation.*

# 1. ANGLOPHONE MINORITY INCENTIVE

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The Canada Media Fund's mandate includes encouraging television convergent production by both majority and minority official-language sectors. As such, the CMF is renewing its Anglophone Minority Incentive Program (the "**Incentive**") for the 2021-2022 fiscal year.

The Incentive will take the form of a CMF licence fee top-up contribution (see section 2.2 of the [2021-2022 Performance Envelope Program Guidelines](#)). The Maximum Contribution shall be the lesser of 15% of an Eligible Project's (see section 3.2 of the [2021-2022 Performance Envelope Program Guidelines](#)) Eligible Costs (see section 2.3.2 and all its subsections of the [2021-2022 Performance Envelope Program Guidelines](#)) or \$900,000. In the case of an eligible coproduction (i.e., a Canadian interprovincial coproduction as described below, or an audiovisual treaty coproduction), the amount of the Incentive will be calculated on the portion of the Eligible Project's Eligible Costs associated with the province of Quebec. The Incentive will be awarded to Eligible Projects on a first-come, first-served basis until resources for the Incentive are depleted or until the application deadline, whichever comes first. In the event that a large number of Projects are submitted on the same date, creating oversubscription, the CMF may distribute funding to those Projects deemed eligible on a proportional (pro-rated) basis, designate how many submitted Projects (per applicant) will receive funding, or elect to distribute funding in some other equitable manner, to be determined in the CMF's sole discretion.

The Anglophone Minority Incentive may be combined with funding from other CMF funding Programs. In such cases, it 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. The total CMF contribution from all programs is limited to 84% of Eligible Costs.

Projects with Eligible Licence Fees (see section 3.2.TV.5 of the [2021-2022 Performance Envelope Program Guidelines](#)) from Canadian Broadcasters who do not have a CMF Performance Envelope are eligible for the Anglophone Minority Incentive.

To be eligible for the Incentive:

- a) The Applicant and Project meet all of the applicable requirements of section 3 of the CMF's [2021-2022 Performance Envelope Program Guidelines](#).
- b) The Eligible Project's original language of production is English.
- c) While a licence fee from a French-language Canadian Broadcaster may be considered an Eligible Licence Fee for the purposes of meeting the Eligible Project's Licence Fee Threshold, a licence fee from an eligible English-language Canadian Broadcaster (for the Eligible Project's English-language Canadian rights) must represent the larger share of that Eligible Licence Fee.
- d) The Eligible Project is or was submitted for CMF funding for the 2021-2022 CMF fiscal year. Projects that received CMF funding in previous fiscal years are not eligible for the 2021-2022 Anglophone Minority Incentive<sup>1</sup>.
- e) The Eligible Project is 100% fully financed at application (including the Anglophone Minority Incentive and any other CMF financing). For Projects that have already applied for CMF funding for the 2021-2022 fiscal year, financing and/or the budget must be adjusted accordingly. The Anglophone Minority Incentive cannot result in a Project being more than 100% financed.

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<sup>1</sup>Suitable exceptions may be made for 2021-2022 episodes for split-cycle Projects produced and funded over two CMF fiscal years.

f) The following geographical criteria are met:

- i) The overwhelming majority of principal photography<sup>2</sup> for the Eligible Project occurs in the province of Quebec, with suitable exceptions for documentaries; and
- ii) The Applicant is based in the province of Quebec (with its head office in the province of Quebec) and:
  - exercises full control of the creative, artistic, technical and financial aspects of the Eligible Project or, in the case of an eligible coproduction, has this control in proportion to its copyright ownership;
  - in the case of an interprovincial coproduction, owns at least 51% of the copyright of the Eligible Project;
  - in the case of an eligible coproduction, shares equitably in fees payable to producers and corporate overhead;
  - initially owns and controls the distribution rights to the Eligible Project and retains an ongoing financial interest in the Eligible Project or, in the case of an eligible coproduction, the markets and potential revenues are shared equitably in proportion to the financial participation of each coproducer; and
  - has meaningfully participated in the Eligible Project's development.

Where the control and central decision makers in the Eligible Project are located outside of the province of Quebec, the Project is not eligible for the Anglophone Minority Incentive.

Section 1 of the CMF's [2021-2022 Performance Envelope Program Guidelines](#) applies to applications for this Program.

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<sup>2</sup>In the case of animated productions, this requirement will be interpreted to mean key animation activities carried out in the province of Quebec.