



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

CMF INDUSTRY PROGRAMS APPLICATION GUIDE 2025-2026



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CMF Industry
Sector Development Support Program
Application Guide – Dialogue Application Form

This guide includes tips to help you complete the Dialogue online application form for this program.

Prior to submitting your application, you should be familiar with the Program Guidelines, and with the CMF Business Policies (Appendix B) and Reference Documents. These documents can be found in the **Guidelines** section of the selected program on the CMF program page: <https://cmf-fmc.ca/our-programs/>

You must also consult the **List of Required Documents** and complete the **forms** to be attached to your application. These documents can be found under the **Application Documents** tab in the **Application Resources** section of the selected program.

Please also consult the **Guides** that will help you complete your application and navigate through Dialogue. They can be found under the “**Need Help?**” tab: the Corporate Information Guide, the Application Guide, the Dialogue User Guide and the Electronic Signature Guide.

In Dialogue, fill in all the requested information and upload all the required documents to your application.

- To save and continue later, click on **SAVE** at the bottom of the page.
- To retrieve a saved application form that has not yet been submitted, click on **Tasks** then on **Complete Application** | **Compléter la demande**.

The Applicant Statements box must be checked to submit your application.

The following pages contain a copy of the application form. Please pay attention to the framed tips.

Thank you for reading this guide. Please keep in mind that the Dialogue application form for this program may be updated from time to time, and not all sections are identical to what you see below.

For help creating or updating your Dialogue account, contact enr@telefilm.ca. For help with uploading your application's supporting document, contact cmf.fmc.coordination@telefilm.ca.

Welcome to the CMF INDUSTRY PROGRAMS application Guide.

At this point you should have:

- Created your [Dialogue user account](#);
- Gathered all the [Persona-ID](#) numbers of the key personnel involved in this project;
- Created an application by going to **Actions** and choosing **Submit an Application** in your Dialogue account, then choosing the appropriate source of CMF financing.
- The fields highlighted in **red** are mandatory to **complete** and **submit** your application.
- Please consult the program guidelines when completing the application form to ensure you submit information that is compliant with the program's requirements.

Complete Application

If you create a new application in Dialogue but it is not completed and submitted within 60 days, the application will automatically be deleted

IMPORTANT: This application will be deleted if not submitted within 60 days from the date it was started.

Summary

Program CMF Industry

Application Year 2025-2026

A copy of this guide can also be found here

Need help? Please review our Guide

▲ Applicant

One or more required fields are empty

Select Applicant Company

--Select--

A value is required

If your Dialogue account includes several companies, you will be able to select the Applicant Company from the pull-down menu. If your Dialogue account only includes one company, it will appear here by default

Correspondence Language

Answer by selecting from the pull-down menu

A value is required

Applicant(s) is/are a Canadian

Answer by selecting from the pull-down menu

A value is required

Please indicate the intended reach of your Project?

Answer by selecting from the pull-down menu

A value is required

▲ Contacts

One or more required fields are empty

Please enter the name of the contact person (last name and then first name) not the organization

Contact Type	Name (last name, first name)	Email	Phone Number
Contact for all correspondence			

▲ Canadian Co-Applicant(s) (if applicable)

One or more required fields are empty

This section may not apply to your funding request, but if you do have a Co-Applicant, please click on the "Add" button below and enter the required information.

Co-Applicant	Contract Signatory Name	Email for Official Notifications	
			×
Add			

▲ Project

One or more required fields are empty

Title

A value is required

Original Language of Project

Answer by selecting from the pull-down menu

Language of Project (specify)

If you selected "Indigenous" or "Other" above, a second window will appear asking you to specify. If your Project is multilingual, please select "Other" and list all the languages that apply

What is your Project intended to foster?

Answer by selecting from the pull-down menu

Please note that for the [Changing Narratives Fund](#), "Market Access" and "Research" are not applicable.

Description (2000 characters or less)

This information will be used by Canada Media Fund for promotional purposes. Kindly advise us if there are any changes.

A value is required

Please indicate any of the following that you plan to undertake in the course of your Project.

Answer by selecting from the pull-down menu

The CMF encourages all Applicants to implement more environmentally-sustainable practices and cleaner technologies – and reduce the use of unsustainable resources – in the development, production and exploitation of Projects. Select all that apply.

A value is required

Does this Project specifically target any of the following?

Answer by selecting from the pull-down menu

This question is for statistical and analytical purposes only. The definitions of Indigenous Peoples in Canada and Equity-Deserving Communities are found in Appendix A. For complete program details, including eligibility criteria, please consult the Guidelines and Application Guide.

A value is required

How many participants do you expect to benefit directly from the Project?

Please enter a numerical value greater than 0 and only whole numbers

A value is required

Additional details regarding the composition or geographical and demographic breakdown of the participants. (1500 characters or less)

The Applicant (and including on behalf of all Co-Applicant(s), if applicable) hereby represents and warrants that the Project: 1) does not contain elements of excessive violence, hate propaganda, sexual violence, sexual exploitation or elements which are obscene, indecent or child pornography within the meaning of the Criminal Code and 2) is not libellous or in any other way unlawful, and is in compliance with all applicable privacy and other laws and regulations.

☐ Yes ☐ No

A value is required

The Government of Canada has advised the CMF to suspend all activity involving the participation of Russian or Belarusian state organizations or their official representatives. This includes program partnerships, direct and indirect financing of tours, productions, participation in festivals or other events involving the Russian or Belarusian governments.

Does the Project requesting CMF funding under this Application have any involvement with or connection to any Russian or Belarusian state organizations and/or officials, partners or artists that are currently or have ever been connected to or involved with Russian or Belarusian state organizations?

☐ Yes ☐ No

A value is required

Additionally, the Applicant (and including on behalf of all Co-Applicant(s), if applicable) is required to notify the CMF immediately if and when any changes to the Project, at any time in the future, result in the Project having any involvement with or connection to any Russian or Belarusian state organizations and/or officials, partners or artists that are currently or have ever been connected to or involved with Russian or Belarusian state organizations.

▲ Key Personnel

One or more required fields are empty

Role	PERSONA-ID Number (if applicable)	Name (last name, first name)	Citizenship	
--Select--			--Select--	×

Please enter a list of the key individuals participating in the Project and their PERSONA-ID number if available by clicking the "Add" button. Choose their role from the exhaustive pull-down menu list. Please visit the [CMF's PERSONA-ID](#) page at <https://cmf-fmc/persona-id/> for more information.

➕ Add

Click on the "Add" button and select the funding program from the pull-down menu. Then enter the Requested Amount. The maximum contribution from the CMF will not exceed 75% of the project's Eligible Costs

▲ CMF Financing Program(s)

One or more required fields are empty

Source of CMF Financing		Requested Amount (CAD)	
--Select--	--Select--		×
Total			

➕ Add

Financial Structure

The following fields require values: Source, Category, Type, Amount

Click the "Add" button below and enter any other participants in the financial structure. Select from the pull-down menus where applicable.

Source	Category	Type	Confirmed	Amount (CAD)	% Canadian	
Canada Media Fund	CMF		<input checked="" type="checkbox"/>		0.00	
			<input type="checkbox"/>		0.00	×
Total				0.00		
Add						

Budget/Final Costs

One or more required fields are empty

The **Financial Structure** total above must equal the total amount of the **Budget/Final Costs** below.

Category	Budget - Canada (CAD)
A - Project Management Costs	
B - Project Costs	
C - Travel Costs	
D - Marketing and Communication Costs	
Administration Costs	
Total	0.00

Enter the subtotal amounts of each of the categories as per the separate **Excel Budget** that you will submit under Required Documents

Related Party Transactions

No Related Party Transactions



At application stage, you can click on "No Related Party Transactions" and you won't have to fill out this section.

Budget Line	Description	Name of Related Company or Individual	Amount (CAD)	Measurement Basis	Related Party Reference Number
No items available					

Schedule

One or more required fields are empty

Add the **Start** and **End** dates of the Project (clicking on the icon will open a calendar from which you can select the dates). You can enter multiple **locations** if applicable. Indicate the **total number of days** of the activity.

Item	Start Date	End Date	Locations	Duration (days)
Project	mm/dd/yyyy	mm/dd/yyyy		

Required Documents

Visit the **Programs** page at www.cmf-fmc.ca to find the list of required documents.

The maximum file size allowed is 25MB. Documents too large are highlighted in red

Please refer to the List of Required Documents for the programs posted on the CMF website. Click on the "Add" button and upload each required document separately. Enter a brief description of the document and select the type of document from the pull-down menu.

Document	Website URL	Description	Type
UPLOAD Drop file here			--Select--
Add			

You need to supply a file or a url for each of the submitted document

Statement

Don't forget to click this box after reading the **Applicant Statements**

Statement	
<input checked="checked" type="checkbox"/>	By checking this box, the Applicant declares having read the Applicant Statements and acknowledges that these statements are accurate, true and complete. For Quebec-based Applicants only (pursuant to Bill 96): By checking this box, the Applicant declares having read the Applicant Statements and acknowledges that these statements are accurate, true and complete.

IMPORTANT before submitting

If you wish to keep a copy of your Application please print or "print as pdf" before submitting.

CANCEL

You can submit your completed application or save a partially completed one and come back to it later. We recommend that you consult the [Dialogue User Guide](#) which can be found on the CMF website for the next steps.

SUBMIT

SAVE

- Before submitting your application, make sure to print a copy (or save as PDF). Once submitted, the application form will no longer be available.
- Once you click Submit, a confirmation that the application has successfully been submitted will appear. For convenience, **please write down the application number generated**. But the application #, title, funding stream and status will be available for reference under **Records** and **My CMF Applications**.
- If you do not see the message confirming that the application was successfully submitted, this means that errors or incomplete fields remain (scroll up and look for the section(s) in red). Correct the errors and incomplete fields and click Submit again.
- A decision will be communicated to you via Dialogue approximately 8 to 10 weeks after the reception of the application. Please check your emails for a notification to verify the portal.
- Consult the [Dialogue User Guide](#) to find out how to **sign the CMF Agreement**, set up **Direct Deposit** and **Fulfill Conditions** and complete the **Final Evaluation** process in order to initiate the payments.
- Please do not hesitate to contact our Coordination team for any questions related to your Dialogue application cmf.fmc.coordination@telefilm.ca