



Canada Media Fund
Fonds des médias du Canada



TV Business Encounters



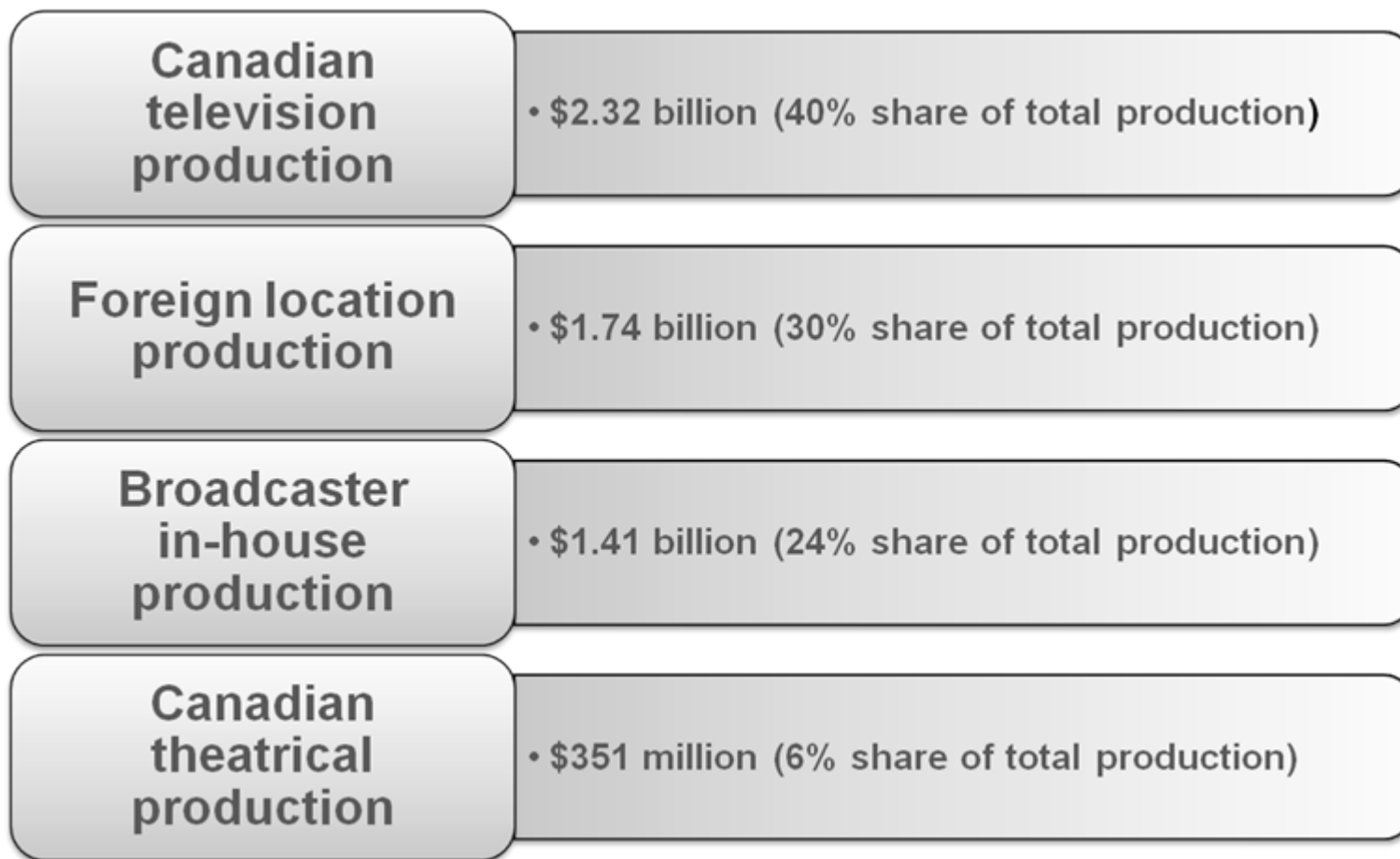
@CMF_FMC
#eyeoncanada

Canada and its Screen-Content Industry

- Second largest country in the world - after Russia - but small population: 35 million
 - 10 provinces, 3 territories, 6 time zones!
- Two official languages - English and French - with two parallel media structures
- Strong media policy in support of creating and sustaining indigenous production:
 - Regulatory protections under the CRTC
 - Targeted Canadian content measures (Canadian expenditures, content requirements,...)
 - Government financial support (Canada Feature Film Fund, Canada Media Fund...)
 - Attractive and competitive federal and provincial tax credits that attract investment and make Canada a 'go to' destination for production
 - International coproduction treaties



Total Production Activity in 2013: \$5.82 billion



Total jobs generated by the production industry: 132,500



TREATY COPRODUCTIONS





Treaty Coproductions

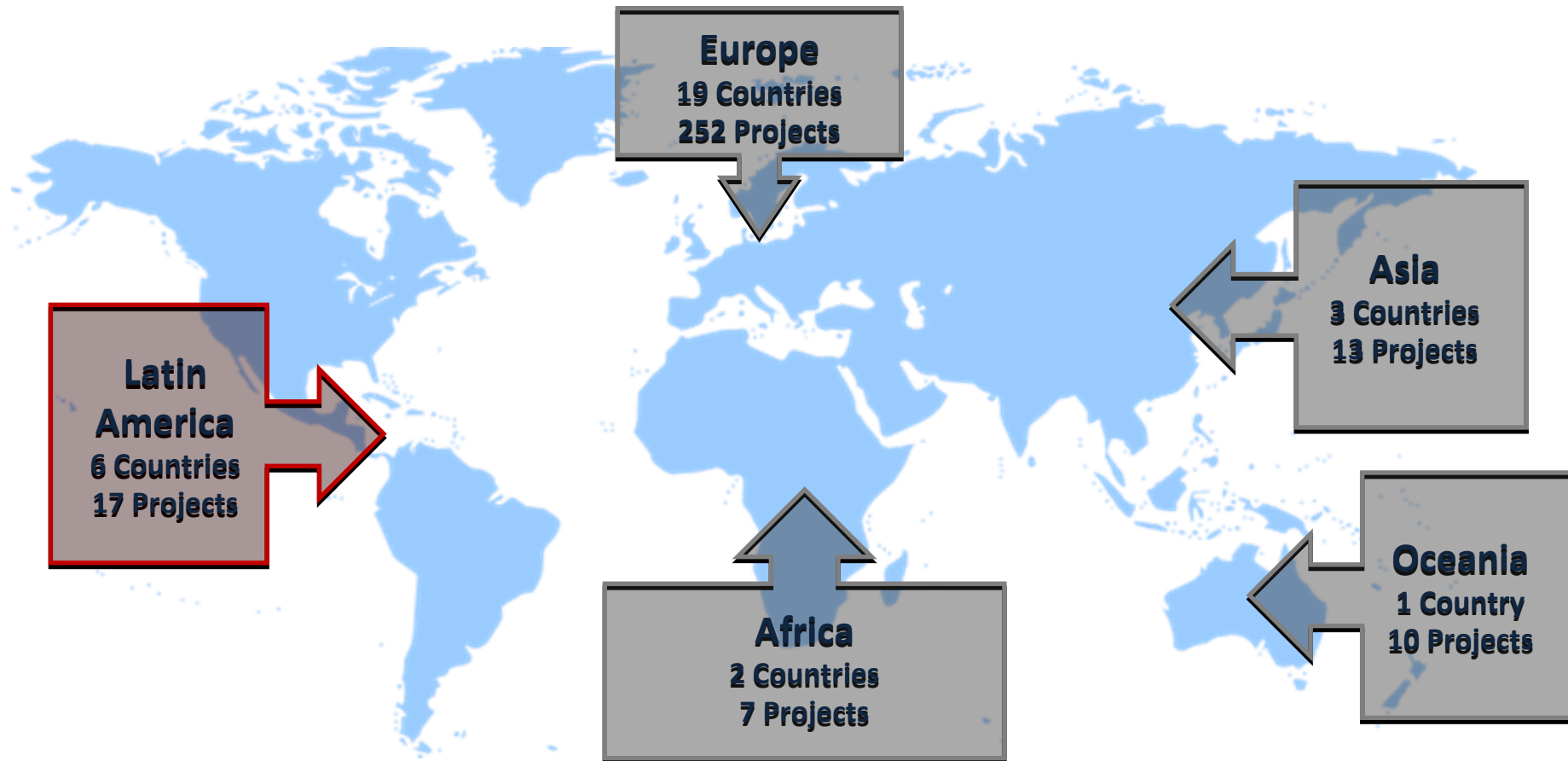
- Canada has coproduction agreements with 53 countries
- Official Treaty coproductions are:
 - Treated as a “national production” and are therefore eligible for government incentives and tax benefits in both countries
 - Eligible as Canadian content for broadcasters seeking to fulfill their regulatory obligations

Treaties signed by Canada

Europe	Eastern Europe	Africa	Central and South America	Asia / Oceania
Austria	Bosnia-Herzegovina	Algeria	Argentina	China
Belgium	Bulgaria	Morocco	Brazil	Hong Kong
Denmark	Croatia	Senegal	Chile	India
Finland	Czech Republic	South Africa	Colombia	Israel
France	Estonia		Cuba	Japan
Germany	Hungary		Mexico	Philippines
Greece	Latvia		Uruguay	Singapore
Iceland	Macedonia		Venezuela	South Korea
Ireland	Poland			-----
Italy	Romania			Australia
Luxembourg	Russia			New Zealand
Malta	Slovakia			
Norway	Slovenia			
Netherlands	Yugoslavia			
Spain	(Serbia & Montenegro)			
Sweden				
Switzerland				
United Kingdom				



Our Partners (2009-2013)



Source: Telefilm
Data by number of projects
Include multi-countries projects

Treaty Coproductions : what we want to achieve

- A general balance between majority and minority projects between Canada and the foreign country(ies)
- On a project basis : balance between financing, expenditure, cast & crew, rights & revenues. Never lower than the minimum threshold of the applicable treaty
- Allow our talent (creative & technical) to be recognized in coproducing countries and beyond
- Allow projects to be sold or pre-sold in more countries
- Bigger budgets and high profile projects

Our Funds



Canada Media Fund

Fonds des médias du Canada

CANADA MEDIA FUND

Created by Canada's cable and
satellite distributors and the Government of Canada.



Canadian
Heritage

Patrimoine
canadien

Bell

BellAliant

COGECO
COGECO CABLE

EASTLINK

MTS

ROGERS
CABLE

SaskTel

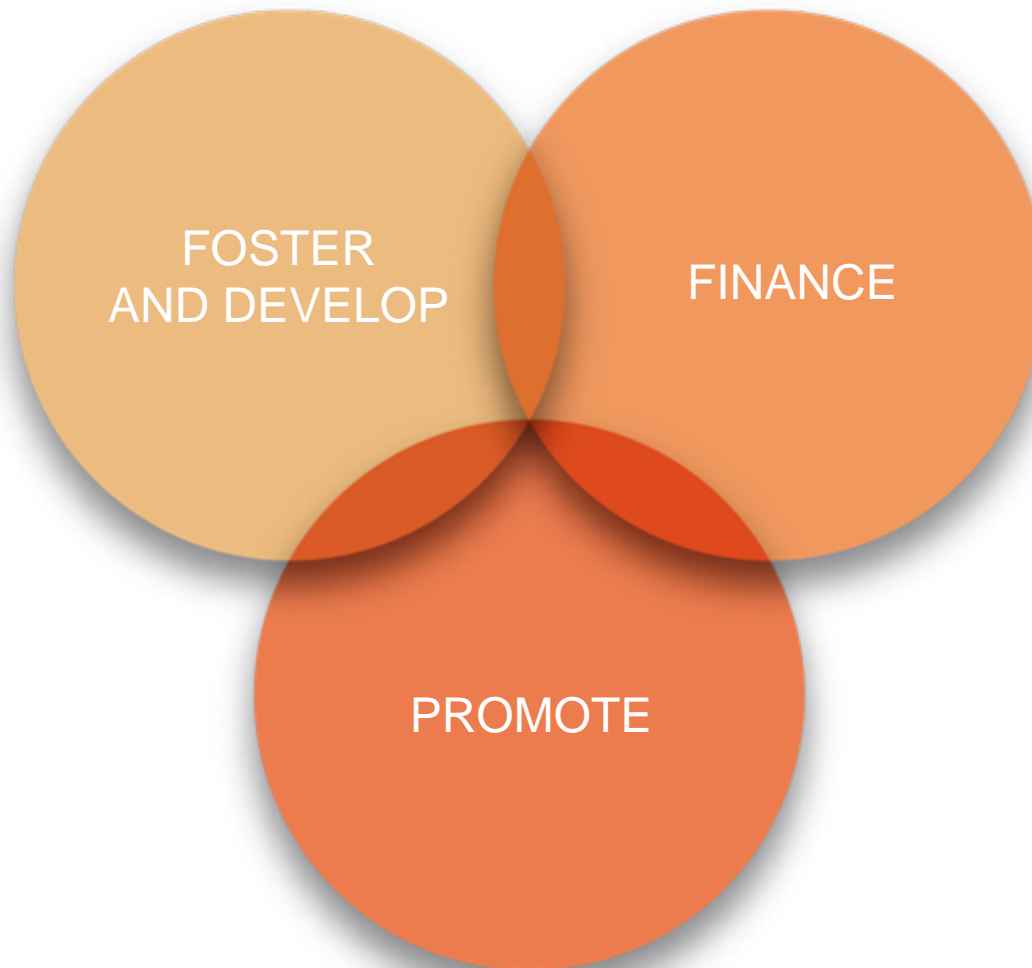
SHAW

SHAW **DIRECT**

TELUS

VIDEOTRON
A Quebecor Media Company

MANDATE ECOSYSTEM



KEY METRICS

FUNDING LEVERAGE RATIO 1:3.35

NUMBER OF FUNDING APPLICATIONS
2,043

NUMBER OF FUNDED PROJECTS
1,279

\$1.2B
IN PRODUCTION
ACTIVITY

CMF-FUNDED PRODUCTIONS DELIVERING OVER 1 MILLION VIEWERS **26** 20 FRENCH
6 ENGLISH

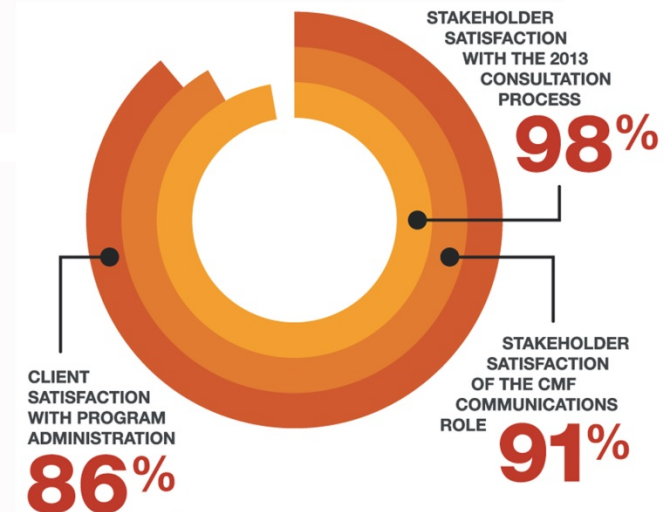
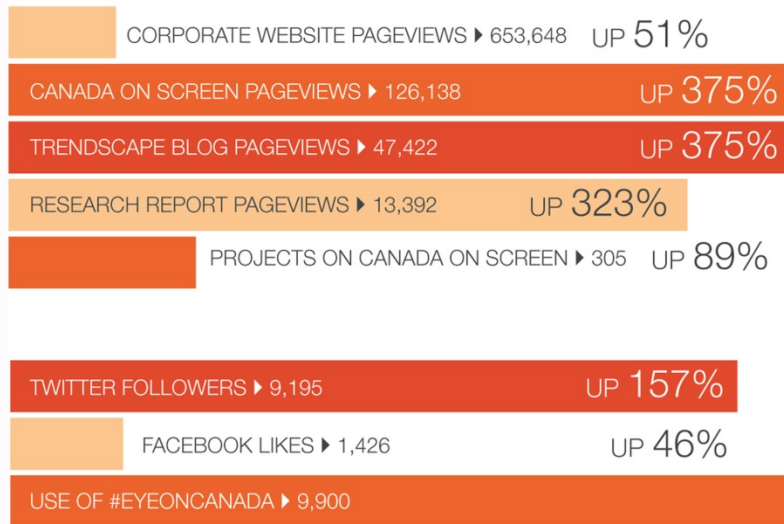
1.4B HOURS SPENT WATCHING
CMF-FUNDED ENGLISH
LANGUAGE PROGRAMS

1.1B HOURS SPENT WATCHING
CMF-FUNDED FRENCH
LANGUAGE PROGRAMS

MEASURED VISITS OF CMF-FUNDED DIGITAL MEDIA PROJECTS **19.2M**

MEASURED DURATION OF CMF-FUNDED DIGITAL MEDIA PROJECTS **1.9Mh**

NUMBER OF AWARDS WON BY CMF-FUNDED PROJECTS **228**





■ EXPERIMENTAL STREAM

OBJECTIVES

- Encourage the development of leading-edge, interactive, digital media content and software applications
- Integrate funded projects into mainstream platforms
- Develop projects for commercial potential within the Canadian and international media industry
- Support innovation in content, technology and/or business model

2014-2015

\$39
million

Since 2010

\$95
million

252 projects

■ EXPERIMENTAL STREAM

TYPES OF PROJECTS SUPPORTED



Interactive content

(interactive webseries, websites, portals, e-books)

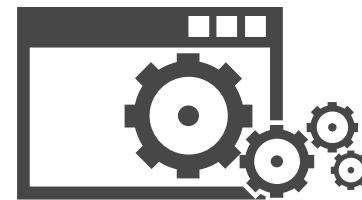


Games

(console, web, mobile)



Apps



Software and enabling technologies



CONVERGENT STREAM

OBJECTIVES

- Support creation of television shows and related digital media content
- Support creation of content in four under-represented genres: drama, documentary, children's and youth, and variety and performing arts
- Projects must include:
 - content for television and at least one digital media platform (DM component, streaming, VOD) high levels Canadian elements, including Canadian creative talent
- Licence fee from Canadian broadcasters

2014-2015

\$315.6
million

Since 2010

\$916
million

1,450 projects

CMF & COPRODUCTIONS

- **Majority and minority coproductions are eligible**
- **Television: need to be certified coproductions under official treaties**
- **Digital Media: eligible on a case by case basis analysis**
- **CMF Contribution and other calculations based on Canadian portion of the budget**



■ PROGRAMS OFFERED BY THE CMF

International Codevelopment Incentive

Encouraging the development (and eventual production) – by Canadian producers with international coproducers – of convergent content (television and related digital media).

Total Budget
\$2 million



■ Digital Media Coproduction Framework

- Recognize and promote international coproductions in Digital Media between Canada and other countries
- Encourage international cooperation in Digital Media
- Foster global brand management strategies for multiplatform content
- Provide guidance on minimum standards for Digital Media coproductions seeking funding in Canada



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BUSINESS PRACTICES

“Fast Follow” in Mobile Gaming Is Obsolete

[Kevin Oke](#) 18.06.2014

“Fast follow” in mobile gaming has led to an explosion of titles on both Android and iOS platforms in the last few years. The strategy is relatively self-explanatory: hit games are cloned... [READ MORE](#)

TECHNOLOGY

Creating Content for Google Glass – State of Syn Case Study (VIDEO)

[Victoria Evans](#) 11.06.2014

Is it a game? A social networking app? Animated? An immersive experience? Live action? Welcome to the Google Glass ripple effect, or the new world of transmedia. State of Syn is an intricate mix of... [READ MORE](#)

INDUSTRY TRANSFORMATIONS

Web series in France have strong ties to television

[Oriane Hurard](#) 05.06.2014

The fifth edition of the Séries Mania festival held in Paris in April welcomed web series with open arms, dedicating an entire competition to these little sisters of television productions.... [READ MORE](#)

INDUSTRY TRANSFORMATIONS

Let's Talk TV: mapping the future of Canadian television with 80 questions

[Danielle Desjardins](#) 04.06.2014

News programs, documentaries and Canadian programming are very important to the Canadians who chose to Talk TV with the CRTC last fall, while reality shows and religious programs aren't so much. At... [READ MORE](#)

TELEFILM
C A N A D A

Telefilm: Our Vision

- Audiences everywhere demanding screen-based content created **by Canadians—accessible anywhere**, anytime and on any platform
- Our mission - to **foster and promote** the development of the Canadian audiovisual industry

www.Telefilm.ca



We provide **financial support**

We **promote** Canadian talent

We **administer** program funds
and coproduction treaties

Two New Evaluation Tools

1. A new measurement tool to reflect the industry's growth and scope
2. A new management tool to make more informed financing decisions



Success For Our Films... in 2012

89 selections at
international festivals

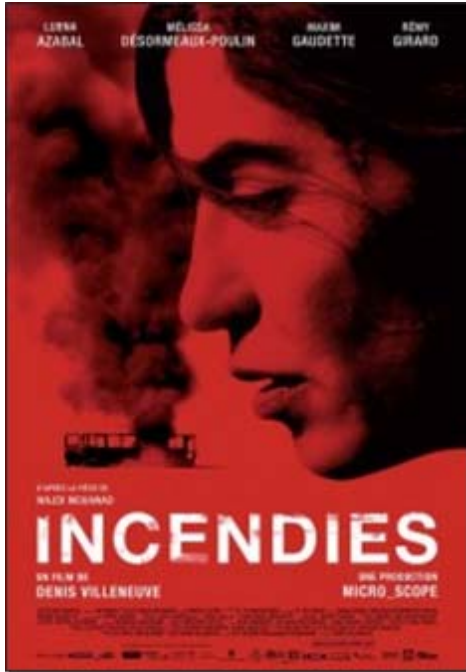
27 awards

For 2012-13: \$96.8 million

- Supported **74** films in production
 - 8 were official coproductions – Germany, France, Switzerland, Belgium, Ireland, China
- Supported **96** films in marketing
- Supported **83** festivals: 39 international; 44 national
- Supported **44** national industry events

Successes: Three Times A Charm...

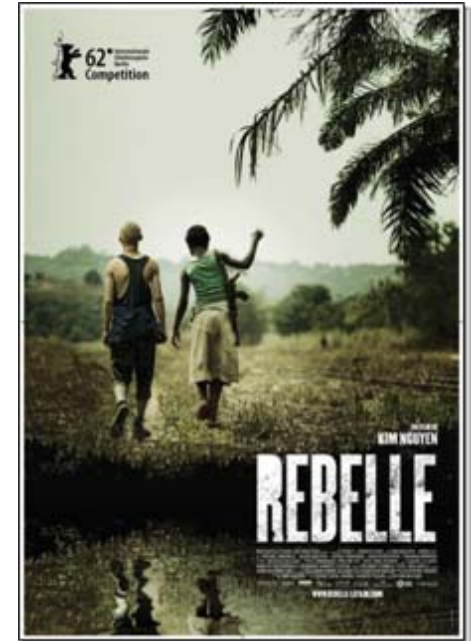
Canadians amongst Oscar contenders for “foreign language film”



2011



2012



2013

Tax Credits



Canada's Provinces: An Added Incentive

Canada's provinces respectively contribute around 20% of the financing for all production in Canada.

Foreign producers can access combined federal and provincial tax credits ranging from:

37% to 70% on eligible labour or

25% to 30% on local eligible spend

**for treaty coproductions rates can be higher*



Canada's Film Commissions: A World of Possibilities

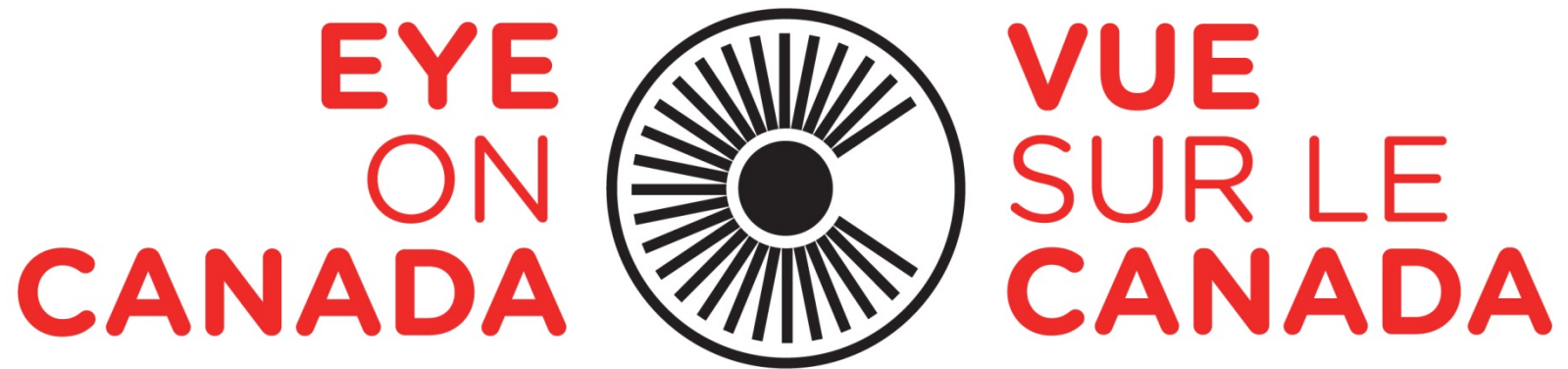
Services offered: Location Scouting, Relationship Management & Troubleshooting, LA based marketing, Familiarization Tours, Digital Locations Library & Mobile, Production Guide.



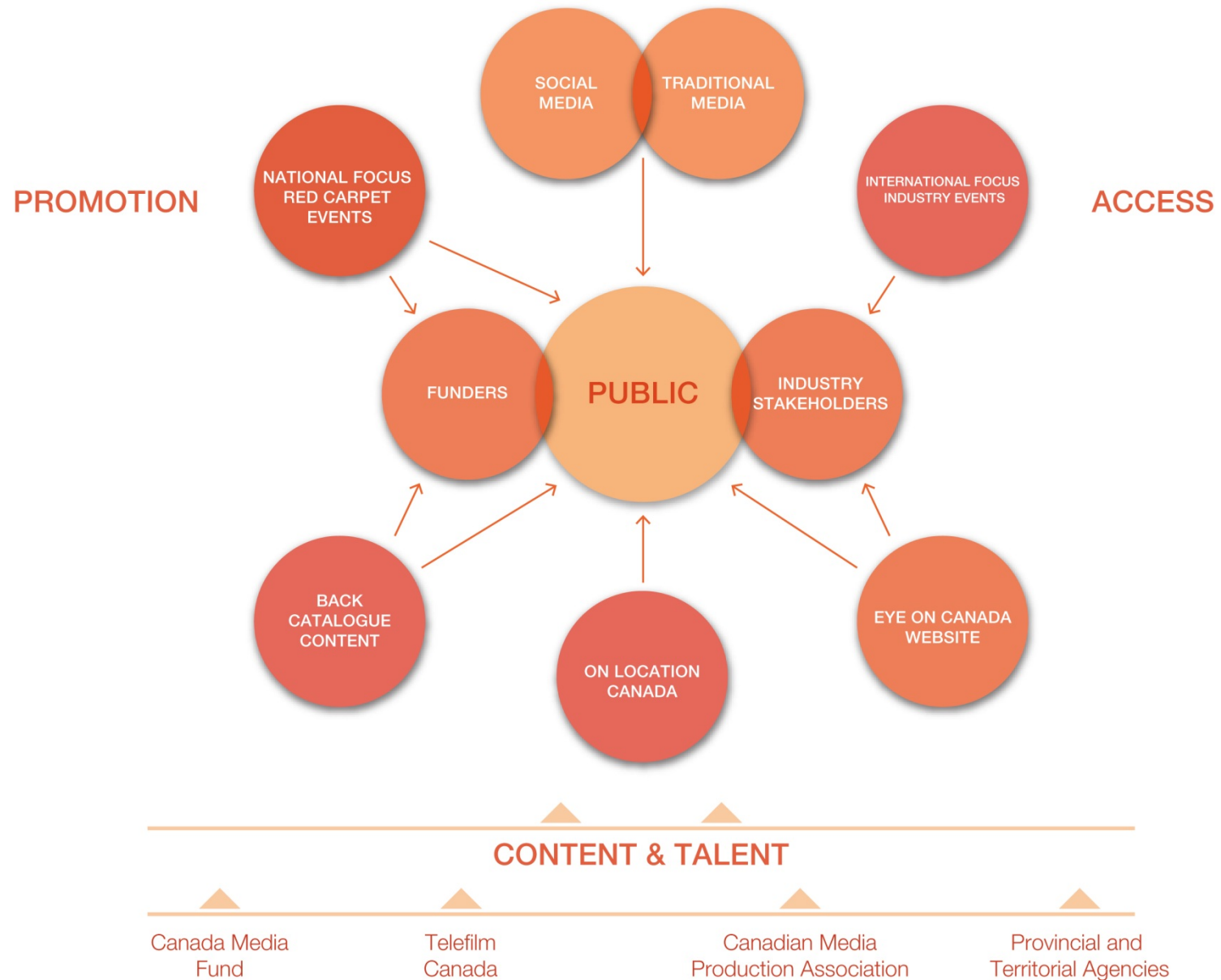


Why coproduce with Canada?

- Strong Government commitment
- High-standard, full-service production & post-production facilities
- Experienced and highly-skilled production crews and talent
- Variety of financing sources including federal and provincial Tax Credits
- Physical and cultural proximity to the United States
- Generally lower location and production costs than in the U.S. and Europe
- Excellent location services and diverse locations/landscapes
- State of the art studios and infrastructure



EYE ON CANADA PROMOTIONAL ACCESS INITIATIVES





Canada on Screen
Canada à l'écran

ABOUT THE CANADA MEDIA FUND NEWS CONTACT FRANÇAIS

TELEVISION WEB GAMES APPS & SOFTWARE

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THE LATEST BUZZ

NEWS FROM OTHER SOURCES

SAVING HOPE COMES TO LIFE

As highly engaging subject matter goes, the Canadian oil sands are a pretty safe bet for an evolving storyline.

At least so decided the NFB, which selected the town of Fort McMurray, Alta., the heart of the oil sands industry, as the inspiration for its immersive docu-game, Fort... [SOURCE - PLAYBACK](#)

STELLA AND SAM TAKE A TRIP

Networks in Europe, Central America and Asia have acquired Canadian animated kids' series Stella and Sam (26x30') from Bejuba! Entertainment.

[SOURCE - C21 MEDIA](#)

SAVING HOPE WRAPS SECOND SEASON ON HIGH NOTE

The second-season finale of Saving Hope, CTV's original medical drama, won its timeslot on Thursday after pulling in 1.4 million viewers, according to overnight ratings released by Bell Media on Friday.

[SOURCE - PLAYBACK](#)

ORPHAN BLACK, DEGRASSI WIN BIG AT SECOND NIGHT OF 2014 CSAS

Bell Media was the big winner Wednesday night at the Canadian Screen Awards, as series like Orphan Black, Degrassi and The Borgias dominated the prize-taking.

[SOURCE - PLAYBACK](#)

LATEST #CMF_FMC TWEETS

The Pre-Sale Pitch Sessions in LA is now open to all cdn drama prod. Submit your application by July 11 [#eyeoncanada bit.ly/1kMwNEc](#)

Canada Media Fund - 13 Jun

Creating Content for Google Glass; State of Syn Case Study with [@bennettjay ow.ly/xTcvW](#) by [@digital_vic pic.twitter.com/XZ2KhjDP2](#)

CMF_Trends - 11 Jun

[#Banff2014](#) participants, a CMF rep is available to answer funding questions you may have. [#Eyeoncanada Lounge](#) (aka Upper Rundle Lounge)!

Canada Media Fund - 11 Jun

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