



October 19<sup>th</sup>, 2020

Mr. Claude Doucet  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Ottawa, Ontario K1A 0N2

**Re: Broadcasting Notice of Consultation CRTC 2020 - 336 – CMF Submission**

Dear Mr. Doucet:

1. Further to the Canadian Radio-television and Telecommunications Commission's ("**CRTC**" or the "**Commission**") Broadcasting Notice of Consultation CRTC 2020-336 (the "**Consultation**"), the Canada Media Fund ("**CMF**") is pleased to participate in the Consultation and respectfully presents this submission to the Commission.
2. The CMF welcomes the Consultation as an important step in determining the best strategies to help the industry get through this time of disruption.
3. Created in 2010 by the Government of Canada (through the Department of Canadian Heritage or "**DCH**") and Canada's broadcast distribution undertakings ("**BDU's**"), the CMF supports content through two streams, an Experimental Stream and a Convergent Stream. The Experimental Stream supports innovative and interactive digital media content and software applications. Through its Convergent Stream, the CMF supports content on at least two distribution platforms (one of which is television) in a variety of genres (drama, documentaries, children's and youth and variety and performing arts) in French, English, Indigenous and diverse languages from producers across Canada.
4. The CMF's program budget for its 2020-2021 fiscal year is \$352M with funding derived primarily from contributions from Canada's BDUs coupled with contributions from the Government of Canada. Additional income was derived from tangible benefits, returns on equity investments made in a limited number of projects and Canadian Heritage's stabilization allocation.

5. Since its inception in 2010, the CMF has accelerated the production of convergent and experimental content and provided a total of \$3.6B to support 4,982 television shows, or over 27,000 hours of new content and 2,232 digital media productions, and has triggered over \$13.3B in production activity across Canada.
6. In the Television market, CMF-supported programs (in peak viewing hours) captured a 49% audience share of overall domestic programming in Canada's English market and a 73% share of overall domestic programming in the French market during the 2018-2019 broadcast year. Further, since 2011, an average of 25 CMF programs per year have achieved audiences of over one million viewers, 18 in the French market and 7 in the English market.
7. The CMF consults with television and digital industry stakeholders in a meaningful, formal, ongoing and inclusive manner. During the fall of 2019, the CMF conducted 4 Working Groups, 3 Discussion Groups and 3 Leaders Roundtables with broadcasters and producers in both language markets to gain industry feedback on possible changes to its Programs to be implemented in April 2020.
8. In addition to its usual suite of Programs, the CMF has implemented a number of initiatives since the pandemic including a series of [flexibility measures](#) applicable to its regular Programs. The CMF administered several programs on behalf of the Government of Canada and funded by the Department of Canadian Heritage's [Emergency Support Fund for Cultural, Heritage and Sport Organizations](#) as listed below:

### **COVID-19 Emergency Relief Funds**

While other COVID-19 relief initiatives will be announced in the coming months, below is a list of Emergency Support Programs the CMF has released to date.

- Phase 1:
  - \$88.8M to provide support to help mitigate the impact of the COVID-19 pandemic on the production sector, which has experienced significant disruption due to production stoppages and loss of advertising revenues. The [majority of the funding](#) was directed to CMF clients<sup>1</sup>, the balance to support underrepresented communities. The support to underrepresented communities is being delivered in a variety of ways: direct support to companies, partnering with other organizations to deliver programs (e.g. Indigenous

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<sup>1</sup>While Canadian Broadcasters were only eligible for these funds in their capacity as producers (for in-house production), publicly funded broadcasters did not receive any of these Phase 1 Emergency Relief funds administered by the CMF.

Screen Office), and other sector development activities.

- [\\$2.5 for third-language producers](#) to enable them to continue to provide news, analysis, and other content for television broadcast until the advertising market rebounds.
  - Phase 2:
    - \$10.0M for [interactive digital media producers](#) not funded in Phase 1, the funding is to help deal with the financial challenges of the pandemic.
    - \$19M for [audiovisual producers](#) not funded in Phase 1. The support is designed to ease the burden from production delays, changing market strategies, and increased costs to operate. While not all Canadian producers were eligible, there is a plan to release a further short-term compensation fund to assist producers in the event of a production disruption caused by COVID-19.
9. These initiatives have been well received by stakeholders in Canada's screen-based industries and the CMF is proud to offer both additional financial support and flexible relief to producers and broadcasters who are accessing funding through the CMF's existing ecosystem during the pandemic.
10. In closing, the CMF supports the Commission in this endeavor and is happy to provide any additional information and speak to any matter that arises as a result of the Notice of Consultation.

Sincerely,



Valerie Creighton  
President and CEO

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