

Canada Media Fund

Date: April 27, 2009

The Issue

On March 9, 2009, the Government of Canada announced the creation of the Canada Media Fund (CMF), a replacement for the former Canadian Television Fund (CTF). One of the more important changes is that CBC/Radio-Canada has lost its guaranteed 37 per cent envelope within the CTF, which was worth \$106 million in 2008-2009.

Over the next three to six months, the Government will be finalising rules for the CMF, including the language of the Contribution Agreement, in time for the April 1, 2010 implementation date. Without its 37 per cent envelope, CBC/Radio-Canada's level of participation in the Fund will be dependent on how the Fund is structured and how the Agreement is written and implemented.

Our Perspective

- CBC/Radio-Canada supports the creation of the Canada Media Fund. The changes should modernise the Fund and improve it through better governance, a simplification of the funding process and a new focus on innovation.
- The 37 per cent envelope formerly dedicated to CBC/Radio-Canada existed to allow the Corporation to address a critical shortage of first-run Canadian programming in prime time. The Corporation commits over 50 percent more resources to the production of original prime-time drama and comedy than the entire private conventional broadcasting industry combined.
- CBC/Radio-Canada is encouraged by the fact that the Government believes first-run, prime-time (7:00 – 11:00 p.m.) Canadian programming is as important as we think it is. For the Fund to have its intended cultural impact, it is essential that a focus on first-run, prime-time programming be entrenched in the language underpinning the Fund guidelines and Contribution Agreement.
- If the implementation is done right, the new model will be a success. If it is not, CBC/Radio-Canada is concerned that it will lead to a reduction in viewing to Canadian programming in prime time.