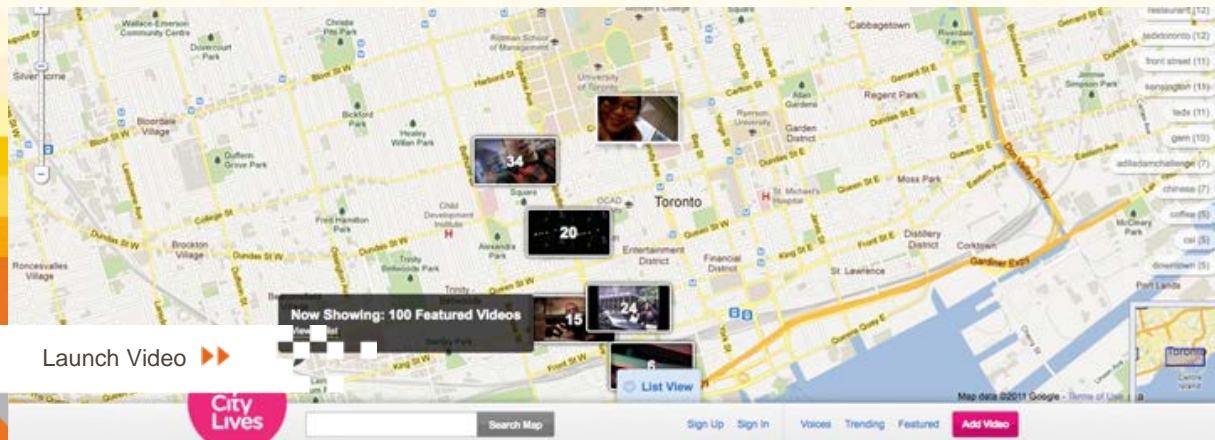




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 **Ice Pilots**



Users can learn about places to visit in Toronto through a growing library of geo-tagged videos contributed by the user community.



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Program Funding Summary

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TOTAL CMF PROGRAM FUNDING

Thanks to the support of its funding contributors, in 2010-2011, the Canada Media Fund (CMF) was able to provide over \$337 million in financial support to the Canadian television and digital media production industry. Of this amount, \$27 million was invested in the Experimental Stream, while over \$310 million was invested in the Convergent Stream's programs. This investment in turn triggered over \$1 billion in activity in Canada's creative economy.

Experimental Stream
Total 27.00 \$M



Breakdown by Program		\$M
Production		14.5
Development		1.8
Marketing		1.7
English Sub-total		18.1
Production		6.7
Development		1.3
Marketing		0.7
French Sub-total		8.8
Experimental Stream Total		27.0
English		181.6
French		89.7
Performance Envelope Total		271.3
English		7.0
French		3.1
Development Total		10.1
Francophone Minority		10.0
English Production Incentive		8.0
Aboriginal		6.0
English POV		1.0
French Regional Incentive		1.0
Versioning		1.4
Diverse Languages		1.0
Northern Production Incentive		0.0
French Regional Development		0.2
Convergent Stream Total		310.4
Total		337.4

Performance Envelope Program
Total 271.37 \$M



Development Program
Total 10.18 \$M



Footnote

Approximately \$13.6 million or 4% of the total program budget was left unspent.

Seven projects in the English POV Program had been contracted as of March 31, 2011. As 2010-2011 was the inaugural year for this unique program -which aims to support the creation of English-language point-of-view documentary projects-, the balance of the program's budget has been reserved until December 5, 2011 for producer applicants to confirm broadcaster financing and commitments.

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FUNDING TYPES

As part of its commitment to design relevant and effective programs to fund the development, production and marketing of Canadian television and digital media content, the CMF uses an array of financing tools to meet the needs of applicants, including license fee top-ups, equity investments, recoupable investments, recoupable advances, non-recoupable contributions, and loans.

In the Experimental Stream, projects at the development stage received advances, while projects at the marketing stage received loans that do not accumulate interest. As for projects at the production stage, the CMF responded in-year to concerns raised by digital media stakeholders by shifting from equity investments to recoupable investments, thus removing the requirement for CMF to take an ownership interest in funded projects.

In the Convergent Stream programs, 66% of funding was provided through licence fee top-ups (television components only), 28% through equity investments (television components only), and 2% through non-repayable contributions (digital media components only), and 4% through development advances.

Funding Types \$M

	Investment			Repayable			Non-repayable			Total
	Equity	Recoupable Investment	Sub-total	Advance	Non-interest Bearing Loan	Sub-total	Licence Fee Top-up	Non-repayable Contribution	Sub-total	
Experimental	0.0	21.3	21.3	3.1	2.4	5.6	0.0	0.0	0.0	27.0
Convergent	87.1	0.0	87.1	11.3	0.0	11.3	204.2	7.6	211.8	310.4
Total	87.1	21.3	108.4	14.5	2.4	17.0	204.2	7.6	211.8	337.4

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