

Development

The Canada Media Fund (CMF) supports the development and pre-development of Canadian content mainly through its Development Program. This program is part of the CMF's Convergent Stream; thus, projects funded through this program must include content to be developed for distribution on at least two platforms, one of which must be television and the other, digital media. Development funds have been earmarked in other Convergent Stream programs as well.

For English-language projects, funding from this program is allocated through broadcaster envelopes, while for French-language, funding is allocated according to a selective process, using an evaluation grid.

In 2011–2012, the CMF contributed \$10.8 M to 277 convergent development projects. Total French and English development funding to TV was higher than the five-year average in each genre, with the exception of documentary. English-language projects received \$7.1 M, over 74% of which was spent on drama projects. French-language projects received \$3.4 M, of which more than 45% was spent on drama projects and 41% on documentary projects.

Digital media components received 3% of total funding, a significant decrease from the 6% committed in 2010–2011. In a change from 2010–2011, French-language digital media components received a more equal amount of funding compared to English-language digital media components. The highest amount of funding to any genre and language category went to English-language television drama. French-language documentary received the most digital media funding.

Development Funding

	2010–2011					2011–2012					5-year average
	\$K Funding			# of convergent Projects	\$K Budgets	\$K Funding			# of convergent Projects	\$K Budgets	\$K Funding
	TV	DM	Total			TV	DM	Total			
Drama	5,228	117	5,345	108	10,829	5,328	63	5,390	96	3,746	4,577
Children's & Youth	927	16	943	31	1,960	1,024	42	1,067	33	702	678
Documentary	506	34	540	41	1,134	622	26	648	42	2,673	777
Variety & Performing Arts	201	2	203	3	434	145	5	150	3	154	117
English Development Envelopes	6,862	169	7,031	183	14,357	7,119	136	7,255	174	7,274	6,149
Drama	1,711	107	1,818	36	4,438	1,590	28	1,618	20	11,255	1,450
Children's & Youth	245	58	303	10	514	381	28	409	14	2,357	237
Documentary	1,316	330	1,646	61	3,031	1,358	112	1,470	67	1,566	1,384
Variety & Performing Arts	0	0	0	0	0	65	9	74	2	250	48
French Total	3,272	495	3,767	107	7,983	3,394	177	3,571	103	15,429	3,119
Total	10,134	664	10,798	290	22,340	10,513	313	10,826	277	22,703	9,268

French Development Funding includes the French Selective, the Francophone Minority, and the French Regional Program