

## Diverse Languages Program

The Diverse Languages Program is designed to support independent production in languages that reflect the diversity of Canadians by funding projects in languages other than English, French, or Aboriginal languages. This program is part of the Canada Media Fund's (CMF) Convergent Stream; thus, projects funded through this stream must include content to be produced for distribution on at least two platforms, one of which must be television and the other, digital media. Funding from this program is allocated according to a selective process using an evaluation grid.

The Diverse Languages Program increased by 50% over 2010–2011 with a total CMF contribution of \$1.5 M to ten projects in Mandarin, Italian, Spanish and Punjabi. The increase in funding triggered a corresponding increase in production budgets of 61%. More than 52% of funding went towards Mandarin-language productions, an increase of 30 percentage points over last year and representing the sole commitments in children's and youth, drama, and the variety and performing arts genres. Four Italian-language documentaries received 27% of funding. Two additional documentaries in Spanish and Punjabi received funding for a total Diverse Language Program commitment of 48% to the genre, down from 77% in 2010–2011.

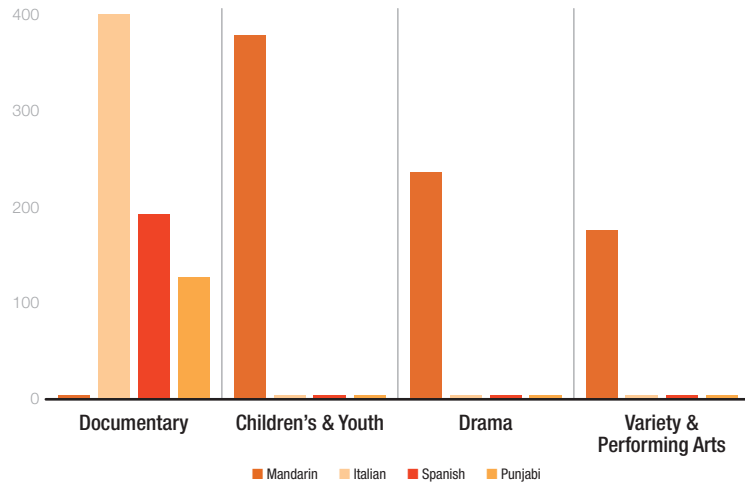
### Diverse Language Program – Production

|                           | 2010–2011  |            |               |          |             |              | 2011–2012    |            |               |           |             |              |
|---------------------------|------------|------------|---------------|----------|-------------|--------------|--------------|------------|---------------|-----------|-------------|--------------|
|                           | TV         | DM         | Total CMF \$K | #        | Hours       | Budgets \$ K | TV           | DM         | Total CMF \$K | #         | Hours       | Budgets \$ K |
| Children's & Youth        | 85         | 10         | 95            | 1        | 1.0         |              | 228          | 150        | 378           | 2         | 0.9         |              |
| Documentary               | 713        | 59         | 772           | 5        | 14.0        |              | 712          | 1          | 713           | 6         | 7.5         |              |
| Drama                     | 100        | 33         | 133           | 2        | 3.0         |              | 160          | 75         | 235           | 1         | 5.0         |              |
| Variety & Performing Arts | 0          | 0          | 0             | 0        | 0.0         |              | 99           | 75         | 174           | 1         | 3.0         |              |
| <b>Total</b>              | <b>898</b> | <b>102</b> | <b>1,000</b>  | <b>8</b> | <b>18.0</b> | <b>2,978</b> | <b>1,199</b> | <b>301</b> | <b>1,500</b>  | <b>10</b> | <b>16.4</b> | <b>4,799</b> |

### Diverse Language Program – By Language

|              | 2011–2012    |            |               |           |             |              |
|--------------|--------------|------------|---------------|-----------|-------------|--------------|
|              | TV           | DM         | Total CMF \$K | #         | Hours       | Budgets \$ K |
| Italian      | 399          | 0          | 399           | 4         | 4.0         |              |
| Mandarin     | 487          | 300        | 787           | 4         | 8.9         |              |
| Punjabi      | 124          | 1          | 125           | 1         | 2.0         |              |
| Spanish      | 189          | 0          | 189           | 1         | 1.5         |              |
| <b>Total</b> | <b>1,199</b> | <b>301</b> | <b>1,500</b>  | <b>10</b> | <b>16.4</b> | <b>4,799</b> |

Diverse Languages Program by Genre and Language  
CMF \$K



Five digital media projects received funding in 2011–2012, representing 20% of funding, the highest proportion of all CMF funding programs.

## Financing Sources

Broadcasters were the majority financiers in diverse language television projects at 38%, with the CMF providing 30% of television and 38% of digital media financing. Provincial governments were the other major partner in television at 22% and in digital media at 32%.

### Diverse Language: Production Financing

|                        | Television   |            | Digital Media |            |
|------------------------|--------------|------------|---------------|------------|
|                        | \$K          | %          | \$K           | %          |
| CMF                    | 1,199        | 30         | 301           | 38         |
| Broadcasters           | 1,504        | 38         | 81            | 10         |
| Provincial Governments | 894          | 22         | 249           | 32         |
| Federal Government     | 390          | 10         | 0             | 0          |
| Private Funds          | 10           | 0          | 0             | 0          |
| Producers              | 17           | 0          | 154           | 20         |
| Foreign                | 0            | 0          | 0             | 0          |
| Distributors           | 0            | 0          | 0             | 0          |
| Other                  | 0            | 0          | 0             | 0          |
| <b>Total</b>           | <b>4,014</b> | <b>100</b> | <b>785</b>    | <b>100</b> |