

# Performance Envelope Calculations

The proportion of funding allocated to each performance envelope is determined by the performance of participating broadcasters against each other, within weighted factors. 2011–2012 performance envelope allocations, the calculations were based on the following six performance factors: audience success — total hours tuned, audience success — original first run, historic performance, regional production licensing, above-threshold licensing and digital media investment.

## Audience success—total hours tuned

This factor was created to reward broadcasters with a proven track record of supporting CMF-funded projects that appeal to Canadian audiences. Whether this is the result of the calibre of the project that was triggered by the broadcaster, strong promotion and/or scheduling, the result is the same: Canadians spending more time viewing CMF-funded programming. Audience success—total hours tuned credit was based on total hours tuned to CMF-funded programs, for each broadcaster, commissioned or through acquisition, over the course of the 2009–2010 broadcast year. The calculation of 2011–2012 envelopes also represented the final year in which this performance factor included a limited number of programs of the type the CMF supports (known as CTF-ables). Total hours tuned were derived from BBM Canada audience measurements and included all persons aged 2+.

## Audience success—original first run

This factor was created in response to a directive from the Department of Canadian Heritage (DCH) to place an emphasis on the support of original, first-run television programming in prime time. The audience success — original first run factor was intended to provide further incentive for broadcasters to commission original programming and air these programs in their prime time schedules. Credit derived from eligible telecasts was calculated using the same methodology as that used for audience success — total hours tuned.

## Historic performance

The historic performance factor was intended to provide a measure of year-over-year funding stability for broadcasters and producers. Broadcasters earned historic performance credit based on the amount of CMF funding committed to projects to which they had contributed an eligible licence fee. Credit for the historic performance factor was determined on the basis of the following three fiscal years: 2007–2008, 2008–2009, and 2009–2010.

## Regional production licensing

The regional production licensing factor rewards broadcasters who trigger projects outside the production centres of Toronto and Montréal, thus contributing towards one of the key CMF objectives, encouraging a diversity of voices from across the country. Broadcasters that licensed projects from the regions in 2010–2011 received credit in 2011–2012 performance envelope calculations.

## Above-threshold licensing

The above-threshold licensing factor rewards broadcasters who contribute licence fees beyond the triggering thresholds established in the CMF Guidelines. Broadcasters licensing above the CMF Guidelines thresholds in 2010–2011 received credit in 2011–2012 performance envelope calculations.

## Digital Media Investment

The digital media investment performance factor aims to encourage broadcasters to support “rich and substantial” (as defined in the Guidelines) digital media components to augment their television properties. Credit in the digital media investment factor in 2011–2012 performance envelope calculations was based on the combination of a broadcaster’s eligible cash and CMF contributions to 2010–2011 CMF-funded digital media components.

## French Documentary

The French documentary allocation was split between one-offs and series for calculation purposes, to differentiate between the two formats, and to encourage broadcasters to continue commissioning one-off documentaries. Despite this extra step in the process, broadcasters that participated in this genre received a single, unified documentary envelope comprised of the amounts earned from these two program formats.

### Factor Weights – %

2011-2012	Audience Success-Total Hours Tuned	Audience Success-Original First Run	Historic Performance	Regional Production Licensing	Above-threshold Licensing	Digital Media Investment	Total
ENGLISH (Drama & Variety / Per. Arts)	40	15	15	20	5	5	100
ENGLISH (Children's / Youth & Documentary)	55	0	15	20	5	5	100
FRENCH (Drama & Variety / Per. Arts)	35	15	25	10	10	5	100
FRENCH (Children's / Youth & Documentary)	50	0	25	10	10	5	100

### Factor Weights – %

2010-2011	Audience Success	Historic Access	Regional Production Licensing	Above-threshold Licensing	Total
ENGLISH	40	30	20	10	100
FRENCH	30	45	10	15	100