

Versioning Program

The Canada Media Fund's (CMF) Versioning Program is designed to expand the accessibility of CMF-funded projects to other audiences by adding voice-overs and/or subtitles to projects. Versioning increases revenue potential in other markets when Canadian projects gain further national and international sales. Projects receive funding on a first-come, first-served basis.

In 2011–2012 the CMF's \$1.5 M Versioning Program was almost fully subscribed, supporting 25 projects, a significant increase from 15 in 2010–2011. The majority of projects (19/25) were initially produced in the English-language and half of the projects (12/25) were from the children's and youth genre. The program funded 7 documentary projects (including one documentary digital media project) compared to one in 2010–2011. Of the television projects, there was one one-off, one mini-series and three MOWs, while the rest of the projects were series. One variety and performing arts project was versioned into Italian.

| By Genre | 2010–2011 | | | | 2011–2012 | | | |
|--------------------|-----------|--------------|--------------------|------------|-----------|--------------|--------------------|------------|
| | # | \$K Funding | % Share of Funding | Hours | # | \$K Funding | % Share of Funding | Hours |
| Children's & Youth | 9 | 1,132 | 78 | 86 | 12 | 927 | 62 | 96 |
| Drama | 4 | 235 | 16 | 13 | 5 | 363 | 24 | 32 |
| Documentary | 1 | 78 | 5 | 11 | 7 | 200 | 13 | 25 |
| VAPA | 1 | 4 | 0 | 1 | 1 | 9 | 1 | 2 |
| Total | 15 | 1,449 | 100 | 111 | 25 | 1,499 | 100 | 155 |

| By Original Project Language | 2010–2011 | | | | 2011–2012 | | | |
|------------------------------|-----------|--------------|--------------------|------------|-----------|--------------|--------------------|------------|
| | # | \$K Funding | % Share of Funding | Hours | # | \$K Funding | % Share of Funding | Hours |
| English | 11 | 1,347 | 93 | 98 | 19 | 1,325 | 88 | 132 |
| French | 4 | 102 | 7 | 13 | 6 | 174 | 12 | 23 |
| Total | 15 | 1,449 | 100 | 111 | 25 | 1,499 | 100 | 155 |