



CFTPA

*Representing television, film
and interactive production in Canada*

ACPFT

*Porte-parole de l'industrie de la production
cinématographique, télévisuelle et interactive au Canada*

Existing CRTC English Television Benefits Packages

Information for CFTPA Members

Table of Contents

OWNERSHIP TRANSACTIONS

Corus Entertainment – Canadian Learning Television Transaction	4
Rogers – Outdoor Life Network Transaction	4
Rogers – channel m Transaction.....	5
Canwest – Alliance Atlantis Transaction.....	6
Astral – Standard Transaction	8
Rogers – Citytv Transaction	9
CTVgm – CHUM Transaction.....	10
Rogers – The Biography Channel Transaction.....	11
Rogers – Trinity Television Transaction (CHNU-TV Fraser Valley / CIIT-TV Winnipeg)	12
CHUM – Craig Transaction.....	13
TVA/Quebecor – Toronto One Transaction (now SUNTV)	14
BCE – CTV	15

NEW LICENCE COMMITMENTS

Canwest – CHCA-TV Red Deer expansion into Calgary and Edmonton	16
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Notes to this Report

This report is for the benefit of CFTPA members so that they are aware of tangible public benefits packages approved as part of television ownership transactions. The report will be updated on an ongoing basis.

Excluded from this report are transactions in which benefits were committed exclusively to CRTC-certified independent production funds or training/scholarships/awards (i.e., non-programming initiatives).

The CFTPA welcomes comments/feedback on the report. For more information, please contact Mario Mota, Senior Director of Broadcast Relations & Research, at mario.mota@cftpa.ca or (613) 233-1444, ext. 222.

OWNERSHIP TRANSACTIONS

Corus Entertainment – Canadian Learning Television Transaction

Benefits Initiatives	Dollars Allocated in Application	Additional Dollars	Total Dollars
On-Screen Benefits			
Script and concept development funding for Category 5a (formal education) and Category 5b (informal education) programming	\$1,000,000		\$1,000,000
Licence fee top-ups for Category 5a (formal education) and Category 5b (informal education) programming	\$5,325,000	\$1,368	\$5,326,368
Total	\$6,325,000		\$6,326,368
Social Benefits			
Grants and bursaries to colleges and universities to support initiatives in broadcasting and broadcasting-related fields	\$975,000		\$975,000
GRAND TOTAL (over 7 years)	\$7,300,000		\$7,301,368

Source: [Broadcasting Decision CRTC 2008-206](#), August 22, 2008

Rogers – Outdoor Life Network Transaction

Benefits Initiative	Dollars Allocated in Application	Additional Dollars	Total Dollars
OLN Production Initiative*	\$3,880,500		\$3,880,500
TOTAL (over 7 years)	\$3,880,500		\$3,880,500

* This benefits initiative will be self-administered and will fund the development and production of adventure-themed and recreational activities programming for broadcast on OLN. All funds will be incremental and will flow to third-party independent producers. Funding criteria will be published.

Source: [Broadcasting Decision CRTC 2008-138](#), July 7, 2008

Rogers – channel m Transaction

Benefits Initiatives	Dollars Allocated in Application	Additional Dollars	Total Dollars
channel m Independent Producers Initiative*	\$4,000,000	**\$129,000	\$4,129,000
channel m News Bureau in Victoria***	\$1,000,000		\$1,000,000
University of British Columbia Multicultural Film Production Program****	\$1,000,000		\$1,000,000
TOTAL (over 7 years)	\$6,000,000	\$129,000	\$6,129,000

* A minimum of \$3.5 million will go directly to licence fees for third-language television production (documentaries and dramas) produced by independent producers. 100% of licence fees will be paid to independent producers. Up to \$500,000 will be spent on script and concept development.

** Given the fact that the CRTC revised the value of the transaction upward by \$1,291,913, Rogers was directed to pay an additional \$129,000 (rounded) in benefits. Rogers proposed to add the \$129,000 in additional benefits to the channel m Independent Producers Initiative, which the CRTC has accepted.

*** To fund initial capital and operating start-up costs for the establishment of a news bureau in Victoria. This benefit will cover expenses for only the first three years of the licence term.

**** \$1-million endowment towards the creation of a permanent Multicultural Film Production Program at UBC, building on a current pilot project

Source: [Broadcasting Decision CRTC 2008-72](#), March 31, 2008 and post-decision filings and approvals

Canwest – Alliance Atlantis Transaction

Benefits Initiatives	Dollars Allocated in Original Canwest Application	Additional Dollars / Reallocation	Total Dollars
On-Screen and Programming Benefits			
<i>Scripted Drama and Other Priority Programming</i>			
Pilot projects for scripted drama programming	\$13,500,000		\$13,500,000
Scripted drama production	\$55,000,000	\$18,615,000	\$73,615,000
New media support for incremental programming resulting from benefits	\$4,000,000		\$4,000,000
APTN Aboriginal drama project	\$2,000,000		\$2,000,000
Passchendaele feature film	\$1,500,000		\$1,500,000
Canadian history project	\$1,500,000		\$1,500,000
Third-party promotion of priority programming on non-television media	\$4,000,000		\$4,000,000
<i>Expansion of Documentary Production</i>			
Completion financing for independent documentary production	\$3,000,000		\$3,000,000
Documentary development fund	\$1,000,000		\$1,000,000
Feature independent documentary production	\$5,000,000		\$5,000,000
<i>Supporting a Growing Canadian Star System</i>			
Celebrating Canada's Best: Awards show/red carpet tributes to Canadian talent	\$13,500,000		\$13,500,000
<i>News and Public Affairs</i>			
Canada in Focus	\$4,000,000		\$4,000,000
Expansion of international news bureaus	\$10,000,000		\$10,000,000
Digitizing archival footage	*\$5,000,000		--*
Total	\$123,000,000	\$18,615,000	\$136,615,000
Social Benefits			
<i>Training/Mentorship and Internship Programs</i>			
National Screen Institute	\$1,500,000		\$1,500,000
Canadian Film Center (The Actor's Conservatory)	\$1,500,000		\$1,500,000

Banff World Television Festival	\$3,000,000		\$3,000,000
Canadian Women in Communications	\$700,000		\$700,000
Women in Film and Television Toronto: Training	\$500,000		\$500,000
Women in Media Foundation	**\$210,000		--**
Innoversity Creative Summit	\$210,000		\$210,000
Canadian Council for Aboriginal Business	\$190,000		\$190,000
National Aboriginal Achievement Foundation	\$500,000		\$500,000
CanWest Broadcast Diversity Journalism Program	*\$700,000		--*
CanWest internship for persons with disabilities	\$460,000		\$460,000
York University	\$1,000,000		\$1,000,000
Nova Scotia Community College	\$280,000		\$280,000
Sheridan College	--	***\$350,000	\$350,000
Arts and Diversity Festivals			
Arts and diversity festivals	\$1,800,000	**\$1,295,000	\$3,095,000
Media Literacy			
Media Awareness Network	\$500,000		\$500,000
Learning through the Arts	\$500,000		\$500,000
Concerned Children's Advertisers	\$350,000		\$350,000
Total	\$13,900,000	\$210,000	\$14,635,000
GRAND TOTAL (over 7 years)	\$136,900,000	\$18,825,000	\$151,250,000

* The Commission directed Canwest to increase the amount originally allocated to scripted drama as a result of the CRTC's determination of a higher value of the transaction (\$12.915 million in additional benefits), disqualifying the proposed "Broadcast Diversity Journalism Program" initiative (\$700,000), and disqualifying the proposed "Digitizing archival footage" initiative (\$5 million).

** In response to interventions, Canwest stated that it understood that the Women in Media Foundation was being rolled into the National Screen Institute, which would have a direct impact on this benefits initiative. As a result, Canwest proposed to reallocate these funds to the *Arts and Diversity Festivals* envelope, increasing that envelope from \$1.8 million to \$2.01 million. As a condition of the CanWest-AA decision, CanWest had to file for CRTC approval a plan for the allocation of the additional funds allocated to social benefits in the amount of \$1.435 million. CanWest proposed, and the CRTC approved, additional funds of \$1.085 million to the *Arts and Diversity Festivals* envelope, increasing that envelope from \$2.01 million to \$3.095 million.

*** As a condition of the CanWest-AA decision, CanWest had to file for CRTC approval a plan for the allocation of the additional funds allocated to social benefits in the amount of \$1.435 million. CanWest proposed, and the CRTC approved, \$350,000 to Sheridan College for student awards in the animation program.

Sources: [Broadcasting Decision CRTC 2007-429](#), December 20, 2007 and post-decision filings and approvals

Astral – Standard Transaction

Benefits Initiatives	Dollars Allocated in Original Astral Application	Revised Amount	Total Dollars
On-Screen Benefits			
Local Documentary Programming Initiatives for Dawson Creek and Terrace, B.C. (with independent producers)	\$776,850	+\$10,000	\$786,850
Total	\$776,850	+\$10,000	*\$786,850
Social Benefits			
Astral Media Aboriginal Broadcast/Journalism Studies Scholarship and Internship Program	\$385,000		*\$385,000
The Astral Media Documentary Filmmakers Scholarship Program (in partnership with Hot Docs)	\$250,000	-\$100,000	**\$150,000
Astral Media/WIFT-T and Banff World Television Festival Mentorship Award	\$150,000	-\$50,000	***\$100,000
Partnership with the National Theatre School of Canada for the British Columbia Artist-in-Residence program	\$105,000		**\$105,000
Canadian Communications Foundation		+\$140,000	*\$140,000
Total	\$890,000	-\$10,000	\$880,000
GRAND TOTAL	\$1,666,850		\$1,666,850

* Over 7 years

** Over 3 years

*** Over 4 years

Sources: [Broadcasting Decision CRTC 2007-359-1](#), December 3, 2007; [Broadcasting Decision CRTC 2007-359](#), September 28, 2007; and post-decision filings and approvals

Rogers – Citytv Transaction

Benefits Initiatives	Dollars Allocated in Original Rogers Application	Additional Dollars	Total Dollars
On-Screen Benefits			
Allan Waters Canadian Content Initiative*	\$32,500,000	\$1,929,865	\$34,429,865
Script and Concept Development**	\$2,000,000		\$2,000,000
Documentary Development		\$1,000,000	\$1,000,000
Total	\$34,500,000	***\$2,929,865	\$37,429,865
Social Benefits			
Various industry Initiatives	\$3,000,000		\$3,000,000
New industry initiative (Canadian Media Research Consortium)		\$150,000	\$150,000
Total	\$3,000,000	***\$150,000	\$3,150,000
GRAND TOTAL (over 7 years)	\$37,500,000	\$3,079,865	\$40,579,865

* 100% of the funds under this benefit initiative must be spent on priority programming (a minimum of 65% on drama) and 85% on independent production

** 100% of the funds under this benefit initiative must be spent on priority programming (a minimum of 65% on drama)

*** A total of \$3,079,865 was added to the value of the benefits package as a result of the CRTC revising upward the value of the transaction

Source: [Broadcasting Decision CRTC 2007-360](#), September 28, 2007 and post-decision filings and approvals

CTVgm – CHUM Transaction

Benefits Initiatives	Dollars Allocated in Original CTVgm Application	Additional Dollars	Total Dollars
On the Screen and Pipeline to the Screen Benefits			
Trendsetters and Risktakers	\$30,750,000		\$30,750,000
Stories About Music and Entertainment - Dramatic Series and Movies of the Week*	\$10,000,000	\$8,000,000	\$18,000,000
Centre Stage**	\$6,000,000	\$10,730,000	\$16,730,000
Canada Rocks for the Cause	\$5,500,000		\$5,500,000
Third-party promotion***	\$5,000,000		\$5,000,000
Writer Only Drama Development	\$3,500,000		\$3,500,000
Drama Development – APTN	\$2,250,000		\$2,250,000
National Theatre School of Canada – Cultural Diversity Program	\$1,000,000		\$1,000,000
Writers Guild of Canada Diverse Writers Immersion Program	\$1,000,000		\$1,000,000
Total	\$65,000,000	\$18,730,000	\$83,730,000
Social Benefits			
Diversity	\$3,000,000		\$3,000,000
Industry Connections	\$3,000,000		\$3,000,000
Local and Regional Film Festivals and Initiatives	\$2,000,000		\$2,000,000
Media Education	\$1,500,000		\$1,500,000
Research	\$1,500,000		\$1,500,000
Broadcast Preservation and Heritage	\$500,000		\$500,000
Total	\$11,500,000		\$11,500,000
GRAND TOTAL (over 7 years)	\$76,500,000	\$18,730,000	\$95,230,000

* Originally *Stories About Music - Documentary Features and Dramatic Feature Films*. This means there is no longer money for feature films.

** Originally *Bravo! Centre Stage*. This means this initiative will fund high-end performing arts and visual arts programs not only for Bravo!

*** Includes online and multi-platform promotions

Source: [Broadcasting Decision CRTC 2007-165](#), June 8, 2007

Rogers – The Biography Channel Transaction

Benefits Initiative	Dollars
Penguin Canadian Lives*	\$500,000
TOTAL (over 7 years)	\$500,000

* This benefit will fund a series of 12 half-hour programs or portraits based on a collection of books entitled *Penguin Canadian Lives*. The series will celebrate the lives of illustrious Canadians who have made their mark in a broad range of fields, including politics, literature, arts, science and medicine. All of the funding from this benefit will go directly to licence fees to Canadian independent producers for the production of their documentaries for the series.

Source: [Broadcasting Public Notice CRTC 2006-107](#), August 21, 2006

Rogers – Trinity Television Transaction (CHNU-TV Fraser Valley / CIIT-TV Winnipeg)

Note: Christian Channel Inc. (VisionTV group) is responsible for the remaining benefits as per its acquisition of CHNU-TV and CIIT-TV in 2008

Benefits Initiatives	Dollars Allocated in Original Application	Additional Dollars	Total Dollars	Dollars Spent as of Aug. 31, 2007	Remaining Dollars to be Spent by Aug. 31, 2011
On-Screen Benefits					
NOWTV Documentary Fund*	\$750,000	\$200,000	\$950,000	\$70,000	\$880,000
Aboriginal Faith and Spirituality Documentary Series**	\$300,000	--	\$300,000	\$100,000	\$200,000
Pilot Development Grants for Independent Producers***	\$293,500	\$6,500	\$300,000	\$17,220	\$282,780
Vision TV Independent Production Initiatives****	\$200,000	--	\$200,000	\$0	\$200,000
Total	\$1,543,500	\$206,500	\$1,750,000	\$187,220	\$1,562,780
Social Benefits					
Willard Thiessen Scholarship/Mentorship Program	\$100,000	--	\$100,000	\$7,000	\$93,000
Comparative Religious Studies Conference	\$100,000	--	\$100,000	\$20,000	\$80,000
Winnipeg benefits	--	\$143,500	\$143,500	\$0	\$143,500
Total	\$200,000	\$143,500	\$343,500	\$27,000	\$316,500
TOTAL	\$1,743,500	\$350,000	\$2,093,500	\$214,220	\$1,879,280

* Contribution in the form of licence fees to assist independent producers in British Columbia and Manitoba to develop and produce religious and faith-based documentaries.

** Contribution towards the development and production of a four-part documentary series examining the rich history of Aboriginal faith and spirituality in Canada. The executive producer will be APTN, who will then work with four different independent producers. Rogers expected that the four-part series would premier on APTN, with a second broadcast window on NOWTV, as well as on OMNI television stations in Ontario.

*** These grants will initiate pilot development and allow the faith community to evaluate the type of programming that might be provided. It will also offer an important opportunity for independent producers to receive valuable on-the-job training and hands-on experience. Grants could be used to fund script development or research that might be necessary for a completed proposal. Grant money could also be used to assist an independent producer in the acquisition of production equipment, or to cover the cost of training courses to update production, sales or broadcast management skills.

**** Collaborate with Vision TV in targeting specific independent production projects in need of top-up funding. Vision TV/NOWTV funding collaborations will be aired on Vision TV, with second broadcast windows on NOWTV.

Sources: [Broadcasting Public Notice CRTC 2005-207](#), May 20, 2005; [Broadcasting Decision CRTC 2008-71](#), March 31, 2008

CHUM – Craig Transaction

Note: Rogers is responsible for the remaining benefits as per its acquisition of 5 Citytv stations in 2007 (Rogers-Citytv transaction)

Benefits Initiatives	Dollars Approved in CRTC Decision	Dollars Spent as of Aug. 31, 2006	Remaining Dollars to be Spent by Aug. 31, 2011
Production Funding			
Priority Programming	\$10,900,000	\$143,440	\$10,756,560
Script & Concept	\$1,000,000	\$0	\$1,000,000
Bridge Financing	\$500,000	\$44,000	\$456,000
Total	\$12,400,000	\$187,440	\$12,212,560
Local Programming & Improved Service			
Local Programming (formerly news bureaus)	\$4,200,000	\$492,885	\$3,707,115
Prairie Cross-Cultural Program	\$2,615,000	\$0	\$2,615,000
Total	\$6,815,000	\$492,885	\$6,322,115
Social Benefits & Talent Development			
Aboriginal Voices Radio	\$75,000	\$75,000	\$0
Indigenous Media Institute (Alberta)	\$50,000	\$28,500	\$21,500
Dreamspeakers Film Festival (Edmonton)	\$70,000	\$10,000	\$60,000
Banff Centre Aboriginal Screenwriters	\$35,000	\$5,000	\$30,000
Educational grants	\$40,000	\$0	\$40,000
Media Awareness Network	\$250,000	\$250,000	\$0
Alberta Association of Media Awareness	\$10,000	\$6,000	\$4,000
Manitoba Association of Media Awareness	\$10,000	\$0	\$10,000
Canadian Broadcast Heritage	\$150,000	\$40,000	\$110,000
Women in Media Foundation	\$200,000	\$52,500	\$147,500
National Screen Institute	\$50,000	\$50,000	\$0
Innoversity	\$130,000	\$61,868	\$68,132
Canadian Film Centre	\$125,000	\$25,000	\$100,000
CFTPA Mentorship Program	\$175,000	\$58,300	\$116,700
Academy of Cdn Cinema & Television	\$250,000	\$100,000	\$150,000
V-Chip PSA	\$30,000	\$0	\$30,000
Women in Film and Television - Toronto	\$10,000	\$10,000	\$0
Centre for Research on Race Relations	\$50,000	\$10,000	\$40,000
CWC Professional Development	\$105,000	\$15,000	\$90,000
MediaWatch	\$20,000	\$0	\$20,000

Banff Film Festival	\$350,000	\$50,000	\$300,000
Calgary International Film Festival	\$250,000	\$50,000	\$200,000
Edmonton International Film Festival	\$105,000	\$15,000	\$90,000
AMPIA Cultural Diversity Award	\$50,000	\$10,000	\$40,000
Manitoba Motion Picture Industry	\$25,000	\$10,000	\$15,000
International Disability Film Festival	\$70,000	\$0	\$70,000
Total	\$2,685,000	\$932,168	\$1,752,832
GRAND TOTAL (over 7 years)	\$21,900,000	\$1,612,493	\$20,287,507

Source: [Broadcasting Decision CRTC 2004-502](#), November 19, 2004

TVA/Quebecor – Toronto One Transaction (now SUNTV)

The benefits detailed below are a combination of Craig Media's original commitments made in the context of its licence application for Toronto One, benefits initially proposed when Quebecor acquired the station, and amendments to these commitments and benefits approved by the CRTC in January 2007.

Benefits Initiatives	Revised \$ Commitments (January 2007)	\$ Spent as of Aug. 31, 2007	Remaining \$ to be Spent
Priority Program Fund	\$9,737,000	\$8,570,444	*\$1,166,556
New Voices Fund** (Licence Fees)	\$3,598,000	\$3,039,400	**\$558,600
New Voices Fund (Development Funding)	\$500,000	\$390,293	***\$109,707
Quebecor Funds****	\$500,000	\$243,000	****\$357,000
TOTAL	\$14,435,000	\$12,243,137	\$2,191,863

* Money must be spent by August 31, 2008

** This fund was originally created by Craig Media when it was awarded the licence for Toronto One. Monies from this fund are allocated to independently produced ethnic programs in English. Money must be spent by August 31, 2011.

*** Money must be spent by August 31, 2008

**** This is a CRTC-certified independent production fund. Money must be spent by August 31, 2009.

Sources: [Broadcasting Decision CRTC 2002-81](#), April 8, 2002; [Broadcasting Decision CRTC 2004-503](#), November 19, 2004; [Broadcasting Decision CRTC 2007-15](#), January 11, 2007

BCE – CTV

Only programming-related benefits initiatives in which there is money remaining to be spent are listed in the table below.

Benefits Initiatives	Dollars Approved in CRTC Decision	\$ Spent as of Aug. 31, 2007	Remaining \$ to be Spent
Drama Development	\$5,000,000	\$4,057,791	\$942,209
Cross Cultural Development	\$2,000,000	\$1,830,581	\$169,419
MOW Series	\$45,500,000	\$34,137,888	\$11,362,112
Drama Series Extensions	\$25,000,000	\$21,470,979	\$3,529,021
Third-Party Promotion of Priority Programming	\$7,000,000	\$6,927,191	\$72,809
Documentaries	\$18,000,000	\$12,418,972	\$5,581,028
News and Information Programming	\$47,000,000	\$43,890,988	\$3,109,012
Sale or Distribution Proceeds*	*\$5,489,343	*\$2,277,036	*\$3,212,307
TOTAL	\$154,989,343	\$127,011,426	\$27,977,917

* Sale or distribution proceeds received by CTV or any related company in respect of priority programming, net of related distribution expenses, must be re-invested towards additional priority programming produced under the BCE-CTV Benefits

Sources: [Decision CRTC 2000-747](#), December 7, 2000

NEW LICENCE COMMITMENTS

Canwest – CHCA-TV Red Deer expansion into Calgary and Edmonton

Initiative	Dollars
Canwest Alberta Fund*	\$10,500,000
TOTAL (over 7 years beginning 2007-2008)	\$10,500,000

* This fund is being managed by the Independent Production Fund

Source: [Broadcasting Decision CRTC 2007-168](#), June 8, 2007