



Talent to Watch program

Survey results

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CONTEXT & METHODOLOGY

CONTEXT AND METHODOLOGY

- **Telefilm has launched the first phase of pan-Canadian consultations with three online surveys aimed at members of the film industry.**
- **The Talent to Watch survey was designed specifically for former program participants**
- **Responses received between September 18 to September 27, 2020**
- **Of the 127 completed surveys, 84 contained answers to questions confirming they had been filled by former participants. This presentation is based on the responses of the 84.**
- **The sample represents roughly a quarter of the 350 participants who went through the program since its inception in 2012**

KEY FINDINGS

CAREER ACCELERATOR

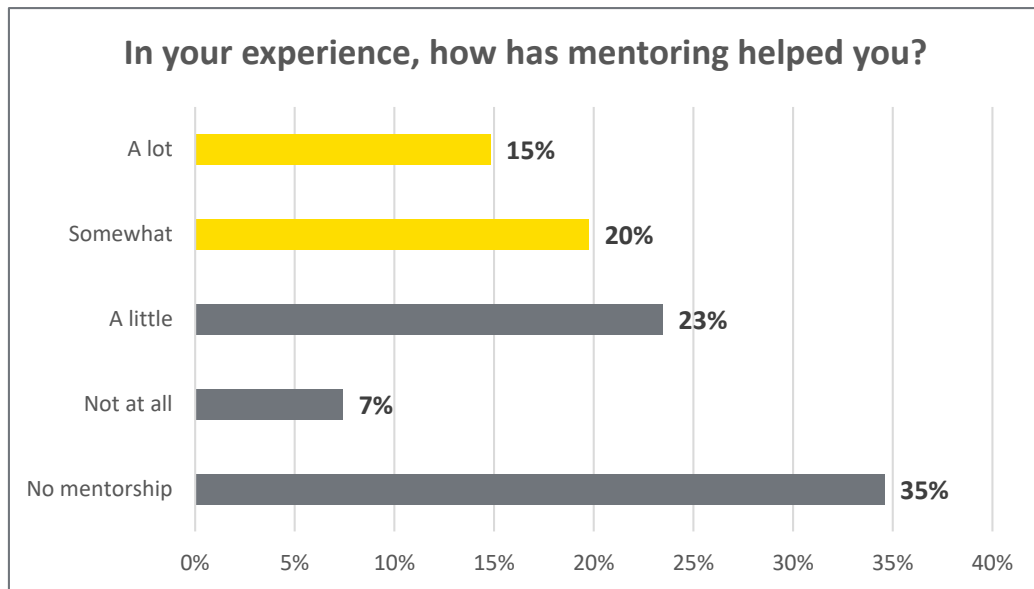
Q10: Has your participation in the Talent to Watch program accelerated your film career?

CURRENT STAGE OF PROJECT	% RESPONDENTS
OVERALL	71%
DEVELOPMENT / PRODUCTION / POST-PROD	47%
DISTRIBUTION / PROMOTION	86%
PROJECT IS COMPLETED	88%

Most respondents consider the program as an accelerator when their project reach later stages.

DESIGNATED PARTNERS AND MENTORING

Q12: *In your experience, how has mentoring helped you?*



35% of respondents benefited somewhat or a lot from mentorship.

65% did not.

INTERVENTION BY TELEFILM

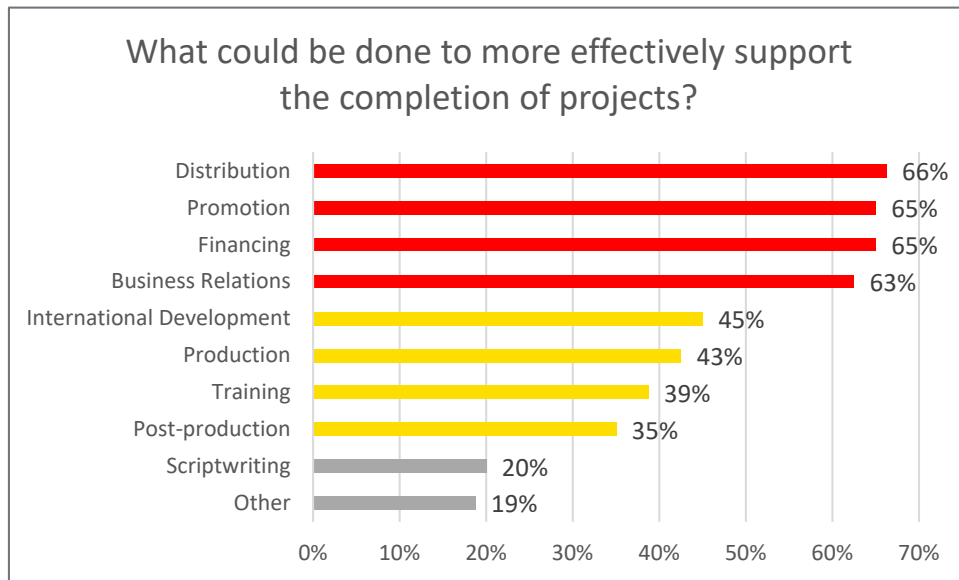
Q14: Telefilm and its staff provide funding to selected projects, but do not intervene to support their completion. Would you say that this approach should be maintained or revised?

53% of respondents are in favor of maintaining the current approach where Telefilm does not intervene to support completion.

47% would revise the approach.

INTERVENTION BY TELEFILM

Q15: If Telefilm were to revise its approach, what could be done to more effectively support the completion of projects?



Comments in the “Other” category:

- More supervision/guidance/mentorship
- Work with an experienced producer
- Mentorship in business and legal affairs
- Financial support
- Partnership with Canada Council for the Arts
- Partnership with CBC Gem

LEVEL OF FUNDING

Q16: The amount allocated by Telefilm for a feature film has been increased this year (2020–2021) from \$125,000 to \$150,000. Based on your experience, is this amount adequate?

Q17: Should Telefilm maintain the allocation per project at the same level or increase it by reducing the number of projects funded?

61% of respondents consider the level of funding (\$150,000 per film) to be insufficient.

71% of respondents would be in favor of reducing the number of supported projects in order to increase the level of funding per film.

SUPPORT FOR SHORT FILMS

Q18: Beginning next year, the program will only support feature films and no longer fund webseries. Should it finance the production of the short films?

56% of respondents are against and 44% are in favor.

Main arguments against

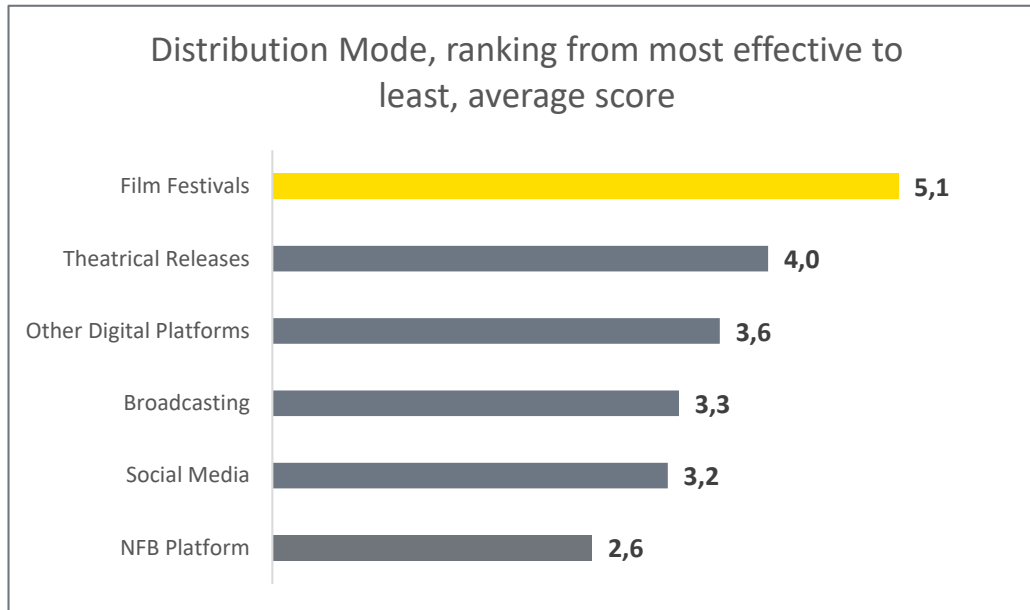
- Keep the focus on feature film, which is harder to finance and produce.
- Short film should be financed in a separate program, not in Talent to Watch.

Main arguments in favor

- Easier way to hone your skills and step a foot in the industry.
- Expand the number of projects supported.
- Better adequation between level of funding and budget required.
- Would compensate recent losses in funding (BravoFACT).

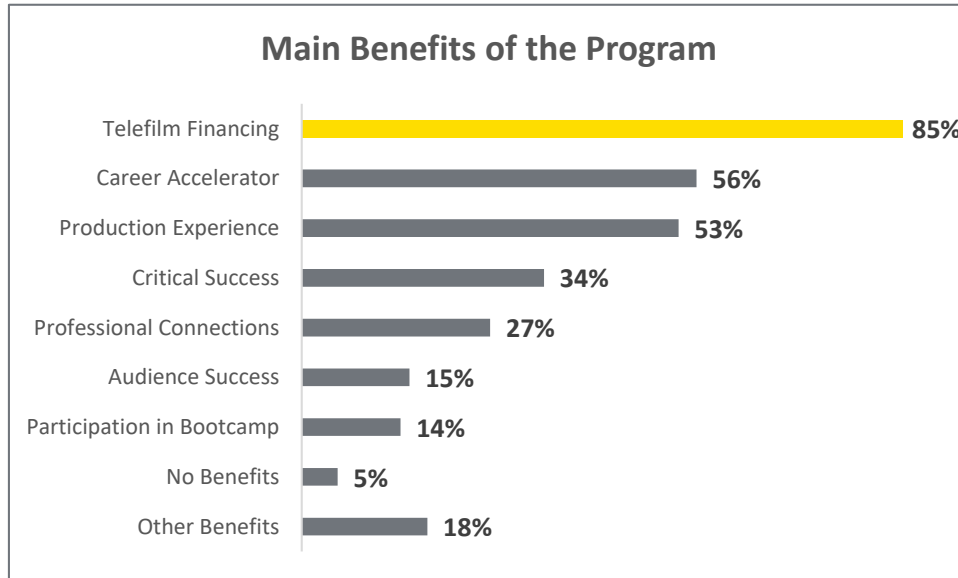
DISTRIBUTION MODE

Q19: Indicate from 1 to 5 the distribution method that made it be possible for your film to reach the largest audience.



MAIN BENEFITS OF THE PROGRAM

Q20: What were the main benefit(s) of your participation in the Talent to Watch program?



Other benefits of the Program:

- Public and media awareness
- Amount for promotion
- Learning curve
- Support on festival submission
- Community involvement
- Connection with fellow filmmakers

INTENT FOR 2nd FEATURE

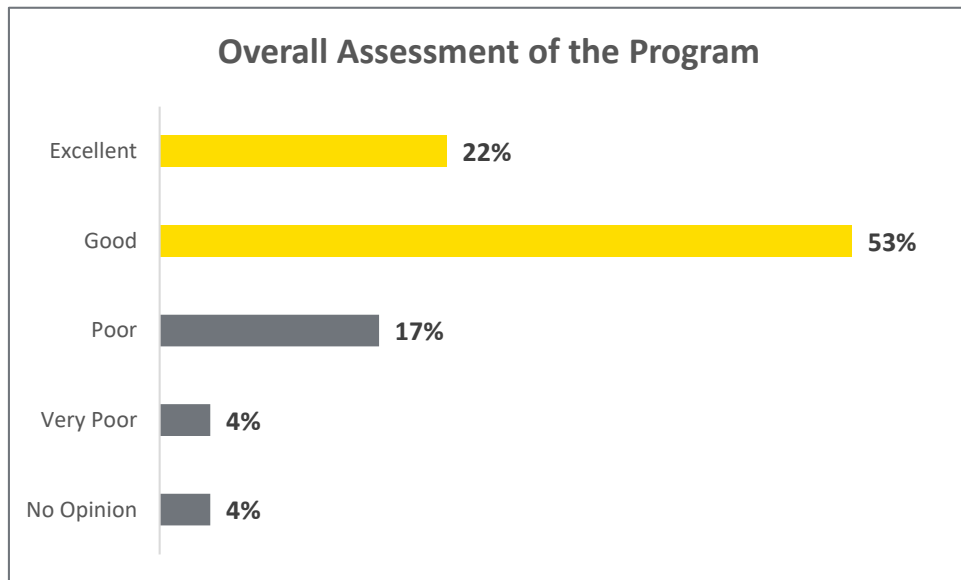
Q21: After your participation in the Talent to Watch program, did you seek to produce a second feature film with Telefilm's assistance?

53% seek to produce a second feature with Telefilm's assistance.

Among the 47% who responded "No", more than half wrote they plan to do so in the future, bringing the proportion up to 75% with the intention of producing a 2nd feature film.

OVERALL ASSESSMENT OF THE PROGRAM

Q22: As a former participant of Talent to Watch, what is your overall assessment of the program?



Overall, 75% of respondents consider the program to be excellent or good.

Around 60% for respondents still at Development/Production/Post-prod stage.

Around 85% for respondents with a completed project or at distribution/promotion stage.

POTENTIAL IMPROVEMENTS TO THE PROGRAM

Q23: What could be done to improve the program?

Main comments from respondents revolve around:

- Increased funding;
- More mentorship, more assistance;
- More time to finish the project (because getting all the funding is difficult);
- Increased accessibility to a 2nd feature film.

QUESTIONS

THANK YOU

APPENDIX

THE SAMPLE AT A GLANCE (GENDER AND DIVERSITY)

ON GENDER	
WOMEN	57%
ON DESIGNATED GROUPS	
RACIALIZED COMMUNITY	28%
LGBTQ2+	17%
INDIGENOUS	11%
OFFICIAL LANGUAGE MINORITY COMMUNITY	7%
PERSON WITH DISABILITIES	2%
NONE OF THE ABOVE	46%

THE SAMPLE AT A GLANCE (LOCATION)

ON LOCATION	
CENTRAL CANADA	68%
GREATER TORONTO (GTA)	40%
GREATER MONTREAL	24%
ONTARIO (OUTSIDE GTA)	2%
QUEBEC (OUTSIDE GREATER MONTREAL)	1%
WESTERN CANADA	20%
EASTERN CANADA	10%
NORTHERN CANADA	2%

THE SAMPLE AT A GLANCE (PROFESSIONAL)

ON MAIN ACTIVITY		ON MAIN AREA	
PRODUCER	43%	FILM	86%
DIRECTOR	43%	TELEVISION	11%
SCRIPTWRITER	6%	ONLINE PRODUCTION	2%
ON LEVEL OF EXPERIENCE			
3 YEARS OR LESS	8%		
4 TO 10 YEARS	60%		
11 YEARS OR MORE	32%		

THE SAMPLE AT A GLANCE (TELEFILM FUNDING)

ON TELEFILM FUNDING (OTHER THAN TALENT TO WATCH)	
DEVELOPMENT	24%
PRODUCTION	20%
INTERNATIONAL FESTIVALS AND EVENTS	12%
MARKETING	10%
THEATRICAL DOCUMENTARY	5%

YEAR OF PARTICIPATION AND CURRENT STAGE OF PROJECT

ON YEAR OF PARTICIPATION		ON CURRENT STAGE OF PROJECT	
2012	2%	DEVELOPMENT	17%
2013	5%	PRODUCTION	6%
2014	6%	POST-PRODUCTION	19%
2015	5%	DISTRIBUTION	24%
2016	10%	PROMOTION	4%
2017	13%	PROJECT IS COMPLETED	30%
2018	40%		
2019	19%		