

STANDARDS FOR INDUSTRY RESEARCH FUNDING

APPLICABLE AS OF MAY 2024

Ce document est également disponible
en français

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OBJECTIVES

Telefilm Canada (“**Telefilm**”) seeks to provide the Canadian audiovisual industry with current, relevant and valuable market research that it can use to inform strategic decisions about the production, marketing and distribution of content. In addition, the aim is to provide research that encourages sustainable, inclusive and future-facing industry development.

The goal of this financing is to support third party research that will empower and inform Canadian production companies, industry associations, festivals, and content creators with business intelligence that:

- will better equip them to grow their enterprises;
- support competitive marketplace strategies;
- support discoverability, sustainability, and inclusivity; and
- help identify opportunities to support career progression.

These standards provide direction for applicants requesting research funding from Telefilm. We ask all applicants to thoroughly read these complete guidelines before making their request.

1. ELIGIBILITY CRITERIA

1.1. Eligible Applicants

To be eligible, applicants must be either:

- a) Canadian-controlled corporations, in accordance with sections 26 to 28 of the [Investment Canada Act](#) and have their head office and carry out their activities in Canada; or
- b) Canadian citizens or permanent residents of Canada.

1.2. Ineligible Research Projects

Funding for the development of corporate plans, strategic plans, lobby-positioning papers, or research projects based on prescriptive analysis (including recommendations made to any industry or public organization), will not be considered.

2. SELECTION CRITERIA

At the application stage, research projects will be assessed based on the following criteria:

2.1. Track Record

Telefilm takes into consideration the track record of the researcher(s). Telefilm seeks to fund research projects by independent research firms or consultants with:

- a proven neutral approach;
- proven capacities to uphold research standards along with expertise in the relevant field;
- established abilities to research in English, French, and/or Indigenous languages as needed for nationally focused studies.

Telefilm reserves the right to contact other financial partners to discuss the research project or the researcher(s), or to conduct any necessary verifications that Telefilm deems necessary, without prior notice. In evaluating the application,

Telefilm may also contact previous clients or financial partners of the applicant or researcher(s) to assess their level of satisfaction and obtain references. Lastly, the quality of previous research projects undertaken by the applicant and/or researcher(s) will be taken into consideration in the evaluation of the funding application.

2.2. Diversity of Points of View

Telefilm values diversity and inclusivity in the proposed research approach and team. Telefilm expects that research partners encourage diversity and inclusivity in all research. When the research addresses diversity and inclusivity specifically, the approach and team must reflect diversity and inclusivity accordingly.

2.3. Approach and Methodology

Priority for funding will be given to research projects that seek to **fill demonstrated business intelligence gaps** through **primary data collection** and **descriptive analysis**. The following types of projects will not be prioritized:

- Research projects that seek to collect secondary data (including administrative data);
- Research projects involving predominantly predictive analysis;
- Research projects with limited usability or relevance for the industry.

2.4. Project Costs and Financing

Telefilm takes into consideration the following items:

- Reasonableness and competitiveness of fees/costs;
- If other funders are on-board in a pending or confirmed capacity;
- For projects of provincial/regional scope: if a provincial and/or local/municipal funder is involved.

2.5. Alignment with Telefilm's Areas of Interest

Telefilm seeks to support industry research that addresses the ongoing challenges in the priority areas identified on Telefilm's [webpage](#).

Please note that the list of priority areas is not exhaustive and may be updated by Telefilm from time to time.

2.6. Data Management and Intellectual Property

Telefilm takes into consideration the protocols for the collection, storage and sharing of data as well as clear ownership of the IP of the research. More specifically, Telefilm expects the applicant to conduct its data collection in an ethical and transparent manner, including obtaining prior written informed consent from each participant, and adopting an appropriate data management protocol depending on whether or not data is collected anonymously.

3. TERMS OF FUNDING

Telefilm's funding of research projects takes the form of a contribution in accordance with the terms and conditions of a financing agreement between Telefilm and the applicant.

3.1. Eligible Costs

Telefilm's contribution must be used to cover costs directly associated with the research project. Those costs include but are not limited to:

- Researcher's team fees;
- Translation and Proofing;
- Promotion;
- Research design;
- Research launch and Distribution;

Administration fees are limited to a maximum of up to 10% of Telefilm's contribution.

3.2. Non-Renewable Funding

Funding is provided on a non-renewable basis. Applicants who seek funding for an update, or new iteration, of a research project previously funded by Telefilm must submit a new comprehensive proposal that addresses the priorities and requirements listed in these guidelines.

3.3. Availability in Both Official Languages

All research projects must be made available in both official languages.

4. APPLICATION PROCESS

All applicants must submit their applications and all the supporting documents by email to sr@telefilm.ca, following the structure on the Applicant Template available on Telefilm's webpage.

5. CONTRACTING

Successful applicants will enter a signed agreement with Telefilm Canada prior to receiving any funding.

6. QUALITY STANDARDS FOR FUNDED RESEARCH PROJECTS

Once completed, research projects must meet the following quality standards:

- Methodology:** Samples used should be large enough to be representative of the population or group targeted by the study, and the research methodology adopted must be rigorous and appropriate to the scope of the research.
- Data Analysis:** data must be analyzed using appropriate quantitative or qualitative analysis techniques, and data interpretation should be based on reliable sources cited in accordance with appropriate citation standards.
- Research Process:** Applicants must ensure that they maintain integrity and transparency through their research process. This means, among others, protecting and respecting the rights and privacy of participants, obtaining

the necessary approvals, and avoiding any conflicts of interest.

- iv. **Availability in Both Official Languages:** All research projects must be made available in French and English. Both versions must be clear, concise and free from any language errors or grammatical mistakes.

Telefilm is committed to funding quality research whose results are based on accurate and complete information. In this sense, the aforementioned quality standards aim, among other things, to ensure that completed research projects do not contain any inaccurate or misleading information. It is the responsibility of applicants to exercise due diligence in verifying the quality of the information. Telefilm reserves the right to reduce its contribution, or request a full refund, should the research project contain misinformation or otherwise fail to meet its quality standards.

7. PUBLICATION AND PROMOTION

7.1. Disclaimer

A legal disclaimer that limits the responsibility of funding partners is mandatory and should be placed at the beginning of the final document. It should state that the opinions expressed are those of the authors and do not necessarily represent the views of Telefilm Canada or of the Government of Canada.

7.2. Promotion of the Funded Research Projects

Telefilm will only publish and promote research that meets its quality standards. It is at Telefilm's discretion to publish and/or promote research it has funded. The financing of a research project does not guarantee that the project will be published or promoted on Telefilm's communication channels. Telefilm will not publish research that contains misinformation, is incomplete and/or deemed to have methodological issues and/or erroneous findings.

Furthermore, Telefilm reserves the right not to be referenced as a partner/financier if the research does not meet its quality standards, including if the final report of the research contains misinformation.

8. GENERAL INFORMATION

While compliance with these guidelines is a prerequisite to eligibility for funding, compliance does not guarantee entitlement to Telefilm funds. Telefilm may make adjustments to its standards and application forms from time to time as required. Telefilm has full discretion in the application of, or exception to, these guidelines to ensure that its funding is provided to those research projects that meet its spirit and intent. In all questions of interpretation of these guidelines, Telefilm's interpretation shall prevail.

Any information, in any form, provided, obtained, created, or communicated in connection with the application or research is subject to the [Access to Information Act](#) and the [Privacy Act](#).

All Telefilm programs and activities are subject to the availability of funding.