
STANDARDS FOR INDUSTRY RESEARCH

Telefilm Canada (Telefilm) and the Canada Media Fund (CMF) jointly developed these standards. However, each acts independently in selecting research projects it will support and partner with.

The information below is a guide for applicants requesting research funding, and is not necessarily exhaustive. We ask all applicants to review this before making their request.

Goals:

The goal of supporting third party research is to empower and inform our key stakeholders, i.e. Canadian production companies and content creators, with business intelligence to better equip them to grow their enterprises and careers. The aim is to help support industry growth and sustainability with vital market intelligence.

Main Areas of Interest for 2019-2020:

- Innovation:
 - e.g. in business models, in the creative process, in technology, in financing
- The Marketplace:
 - e.g. consumption habits and audience behavior, market trends and opportunities, distribution models
 - e.g. improving exportability
- Diversity and Inclusivity
 - e.g. identifying current challenges and opportunities for improvement

Priority for funding will be given to industry research projects that seek to **fill demonstrated intelligence gaps** through **primary data collection** and **descriptive analysis**.

- Research projects that seek to collect secondary data (including administrative data) may be considered, but will not be prioritized. Literature reviews will not be considered.
- Research projects involving diagnostic or predictive analysis may be considered, but will not be prioritized.
- Research projects involving prescriptive analysis (including recommendations made to any industry or public organization) will not be considered.

REQUIREMENTS

Requests for research funding should include:

1. Reasons why the research matters, such as:

- Benefits for Canada's media industry;
- Expected results the industry can put to practical use;
- Market intelligence that is currently lacking.

The proposed research's goal and scope must be clearly differentiated from other studies in the marketplace.

2. Scope, including regions covered:

- Research projects that address the needs and challenges of stakeholders across Canada are generally preferred.
- Research projects that focus on regional needs or regional stakeholder groups (e.g. one province/territory or a group of provinces/territories) are welcome to seek support. Priority will be given to regions that are underrepresented in recent research and data collection.

3. Methodology

- Please submit a detailed explanation of the research methodology, including an assessment of actual or foreseen methodological limitations (e.g. representativeness of survey samples, focus groups or interview programs).
- In the case of research involving persons, demonstration of an ethics assessment/clearance process may be required.

4. Research firms and consultants

When selecting research projects to partner with, Telefilm and the CMF will consider and evaluate the following factors:

- Independent research firms or consultants with a proven neutral approach;
- Proven capacities to uphold research standards along with expertise in the specific field, including proper terminology and sources;
- Evaluation of prior studies and satisfaction of previous clients;
- Diversity and inclusivity in the proposed research approach and team. Telefilm and the CMF expect 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;
- For nationally-focused studies, established abilities to research in English, French, and/or Indigenous languages when needed;
- How data will be collected, stored and shared; and
- Who will own the intellectual property?

5. Format and dissemination

- A promotional and dissemination plan must be included in the submission which must include the identification of targeted audiences.

- An outline of how findings will be presented is required (type of document, length, visual design, infographics, etc.). Shorter presentations and reader-friendly formats are preferred to long-form academic style studies. If long-form work is supported, an executive summary and/or other reader-friendly formats summarizing the results are expected.
- The research must be made available in English and French – and the budget must reflect this.

The legal disclaimer that limits the responsibility of funding partners is mandatory and should be placed at the beginning of the final document.

Telefilm and the CMF only publish and promote research that meets their quality standards. It is at Telefilm's and CMF's discretion to publish and/or promote research they have funded. The financing of a research project does not entitle a project to be published or promoted on Telefilm's and CMF's respective communications' channels.

Furthermore, Telefilm and the CMF may request to not be referenced as a partner/financier if the research does not meet their quality standards.

6. Budget

- Include a detailed breakdown of all revenues (from public and private sources) and all costs (including translation and design).
- Include a breakdown of the initiative's promotional costs.

7. Project management protocols

It is expected that the submission provide a timeline that tracks responsibility for tasks, including:

- Making changes;
- Submitting drafts and final versions;
- Report design;
- Translation into other official languages; and
- Acting as a spokesperson.