

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

Requests for research funding should include:

1. Reasons why the research matters, such as:

- Benefits for Canada's audiovisual or digital media industry
- A goal clearly differentiated from other studies
- Expected results the industry can put to practical use
- Discussion of market intelligence that is currently lacking
- A new perspective or benefit in cases where other research has already covered the matter

2. Scope, including regions covered. Pan-Canadian studies are preferred, but regional projects should also apply.

3. Methodology

We will evaluate the proposed methodology and refuse projects that do not meet basic research standards. For example:

- Surveys: Samples should be representative of the population under study (size, demographics, other characteristics).
- Focus groups: Conclusions must be general. Small samples cannot statistically characterize a larger community.
- Interviews: Must be identified as such, with no statistical inferences to the overall population.
- Literature reviews: Sources should be respected and diverse.

4. Research firms and consultants

Telefilm Canada and the Canada Media Fund seek diversity in funded research, meaning it is expected in firms retained for those mandates. When choosing research specialists, consider:

- Independent research firms or consultants that use a neutral approach
- Proven capacities to uphold research standards along with expertise in the specific field, including proper terminology and sources
- For Pan-Canadian studies, established abilities to research in both languages
- Evaluation of prior studies and the resulting satisfaction level
- How data will be collected, stored and shared
- Who will own the intellectual property

5. Format

- Shorter presentations or white papers are preferred to long-form studies
- Available in both official languages
- Describe the proposed visual design and graphics

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

6. Budget

- A breakdown of contributions from other public and private partners
- Allocation of contributed financing for comparison to standard industry research costs
- Translation fees

7. Project Management and Timeline that tracks responsibility for tasks, including:

- Making changes
- Submitting reports
- Report design
- Acting as a spokesperson