

TELEFILM
C A N A D A

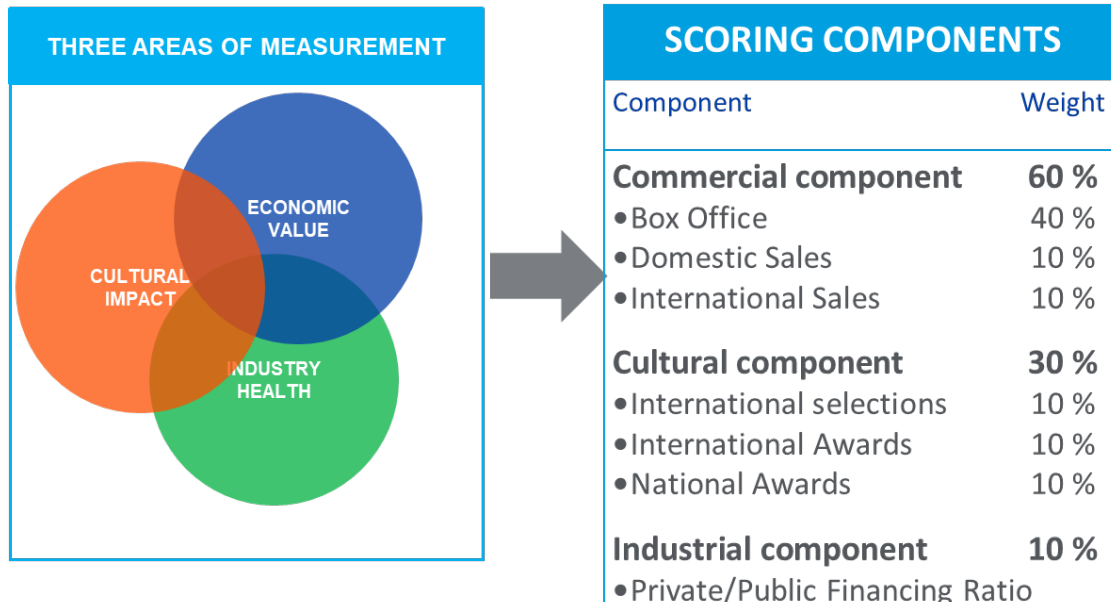
SUCCESS INDEX

October 14, 2020



MEASURING SUCCESS

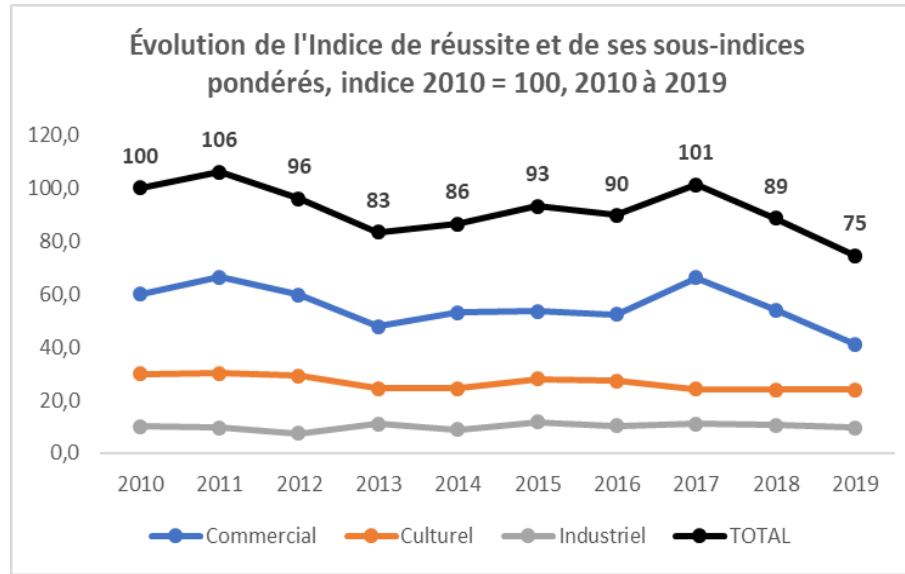
In 2010, moved away from the 5 % box office to a new measurement framework that aimed to integrate additional relevant components to better assess the full impact of its feature film investments, beyond box-office.



THREE USES OF THE SUCCESS INDEX



TELEFILM PORTFOLIO SCORECARD



- Overall index in slight decline, follows decline of commercial component
- 2017 peak due to high box-office success (2 sequels in French market)

CALCULATION METHOD

FILMOGRAPHY OF PRODUCTION XYZ

Film	% share of success	Points
Film A	100%	21
Film B	70%	6
Film C	75%	45

Production Fast Track stream

Weighted average

$$(100*21 + 70*6 + 75*45) / (100 + 70 + 75) = 24.1$$

Selection of the best averages amongst companies with at least 3 films in 5 years as lead producer.

Development

Weighted total

$$100*21 + 70*6 + 75*45 = 58.95$$

Point dollar value determined by the overall score divided by budget.

Doubled for regional companies

PRODUCTION (all languages)

	2017-2018	2018-2019	2019-2020
Total budget	71 084 578 \$	68 969 465 \$	66 983 844 \$
Fast-Track stream	21 531 531 \$	19 494 000 \$	23 572 102 \$
	30 %	28 %	35 %
Nb of Fast Track companies	9	10	11
Selective stream	49 553 047 \$	49 475 465 \$	43 411 742 \$
	70 %	72 %	65 %
Nb of Selective stream companies	88	57	69

DEVELOPMENT

	2017-2018	2018-2019	2019-2020
Total budget	7 096 256 \$	6 811 255 \$	6 557 493 \$
Fast-Track	1 546 980 \$	1 867 487 \$	2 244 964 \$
Other automatic	4 519 276 \$	4 223 768 \$	2 584 529 \$
	85%	89%	74%
Selective Stream	1 030 000 \$	720 000 \$	1 530 000 \$
	15%	11%	23%

METHODOLOGY

If we choose to have an Index, the revision must take five factors into account:

Application	What will the index be used for
Composition	What do we want to measure, with what indicators
Weighting	Which sub-indexes and components would have more or less priority
Conversion	Impacts on program management and funding allocation
Data	Sources, entry, validation

The five factors form a logic tree: the application will determine index composition, which in turn will raise the question of weighting, and so on.

Appendix

COMMERCIAL SUCCESS INDICATORS

BOX OFFICE	
Box office (\$)	Points
< 10K	0
10K to 25 K	1
25K to 50K	2
50K to 75K	3
75K to 100K	4
100K to 150K	6
150K to 200K	8
200K to 250K	10
250K to 375K	13
375K to 500K	16
500K to 1M	20
1M to 2M	25
2M to 3M	30
3M to 4M	35
> 4M	max 40

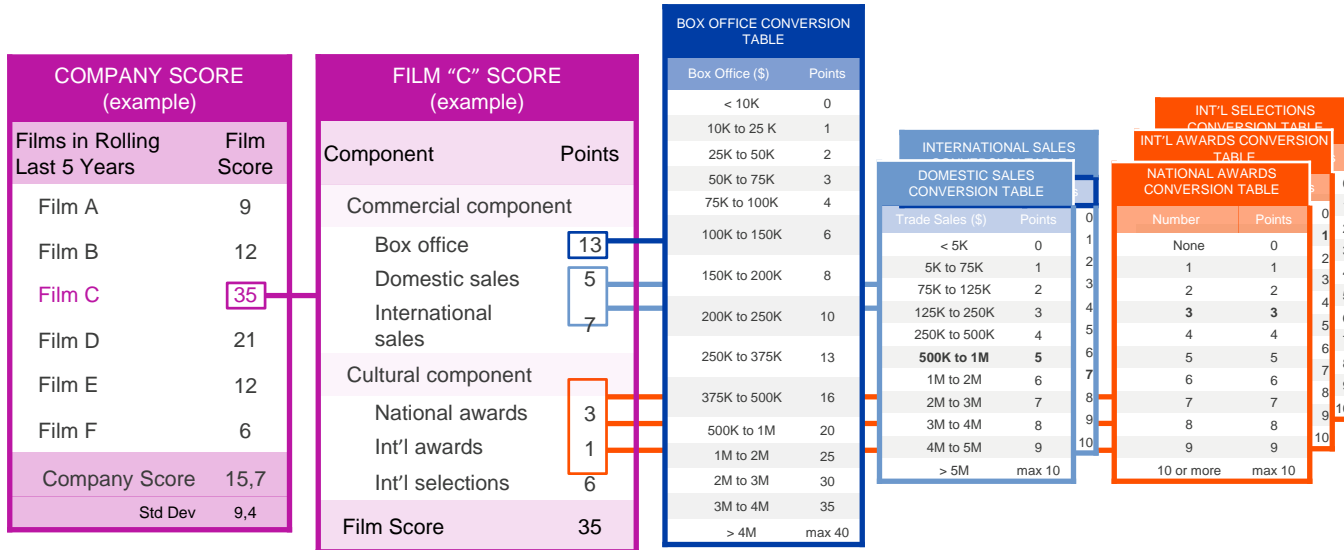
DOMESTIC SALES	
Trade Sales (\$)	Points
< 5K	0
5K to 75K	1
75K to 125K	2
125K to 250K	3
250K to 500K	4
500K to 1M	5
1M to 2M	6
2M to 3M	7
3M to 4M	8
4M to 5M	9
> 5M	max 10

INTERNATIONAL SALES	
Trade Sales (\$)	Points
< 5K	0
5K to 75K	1
75K to 125K	2
125K to 250K	3
250K to 500K	4
500K to 1M	5
1M to 2M	6
2M to 3M	7
3M to 4M	8
4M to 5M	9
> 5M	max 10

CULTURAL SUCCESS INDICATORS

LIST OF 67 RECOGNIZED EVENTS				
		Points pour une sélection	Points pour un prix	Points pour certains prix
Festivals nationaux : 14 FIN, FNC, RIDM, Fantasia, TIFF, Cinefest, Hotdocs, Calgary IFF, VIFF, Victoria, Whistler, TIFF kids, FIFEM, Ottawa IAF				1
Événements nationaux : 3 Gala Québec Cinéma, prix Écrans canadiens, DGC				1
Festivals internationaux de catégorie "A" : 4 Berlin, Cannes, Sundance, Venise		2	2	
Festivals internationaux de catégorie "B" : 19 Busan, Cinekid, Goa, Karlovy Vary, Locarno, Namur, New York Film Fest, Mumbai, Rome, San Sebastian, Shanghai, Sitges, Stuttgart, Sydney, Telluride, Thessaloniki, Tokyo, Torino, Warsaw		1	1	
Festivals internationaux de catégorie "C" : 23 Amsterdam (IDFA), Annecy, Buenos Aires, Chicago IFF, Chicago Children IFF, Edimburg, Ghent, Giffoni, Goteborg, Hamptons, Malmo, Mannheim-Heidelberg, Melbourne, Nuits magiques, Mon Premier Festival, Rotterdam, Seattle, Sheffield, SXSW, Tribeca, Seminci-Valladolid, Vienne, Zlin				1
Événements internationaux : 4 Oscars, Golden Globes, Césars, BAFTA		2	2	

SCORE CALCULATION FAST TRACK



- Company score is the average of all films' scores

- Film score is the sum of all components' points