



CMF and Quebecor Fund partner to support French-language drama series for international audiences

Saint-Sauveur, Québec, April 18, 2019 — The Canada Media Fund (CMF) and the Quebecor Fund yesterday announced the launch of a new partnership program to support the budget increase of French drama series in Québec intended for international markets. The announcement took place at the Annual General Assembly of the Association québécoise de la production médiatique (AQPM). Please [click here](#) to access the Program Guidelines.

This is the second collaboration between both funding organizations, which have already established an Export partnership program. The new partnership will provide additional funding to French-language drama series created by Quebec-based producers to facilitate these projects' entry into the international marketplace. Specifically, it will cover costs related to the enhancement of projects so they are more appealing for international buyers.

"We're delighted to once again partner with the Quebecor Fund to help talented creators reach global audiences," said Valerie Creighton, President and CEO, CMF. "Building on the extraordinary quality of content, specifically drama series that resonate in Québec, this program will maximize the international reach of these stories and contribute towards making them export-ready."

"We appreciate the renewed confidence in the Quebecor Fund shown by the CMF through this new partnership. It aims to strengthen its support for Quebec producers firmly committed to the production of value-added, intellectual property intended for international markets," said Serge Thibaudeau, President and CEO of the Quebecor Fund. "This initiative complements the intellectual property creation support component that the Quebecor Fund launched in March 2017. We are confident that this collaboration with the CMF will help propel, at the international level, the excellent drama series produced by Quebecers. We are pleased that industry producers, broadcasters, distributors and contributors are joining forces to go further."

Eligible Projects must be live-action, French-language television series that meet the CMF's definition of Drama programming and demonstrate a viable path to generate a return on investment. The financing for the Eligible Project's domestic version must be 100 per cent secured.

The projects will be chosen in collaboration with the Quebecor Fund selection committee. Projects will first be submitted to the Quebecor Fund, which will conduct the primary analysis. To benefit from this program, applicants must submit their application to the Quebecor Fund no later than April 30, 2019 before 5 pm by clicking [here](#).

About the Canada Media Fund

The Canada Media Fund (CMF) fosters, develops, finances and promotes the production of Canadian content for all audiovisual platforms. In addition, it guides Canadian content towards a competitive global digital environment by supporting industry innovation, rewarding success, promoting diversity of voices, and encouraging access to content through public- and private-sector partnerships. The CMF receives funding from the Government of Canada and from cable, satellite and IP service distributors across the country. Please visit cmf-fmc.ca.

About the Quebecor Fund

Quebecor Fund was established through Videotron Ltd., which provides over \$7 million annually in broadcasting distribution undertaking (BDU) contributions to the Canadian industry. This non-profit organization (NPO) is a private fund whose mission is to support the development, production, marketing and export of quality content, as well as the use of content on various platforms. The Board of Directors makes all decisions related to the Quebecor Fund, including its directions, and has full and exclusive responsibility for its funding decisions. Please visit quebecorfund.ca.

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