

F A

**Annual
Report**

**2015
–
2016**

C T

O R

**FACTOR
Canada**

We acknowledge the financial support of
the Government of Canada and Canada's
private radio broadcasters. Nous reconnaissons
l'appui financier du gouvernement du Canada
et des radiodiffuseurs privés du Canada.

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Photo: Luke Orlando, Artist: Grimes

Letter from the Chair

It is with pleasure that I write to you in my first message as Chair of FACTOR. In doing so, we bid a fond farewell to Jeffrey Remedios, FACTOR's immediate past Chair, to whom both FACTOR directors and employees wish the best in his stewardship of Universal Music Canada.

I'd also like to warmly welcome recently elected Board members Andrina Turenne from Chic Gamine, Tim Potocic from Sonic Unyon, Ross MacLeod from Corus Entertainment and John Lewis from Sirius XM. We look forward to the voice and direction they will contribute to our strong and engaged Board, which represents a cross-section of both the music and radio industries. On behalf of FACTOR's Board of Directors and staff I am very pleased to congratulate The Honourable Mélanie Joly on her appointment as the Minister of Canadian Heritage this past December. In the coming year, I look forward to continuing our positive relationship with the Minister's office as well as department staff and to working with my fellow Board members.

Recorded music is FACTOR's raison d'être—our mandate is to support the production and distribution of sound recordings.

FACTOR remains cognizant that while sound recordings represent one of numerous income streams available to artists, the process of recording and releasing music remains a key element of artists' development, and an important part of their business plans. We are thrilled that our funding contributions, from both the Government of Canada and Canada's private radio broadcasters, are able to help Canadian artists with a "hand up" in achieving their goals.

FACTOR supports Canadian artists and the infrastructure that allows artists to thrive and do business. 60% of FACTOR funding is disbursed through programs accessed directly by artists themselves. For this reason, we're excited to launch the new Artist Development program, which replaces the recently retired Demo program. This new program provides artists with more flexibility in how development money can be spent, be it in recording, touring, showcasing, video production or marketing. In this manner, we are always looking for ways in which to improve our programs, as well as make the adjudication process transparent to all involved.

Our support of artists and music initiatives stretches from coast to coast to coast. We enjoy strong relationships with all the provincial and territorial music industry associations (MIAs). We are very pleased to congratulate the staff of our newest affiliate Music NWT in Yellowknife for their dedicated work in the community since 2014. The staff of each provincial and territorial MIA deserve our sincere thanks for their work as they help ensure that information about FACTOR's programs and initiatives is available to Canadians all over the country. FACTOR proactively seeks applications from all communities and all genres, thereby helping to fulfil our mandate to provide assistance toward the growth and development of the Canadian music industry.

Finally, I would like to thank FACTOR staff for their service this past year. We have a committed group of successful and knowledgeable industry professionals leading a terrific team. Our clients can be assured that this tradition of solid leadership will continue into the future.



Lenore Gibson
Chair

“We continue to actively evolve and embrace a comprehensive, future-looking view of the music industry in Canada”

Letter from the President

Over the past 10 years, FACTOR's client organizations have spent a great deal of time and money calculating the return on investment from projects undertaken by their members. This has encompassed everything from the miniscule to the mightiest of undertakings. The upshot of all of this was that some were convinced, particularly in Ontario and British Columbia, that investment in music made sense and there was an economic benefit. At the federal level, we have managed to maintain the status quo. However, new levels of support for the CBC, Telefilm and the Canada Council may produce some important peripheral benefits for the music industry.

We cover all the bases, reaching out to artists in every language, genre, region, community and at every level of accomplishment.

These developments are encouraging. FACTOR and the Radio Starmaker Fund are no longer the singular source of support for (non-francophone) Canadian artists, companies, and organizations. Funding from FACTOR and RSF has been critical for the development of the domestic music industry. Over the past 10 years, FACTOR and RSF regularly and reliably have committed \$25 million annually in support of the industry. Our francophone colleagues at

Musicaction are responsible for another \$11 million. This annual \$36 million dollar injection into the music industry each year—\$20 million of this thanks to Canadian Content Development contributions from private radio broadcasters—makes it possible for Canadian artists and entrepreneurs to achieve the international successes they enjoy today.

We cover all the bases, reaching out to artists in every language, genre, region, community and at every level of accomplishment. Anyone who performs in a language other than French is invited to participate without restriction in FACTOR programs. Next year we will be reaching out to underserved communities from the far north to urban scenes in the south to urge them to participate. We will be sending more new artists abroad, helping artists to market their works and to perform for audiences as far away as New York, Chicago, Austin, Nashville, Los Angeles, London, Brighton, Hamburg, Paris, Cannes, Warsaw and Melbourne. Canadian companies will circle the globe seeking new opportunities, new partners, and new markets. And to make sure that Canadians find their place in the digital world, we'll be investing more in digital projects that makes accessing music made by Canadian musicians easier for their universe of fans.

The fundamental building blocks of the music industry in Canada are artist development and domestic infrastructure. These are the two areas in which FACTOR invests most of its funds. However, as we move forward, an emphasis will be placed on export marketing, including events abroad, touring and digital distribution systems. This is the course the industry is taking and we will be there to support it.

Duncan McKie
President

About the Foundation

FACTOR, the Foundation Assisting Canadian Talent on Recordings, was founded in 1982 and is one of the most significant sources of financial assistance offered to help sustain and grow the independent Canadian music industry.

As a private non-profit organization, FACTOR is dedicated to providing assistance toward the growth and development of the Canadian music industry. The foundation administers contributions from private radio broadcasters as well as two components of the Department of Canadian Heritage's Canada Music Fund. FACTOR has been managing federal funds since the inception of the Sound Recording Development Program in 1986 (now known as the Canada Music Fund).

Support is provided to Canadian recording artists, songwriters, managers, labels, publishers, event producers and distributors through various programs, at every stage of their careers. Whether an artist is looking to record a demo, a full length sound recording, market and promote an existing album, or showcase and tour domestically or internationally, funding is available. FACTOR supports many facets of the infrastructure for artists and music entrepreneurs to progress into the international arena. Canada has an abundance of talent competing nationally and internationally, and FACTOR's sponsors can be very proud that through their generous contributions, they have created so many success stories.

FACTOR's annual budget is derived from two sources: the Department of Canadian Heritage through the Canada Music Fund, and Canada's private radio broadcasters. For over 30 years, we have administered federal government and privately-sourced funds.

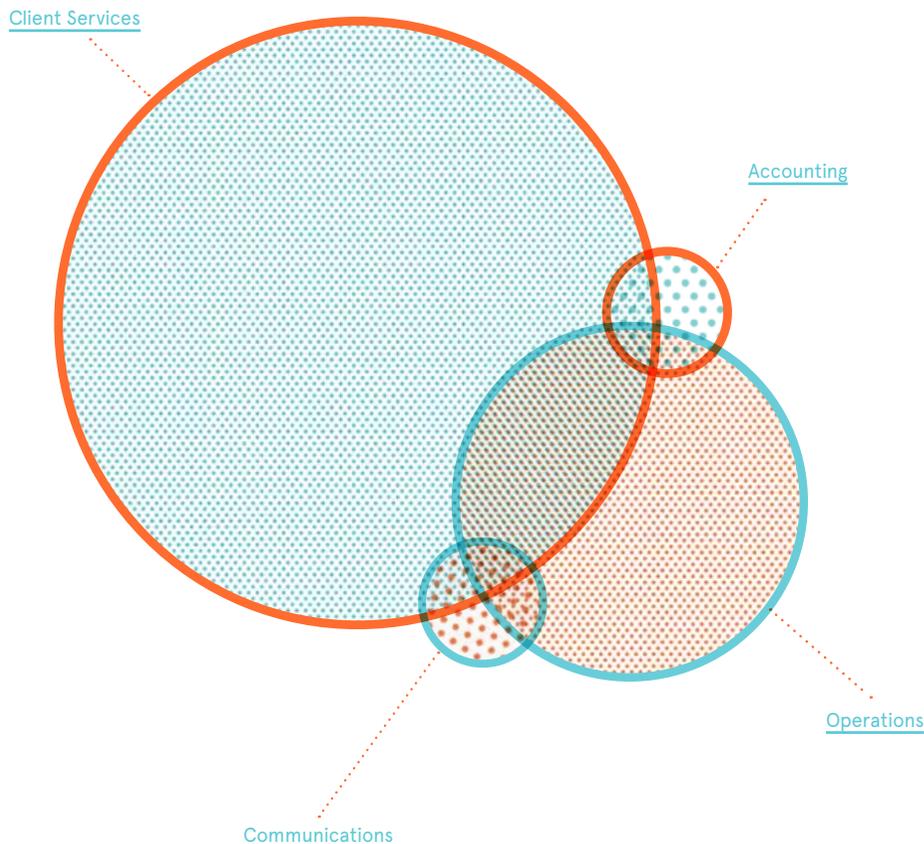
We are proud to be a part of a unique cultural initiative that is a model of public-private cooperation.

FACTOR supports many facets of the infrastructure for artists and music entrepreneurs to progress into the international arena.



Staff

Staff



FACTOR

Operations

Duncan McKie
President

Allison Outhit
Vice President of Operations

Phil Gumbley
Director of Operations

Megan Jones
Business Operations Specialist

Danitza Nolasco
CRM Administrator

Karina Moldovan
Office Coordinator

Accounting

Marina Anianova
Accounting Manager

Communications

Cathy Waszczuk
Communications and Stakeholder Relations Officer

Client Services

Angela Fex
Manager

Eryka Nilsen
Assistant Manager

Tamara Dawit
Senior Project Coordinator - Sponsorships & Collective Initiatives

Beth Hamill
Senior Project Coordinator

Erin Kiyonaga
Senior Project Coordinator

Aurora Bangarth
Project Coordinator

Jeff Hayward
Project Coordinator

Angela Kozak
Project Coordinator

Lindsey Van De Keere
Project Coordinator

Derek Wilson
Project Coordinator

Jeremy Klaver
Jury Supervisor

FACTOR would like to thank Amanda Langton, Siobhan Ozege, and Molly Shore for their contributions to FACTOR during the past fiscal year.

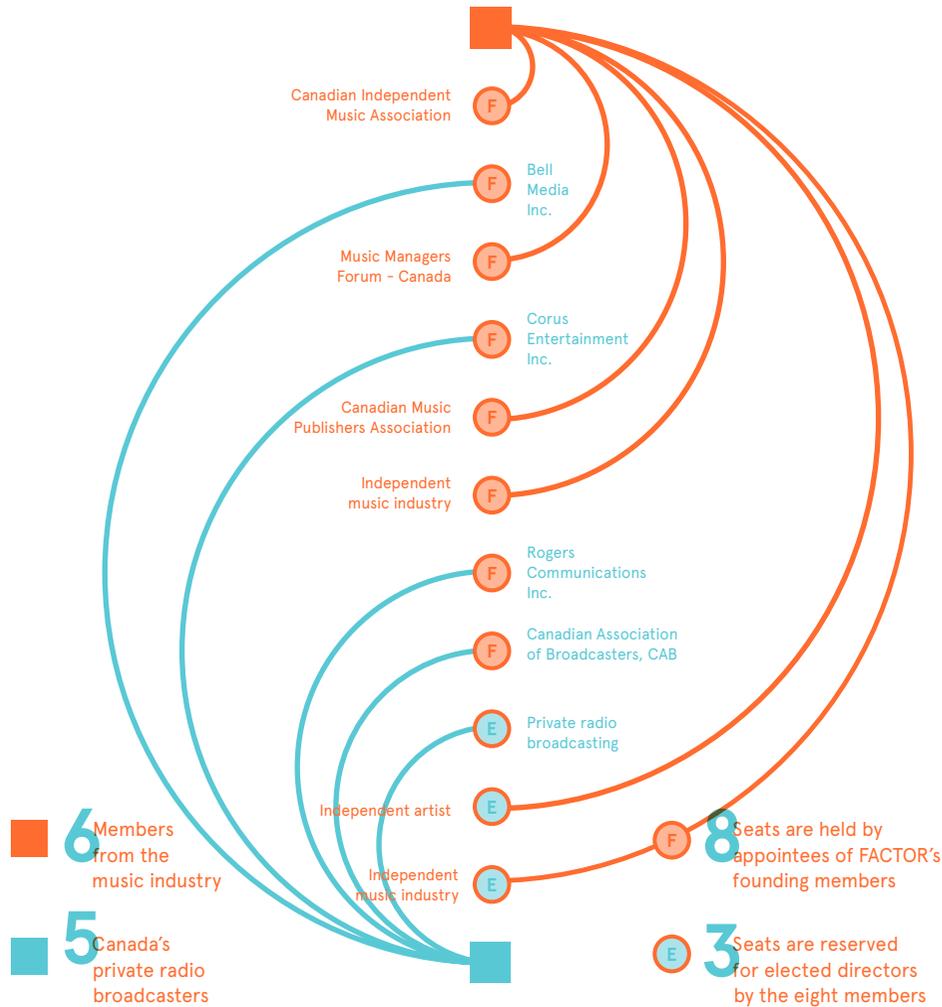
currently has nineteen professionals across four departments.

Staff

Board of Directors

FACTOR's Board of Directors is made up of eleven individuals, of which six are representatives of the Canadian music industry, and five are members of Canada's private radio broadcasters.

Board of Directors



Board of Directors

Lenore Gibson
Chair
Bell appointee

Meg Symsyk
Vice Chair
MMF appointee

Justin West
Treasurer
CIMA appointee

Steve Parsons
Secretary
CAB appointee

Tim Potocic
CIMA appointee
Independent music industry

Mark Jowett
CMPA appointee

Adam Thompson
Rogers appointee

Ross MacLeod
Corus appointee

John Lewis
Independent radio representative
Elected member

Lloyd Nishimura
Independent music industry representative
Elected member

Andrina Turenne
Artist representative
Elected member

FACTOR would like to thank Rick Arnish, Shauna de Cartier, Jeffrey Remedios, Sarah Slean, and Ronnie Stanton for their service on the board in 2015-2016.

Duff Roman
Observer
Director Emeritus

Scott Long
Observer
NAB representative

There are two observers seats on the board. One is held by FACTOR's Director Emeritus, Duff Roman, the founding president of the organization. The second is held by a representative of FACTOR's National Advisory Board.

National Advisory Board

FACTOR's National Advisory Board is composed of provincial music industry associations and organizations throughout the country that serve the interests of Canadian musicians. The NAB's purpose is twofold: to assist FACTOR in developing policies and procedures that remain responsive to the Canadian independent music industry on a national level, and to act as a regional resource for FACTOR's programs to applicants across the country, through the work of FACTOR's Regional Education Coordinators (RECs). RECs are engaged in providing one-on-one consultation about FACTOR and its programs to local artists and music entrepreneurs, running local workshops and seminars, and in recruiting and training FACTOR jurors.

Alberta Music

Chris Wynters,
Executive Director

Carly Klassen,
FACTOR REC
Manager of Programs &
Operations

Music BC

Alex Grigg,
Interim Director

Savannah Wellman,
FACTOR REC
Program Manager

Manitoba Music

Sean McManus,
Executive Director

Rachel Stone,
FACTOR REC
Association & Communications
Manager

Music / Musique NB

Jean Surette,
Executive Director

Music NL

Glenda Tulk,
Interim Director

Music Nova Scotia

Scott Long,
Executive Director

Serge Samson,
FACTOR REC
Investment Programs &
Member Training

Music Ontario

Brian Hetherman,
Manager

SaskMusic

Mike Dawson,
Executive Director

Lorena Kelly,
FACTOR REC
Communications &
Operations Manager

CIMA

Stuart Johnston,
Executive Director

Music NWT

Ted McLeod,
Executive Director

David Whitelock,
Vice President

Leela Gilday,
FACTOR REC

Music PEI

Rob Oakie,
Executive Director

Music Managers Forum

Jordan Safer,
Operations, Events &
Sponsorship Manager

CMPA

Robert Hutton,
Executive Director

FACTOR Québec

Shevaughn Battle

Music Yukon

Kim Winnicky,
Executive Director

Kate Weekes,
FACTOR REC

Music & Film in Motion (CION)

Jen McKerral,
Music Outreach Officer

We'd like to thank each member of our National Advisory Board for their hard work over the last year.



Artist: Tanya Tagaq

In the Community

Outreach Events

Montreal, QC



Moncton, NB



Oshawa, ON



Penticton, BC



Halifax, NS



Hamburg, GER



Victoria, BC



Dublin, IE



Austin, USA



Winnipeg, MB



Calgary, AB



Banff, AB



Ottawa, ON



Kingston, ON



Toronto, ON



Markham, ON



St John's, NL



St John, NB



Yarmouth, NS



 Meetings

 Panel

 Meetings + Panel

Our Funding Partners

Government of Canada

Through the Canada Music Fund of the Department of Canadian Heritage, FACTOR administered \$8,500,601 through the following two components:

New Musical Works

provides a broad range of support to artists, record labels, artist managers, associations and other organizations.

Collective Initiatives

provides financial assistance for initiatives that develop, promote and showcase the broader Canadian music industry through awards shows, educational initiatives, international showcases, and tools for marketing Canadian music on digital platforms.

Broadcasters' Contributions

In 2015–2016, Canada's private radio broadcasters contributed \$10,219,543 to FACTOR.

Through the Broadcasting Act, commercial radio licensees are required to support the creation and presentation of Canadian programming. Satellite radio and pay audio licensees are also required to provide support under their conditions of licence. These broadcasters assist FACTOR and Canada's recording industry through the following mandated contributions to Canadian Content Development (CCD):

Basic Annual Contributions

require that commercial radio licensees with more than \$1.25m in annual revenues, and satellite radio and pay audio licensees pay a percentage of the previous year's revenue to the production of Canadian recordings to be played on Canadian commercial airwaves.

Over & Above Contributions

are discretionary commitments made by applicants for new licenses that do not fall under the above contributions, which become conditions of license if the application is successful.

Tangible (transaction) Benefits

require that when a broadcasting asset is acquired by a broadcaster, the acquiring party makes a contribution of 6% of the value of the transaction to CCD. Of this, the acquiring party can direct 1.5% of the amount of the contribution to FACTOR, or FACTOR's French-language counterpart Musicaction.



Funded by
Radio

FACTOR proudly offers three programs and one component that are funded entirely through broadcasters' contributions:

See Program Description on page 48.

Comprehensive Artist

See Program Description on page 56.

Sponsorship

See Program Description on page 53.

Marketing & Promotion for Non-FACTOR Funded Sound Recordings

Contributing Radio Broadcasters

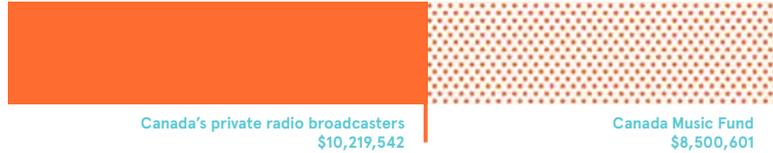


Financial Results

Revenue

Financial Results

2015-2016: \$18,720,144



2014-2015: \$22,632,162



2013-2014: \$20,444,536



Expenditures

2015-2016: \$17,604,796



2014-2015: \$19,186,362



2013-2014: \$17,621,402



FACTOR's revenue was \$18,720,144 with \$15,295,371 paid out in 2015-2016.

Financial Results

\$8,500,601

In contributions from the Government of Canada

\$10,219,543

In contributions from Broadcasters CCD

\$417,160

In loan repayments

\$15,295,371

Paid out in loans and grants

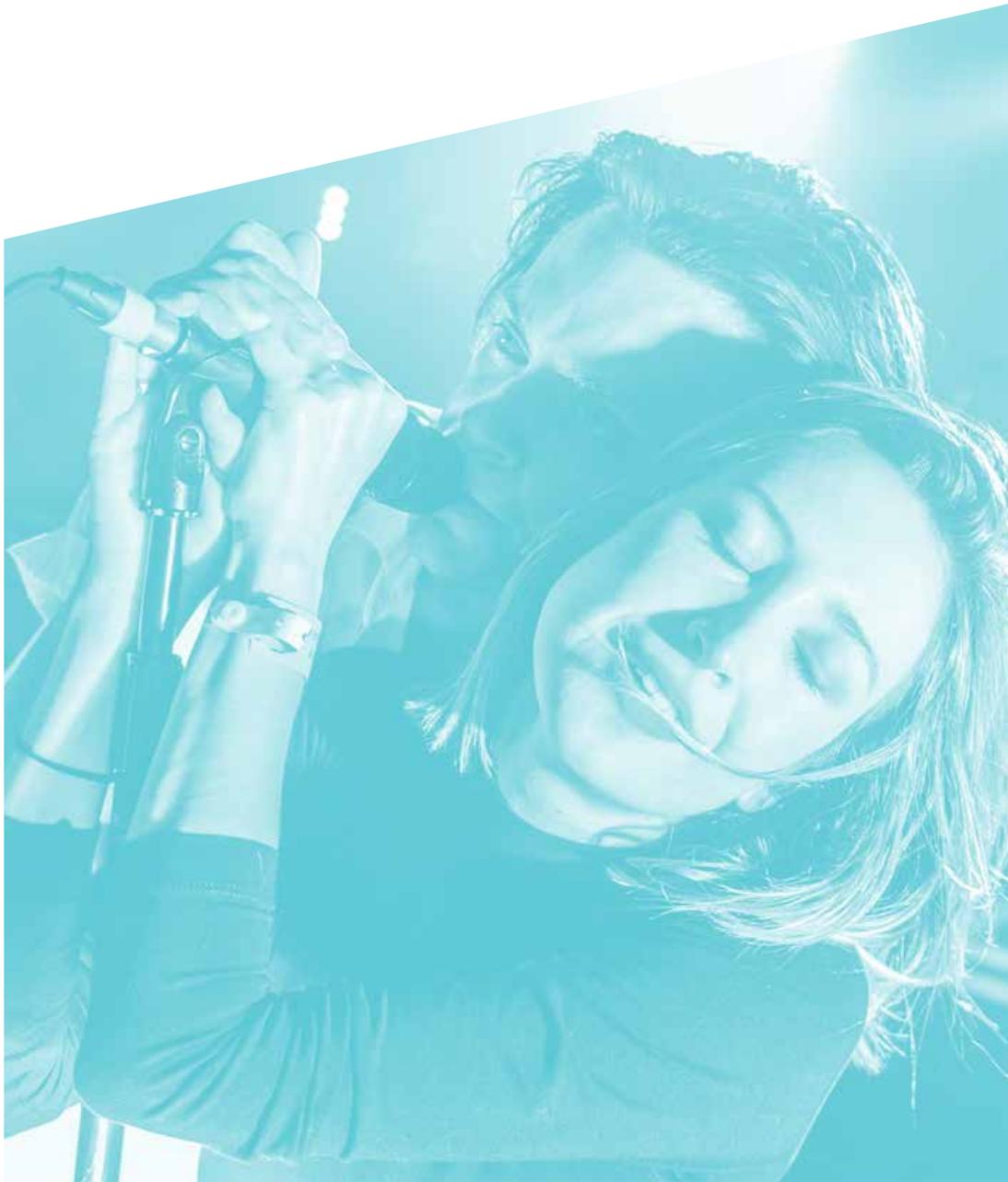
\$392,853

Paid to regional affiliates



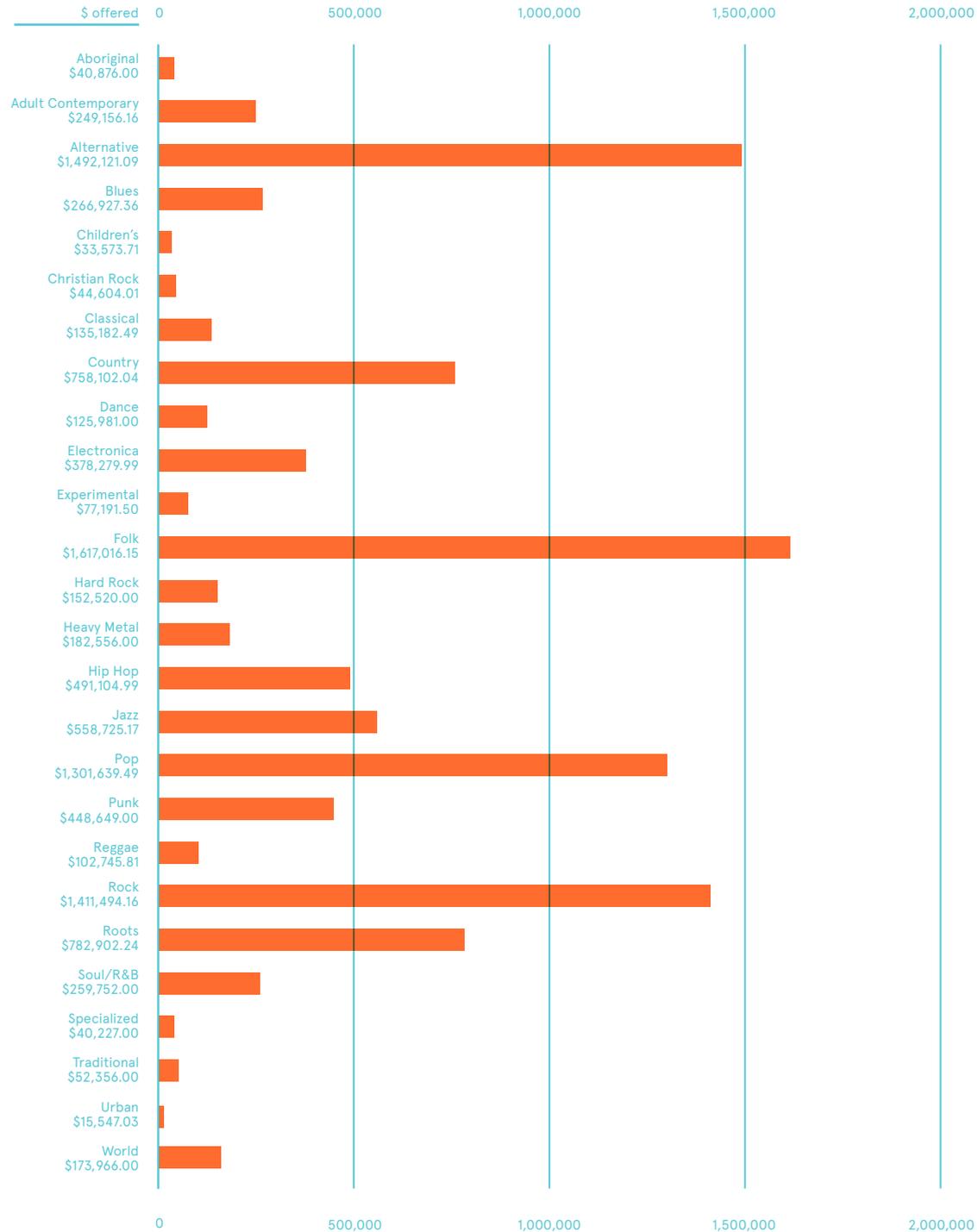
Photo: Vanessa Heins, Artist: Jayme Stone

**In 2015–2016,
FACTOR received
4,918 component
applications.
2,612 of these were
offered funding,
totaling \$15,217,465.**

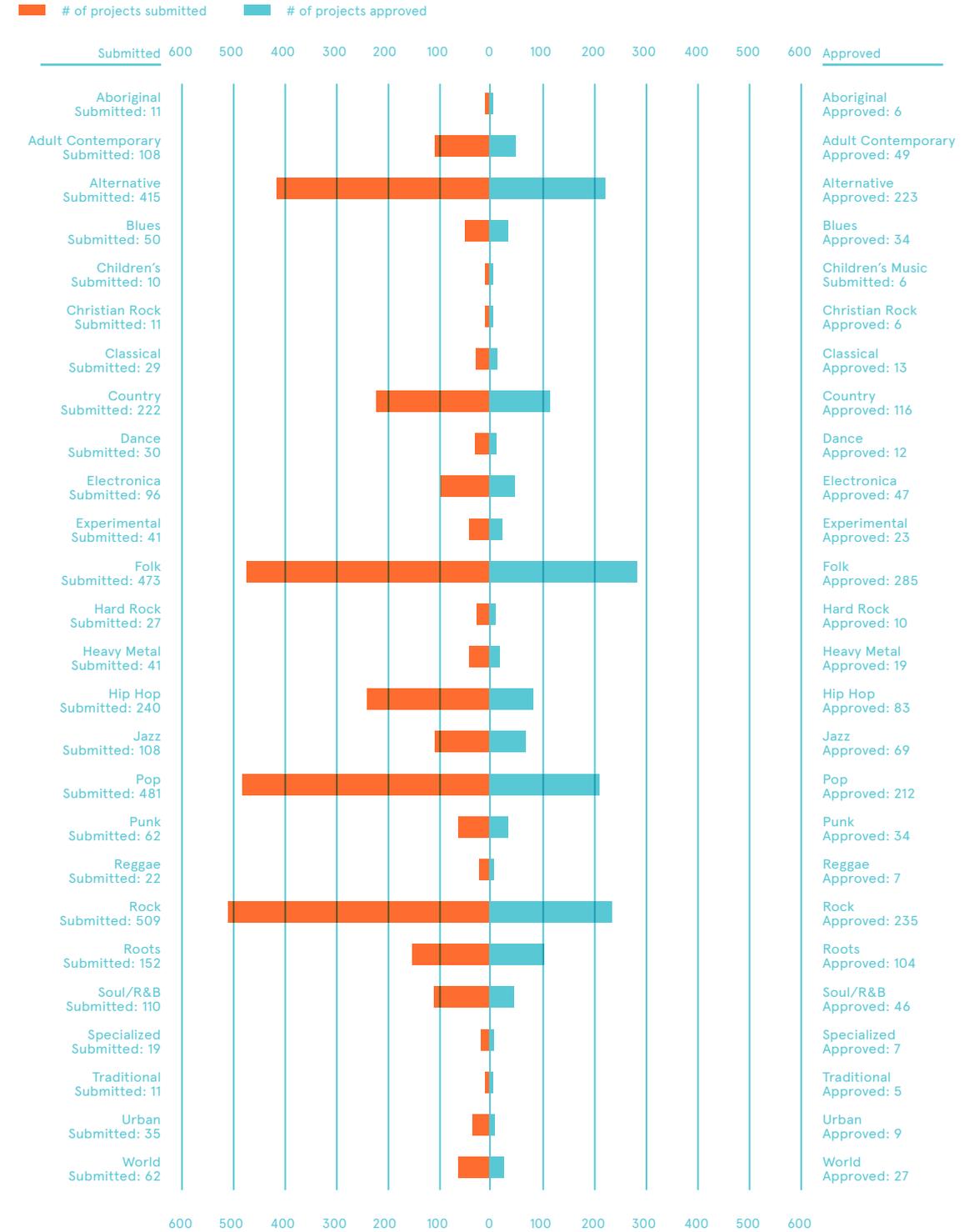


Funding Overview

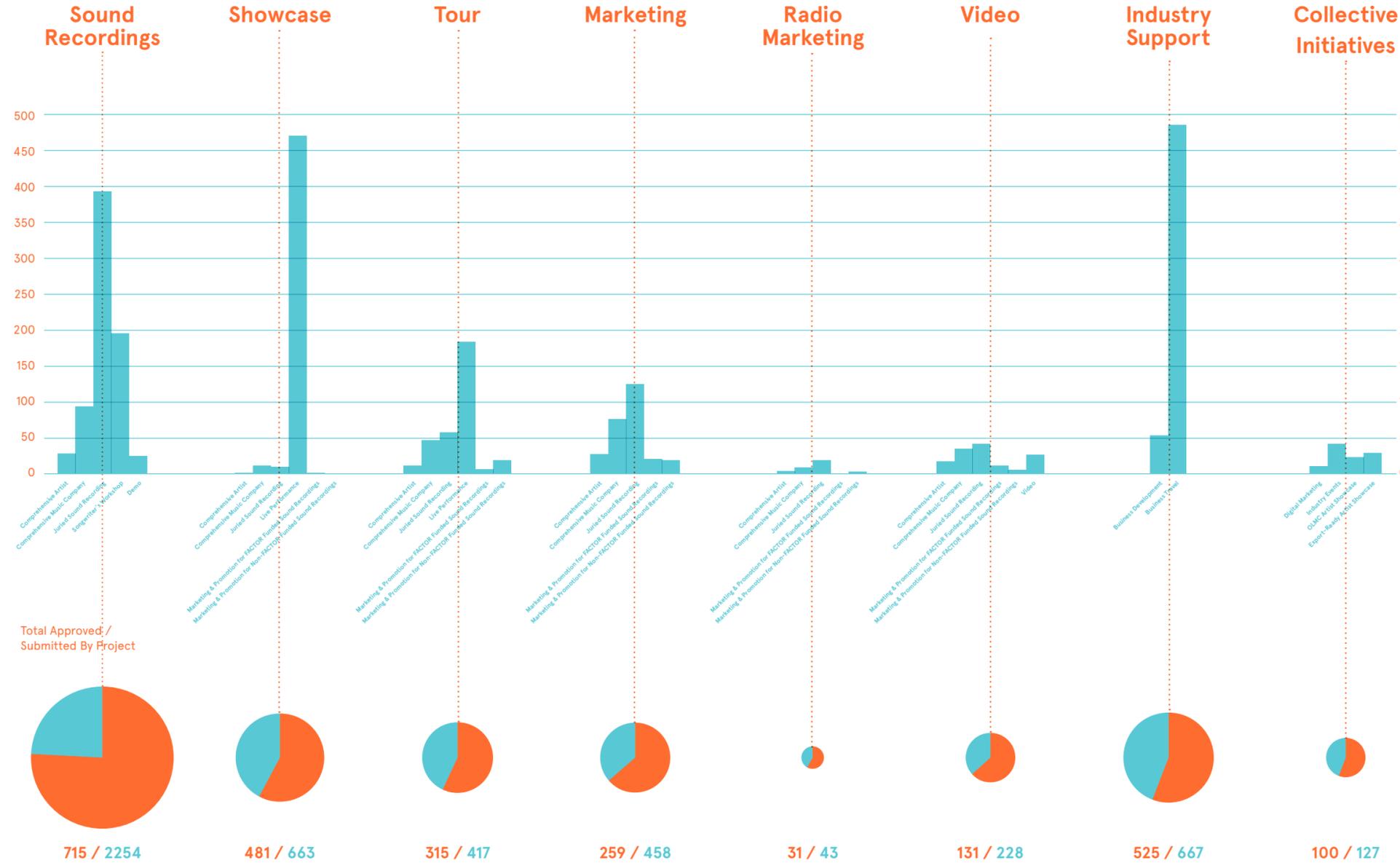
Funding Offered by Genre



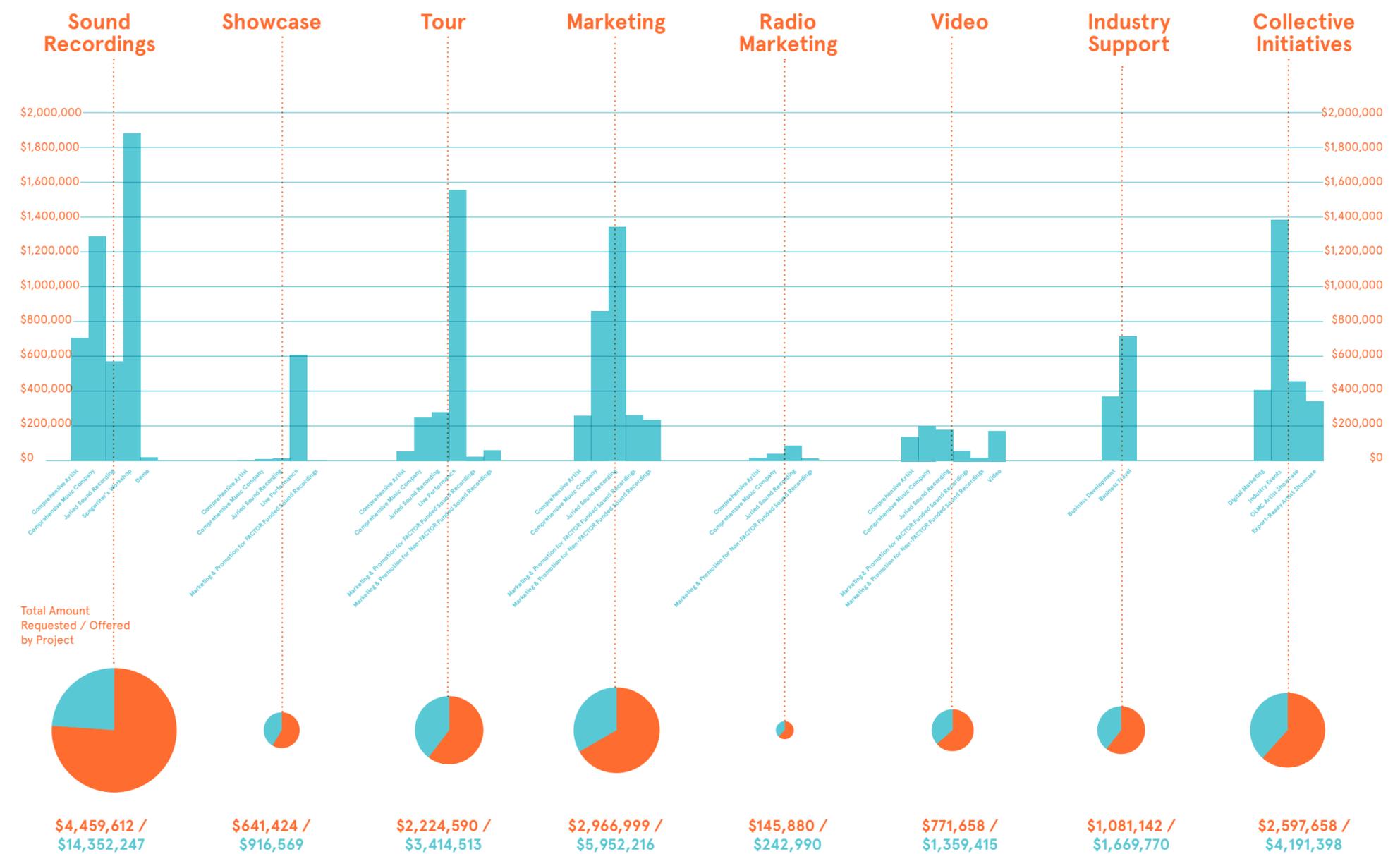
Applications Approved by Genre



Applications – Approved Components



Applications – Funding Offered



Jurors come from all over the country and use their experience and knowledge to help FACTOR funding reach applicants in our most popular programs.

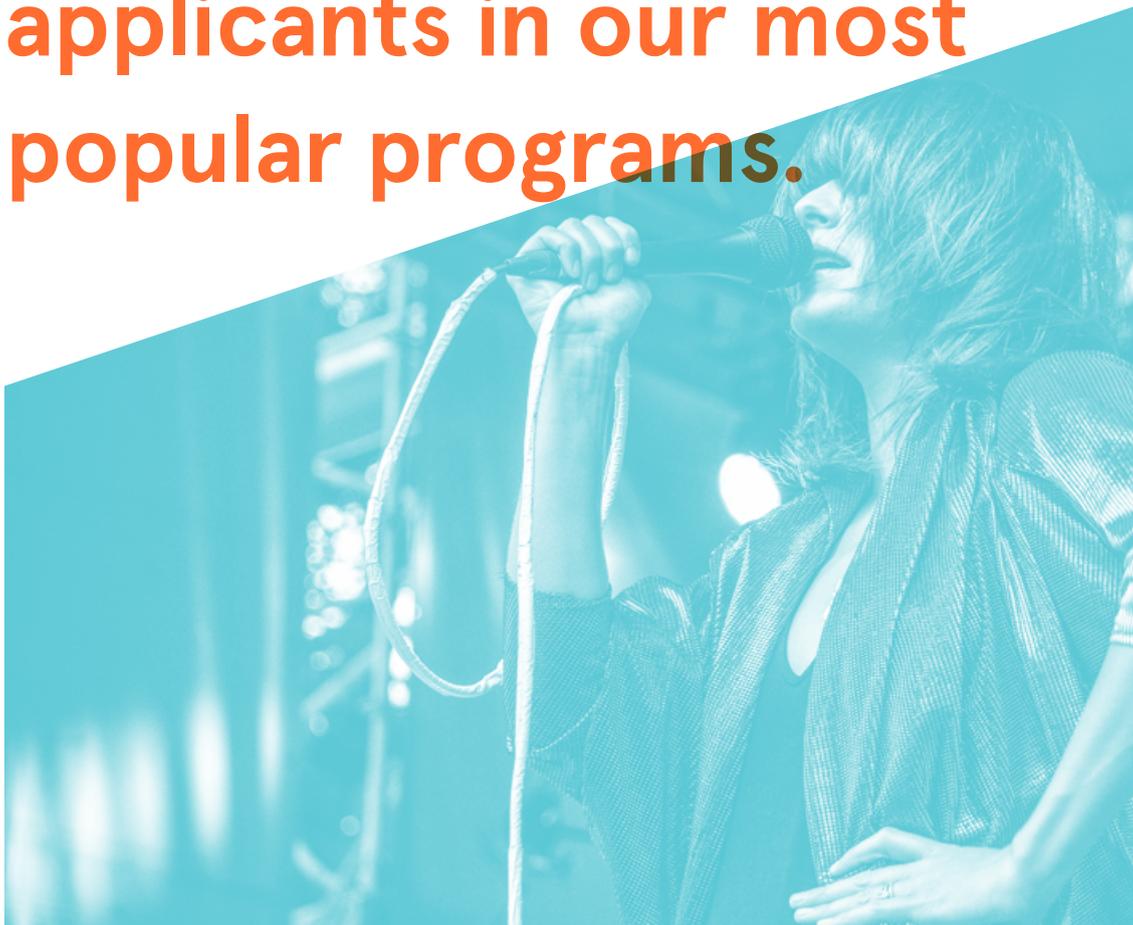


Photo: Alexandria Rachelle Photography, Artist: Dear Rouge

Jurries

Juries

FACTOR jurors are volunteer members of the Canadian music industry. Our jurors include artists, artist producers, artist managers, agents, promoters, record labels, publishers, publicists, programming and music directors and radio DJs. Jurors come from all over the country and use their experience and knowledge to help FACTOR funding reach applicants in our most popular programs.

FACTOR relies on the participation of members of the Canadian music scene to help assess and fund projects through FACTOR's Demo Program (retired in 2016 and replaced by the Artist Development program) and Juried Sound Recording Program.

Music industry professionals can become jurors if:

1. They are a Canadian Citizen or a Permanent Resident.
2. They have a minimum of five years of music industry experience, and have been active in the industry within the last two years.



Photo: Sarah Shoucri, Artist: Forest in His Heart



Juries

Juries

Aaron Bethune	BC	Billy Bruhmuller	ON	Clinton Carew	AB	Eileen Joyce Harvey	NS	Jared Leon	ON	Julia Ryckman	MB	Lynn Johnston	ON	Mitchell Webb	AB	Rob Krause	MB	Steve Kraus	ON
Aaron Levy	BC	Blair Patton	ON	Colette Chand	BC	Elgin-Skye McLaren	BC	Jared McKetiak	MB	Julian Wolansky	BC	Lynn Ross	ON	Monica Pearce	ON	Rob Maguire	BC	Steve Kravac	BC
Aaron Little	ON	Blake Gabriel	ON	Colin Mackenzie	QC	Eli Klein	ON	Jason Bruce	NS	Julijana Capone	AB	Lynne Skromeda	MB	Morgan Hamill	MB	Rob Smith	AB	Steve McGonigle	AB
Aaron Saloman	QC	Bled Celhyka	ON	Colin McKay	NB	Eli Wener	BC	Jason Dufour	ON	Justin Mahoney	NFL	Maggie Tate	AB	Moriah Gillis	BC	Rob Szabo	ON	Steve Schutz	BC
Aaron Scholz	SK	Bonnie McGrew	BC	Colleen Krueger	AB	Elinor Frey	QC	Jason Hooper	MB	Kaley Beiselig	AB	Malcolm Aiken	BC	Murray Lightburn	QC	Robert Pattee	BC	Steven Fernandez	ON
Aaron Schubert	BC	Brad Machry	ON	Colton Eddy	ON	Elizabeth Curry	SK	Jason MacIsaac	NS	Kali Malinka	BC	Malcolm Levy	BC	Murray Munn	YT	Robert Teehan	ON	Steven Foster	MB
Adam Berger	ON	Brandy Exner	ON	Conrad Gryba	YT	Eric Warner	ON	Jason Mingo	NS	Karl Schwonik	AB	Manuel Cuevas	BC	Myles Deck	ON	Robert Wood	BC	Steven Gardiner	ON
Adam Hannibal	MB	Brenda Lee Katerenchuk	YK	Cori Brewster	AB	Erien Eady-Ward	NS	Jason Otis	NS	Kat Burns	ON	Manuela Wuthrich	AB	Nancy Marley	QC	Romi Mayes	MB	Steven Himmelfarb	ON
Adam Hurstfield	BC	Brendan Biddulph	SK	Corinna Gulkin	QC	Erin Carroll	ON	Jason Rouleau	BC	Kate Ferris	MB	Mar Sellars	ON	Natalia Pardais	BC	Ron Korb	ON	Steven Naylor	NS
Adam Kreeft	ON	Brent Nielsen	SK	Craig Cardiff	ON	Erin Kinghorn	ON	Jason Troock	AB	Kate Wattie	BC	Marc Cyr	ON	Natalie Yanchak	QC	Ron Rogers	ON	Steven Smith	BC
Adam West	MB	Brent Oliver	AB	Craig Hudson	NB	Erin Ross	QC	Jason Wellwood	ON	Katherine Moller	NB	Marc Donato	ON	Natalie Gregory	AB	Rosalyn Dennett	ON	Steven Taetz	ON
Adrian Eccleston	ON	Brett Greene	ON	Crispin Day	ON	Erwin Viray	AB	Jay Tooke	TN	Kathleen Lonergan	ON	Marc Nadjjwan Merilainen	ON	Natasha Duprey	BC	Rose Slanic	ON	Stu Anderson	MB
Aimee Hill	AB	Brian Arnold	ON	Crissi Cochrane	ON	Eusebio Lopez-Aguilar	MB	Jay Watts	ON	Kathrine Weiss	ON	Margaret Dinsdale	ON	Natasha Jay	BC	Rosina Kazi	ON	Sue Urquhart	ON
Aimee Ross	ON	Brian Banks	ON	Curtis Nowosad	MB	Evan Thompson	SK	JC Campbell	MB	Kathryn Kerr	MB	Marie-Claude McDonald	MB	Nathalie Gingras	QC	Rusty Matyas	MB	Sunny diamonds	ON
Al Chapman	AB	Brian Toye	ON	Cynthia MacLeod	PEI	Evan Tighe	QC	Jeanette Stewart	SK	Kathy Conway	NFL	Marie-Josée Dandaneau	MB	Nathan Down	AB	Ruth Blakely	AB	Susan Busse	SK
Alan Cross	ON	Brigitte Demeter	BC	D. Jae Gold	ON	Evelyne Cote	QC	Jean-Guy Roy	MB	Katie Murphy	MB	Marie-Laure Saidani	QC	Nathan Jones	NB	Ryan MacGrath	AT	T. Carrabre	MB
Alanna Stuart	ON	Bruce Leperre	MB	Dale Penner	MB	Evelyne Drouin	QC	Jean-Paul De Roover	ON	Katie Sevigny	QC	Mark Bridgeman	BC	Neil Cameron	MB	Ryan Mennie	AB	Tanya Derksen	SK
Alex Douglas	PEI	Bruce Morel	NS	Dalton Higgins	ON	Ewa Dembek	YT	Jean-Philippe Lavoie	ON	Kayla Morin	AB	Mark Greenhalgh	BC	Nicholas Williams	ON	Ryan Nolan	ON	Tanya Gallant	PEI
Alka Sharma	ON	Bruno Fruscalzo	BC	Dan Ball	BC	Fawn Fritzen	YT	Jeffrey Patteson	MB	Keith Price	MB	Mark Watson	ON	Nick Dugas	NS	Sally Norris	ON	Tara McCarthy	YT
Allan Mamaril	ON	Bryan Columbus	ON	Dan Hawie	ON	Fawwaz Alladin	ON	Jen Clarke	NS	Keith Whiting	ON	Martin Bak	ON	Nick Harris	ON	Sam Smith	MB	Tara Muldoon	ON
Allan Walsh	ON	Bryan Martin	QC	Dan Lavoie	ON	Frank Deresti	ON	Jen Fox	ON	Kelly Berehulka	MB	Marty Ballentyne	SK	Nico Elliott	ON	Samantha Everts	ON	Tenille Goodspeed	NS
Allegra Young	ON	Bryce Seefeldt	ON	Dan Sheinberg	BC	Fred Penner	MB	Jen Fritz	BC	Kelvin Smoler	YT	Mary Ellen Gillespie	ON	Nicole Curry	NS	Samantha Slattery	ON	Terry Parker	NB
Allen Hunnie	MB	Calum Slingerland	ON	Dan Yaremko	BC	Frederick Smith	ON	Jen Rogers	ON	Kennedy Jenson	AB	Maryanne Gibson	AB	Nicole Leger	NB	Sarah Duffy	ON	Terry Tran	AB
Allison Kwan	AB	Cameron Noyes	AB	Daniel Boeckner	CAL	Gardiner MacNeill	PEI	Jennifer Hyland	ON	Kenny Huynh	MB	Mary-Jane Russell	ON	Nigel Berringer	BC	Sarah Sleeth	ON	Terry Whalen	NB
Alysha Main	ON	Cameron Reed	ON	Daniel Mekinda	ON	George Radutu	ON	Jennifer Temple	BC	Kenya Kondo	AB	Mathieu-Gilles Lanciault	QC	Nils Ling	PEI	Sarah Smith	ON	Tiana Feng	ON
Alyssa Delbaere-Sawchuk	ON	Candace Elder	AB	Daniel Wolovick	NFL	Georges Couling	BC	Jenny Henkelman	MB	keri latimer	MB	Matt Foy	ON	Norm Beaver	ON	Sarah Van Dusen	AB	Tim Des Islets	ON
Amalia Nickel	BC	Candace Shaw	ON	Danny Fournier	AB	Gerald Reilly	SK	Jennyfer Brickenden	NS	Kevin Lynn	ON	Matt Gauthier	ON	Oswald Burke	ON	Scott Brown	NB	Tim Fraser	ON
Amanda Cih	ON	Carla McEwen	SK	Danny Schur	MB	Gerry Hebert	AB	Jeremy Olson	SK	Keziah Myers	ON	Matt Johnson	NS	Paddy Tutty	SK	Scott Johnson	BC	Tim Jones	MB
Amanda Gregoire	AB	Caroline Whalen	NS	Darren Flower	ON	Gillian Hillier	NS	Jerry Pergolesi	ON	Khari McClelland	BC	Matt Lewis	ON	Pamela Roz	MB	Scott Mitchell	ON	Tim van de Ven	QC
Amanda Lewis	ON	Carrie Mullings	ON	Darwin Baker	MB	Gina Loes	BC	Jessa Runciman	ON	Kiana Eastmond	ON	Matt McKeage	AB	Pat Sandrin	QC	Scott Pilling	SK	Timothy Eccles	ON
Amanda Schwuers	BC	Casey Mecija	ON	Dave Blake	QC	Gino Olivieri	QC	Jesse Steaman	ON	Kim Logue	ON	Matthew Fava	ON	Patrice Agbokou	QC	Scott Waring	ON	Timothy Jones	ON
Amanda Tosoff	ON	Casey Norman	MB	David Aïde	AB	Glen Erickson	AB	Jessica Buck	ON	Kim Ruger	AB	Matthew Fisher	ON	Patricia Silver	ON	Sean Bray	BC	Tina Jones	BC
Amanda Van DenBrock	ON	Cassin Elliott	BC	David Christensen	NS	Glen Herbert	ON	Jessica Charlton	AB	Kinsey Posen	MB	Matthew Hiscock	QC	Patrick Ballargeon	QC	Sean Moreira	ON	TJ Blair	MB
Amit Therrien	ON	Cat Bird	ON	David Cox	ON	Glen Strickey	PEI	Jessica David	ON	Kodi Hutchinson	AB	Matthew Large	QC	Patrick Geraghty	BC	Sean Perras	ON	Todd Macdonald	ON
Anaïga Kawina	QC	Catherine Jahnke	MB	David Marskell	ON	glen willows	BC	Jim Montgomery	ON	Krisjan Leslie	NFL	Maud Salvi	AB	Paul Galati	QC	Serge Sargento	ON	Tolulope Olumide	ON
Andrew Gillis	NS	Catherine MacLellan	PEI	David Massé	QC	Glenn Pardy	NFL	Jinting Zhao	AB	Krista Holmes	ON	Maureen Prairie	ON	Paul Goguen	NB	Serge Sjoimovits	ON	Tom Cochrane	NFL
Andrew Malzer	PEI	Catherine Moore	NY	David Moore	NS	Gourmet Délice	QC	Jocelyn Chan	ON	Kristina Gasparic-Block	SK	Max Merrifield	ON	Paul Hessey	ON	Shad Bassett	AB	Tom Killip	BC
Andrew Yankowski	NB	Catherine Taddo	ON	David Parfitt	BC	Grant Paley	ON	Jodie Borle	MB	Kristy Cardinali	ON	Maxwell Roach	ON	Paul Hinrichs	BC	Shameer Punjani	BC	Tracey Williams	NS
Andrina Turenne	MB	Cathleen McMahon	BC	David (Bucky) Driedger	MB	Greg Jarvis	ON	Joe Cruz	BC	Krys Tennant	MB	Megan Bradfield	BC	Paul Leclair	ON	Shandra MacNeill	MB	Troy Bynoe	ON
Andy Cole	MB	Cathy Porter	NS	David Rashed	PEI	Greg MacPherson	MB	Joe Oliva	ON	Kyle Brenders	ON	Meghan Scott	BC	Paul Sarrazin	BC	Shannon Luttmmer	BC	Trystan Meyers	SK
Andy Crosbie	ON	Charles Hansen	NS	David Yazbeck	ON	Greg McIntosh	ON	Joel Graham	SK	Kyle Kraft	BC	Melanie Laquerre	ON	Paula Danylevich	ON	Shannon Pratt	PEI	Tyler Johnson	BC
Andy Harbinson	ON	Charles Hsuen	NS	Dawn Woronuk	SK	Greg Rekus	MB	Joelle May	AB	Kyle Lundie	ON	Melanie Stone	NS	Paula Perri	ON	Shawn Bostick	NB	Tyler Tasson	ON
Angele Ramsden	QC	Charles Morgan	ON	Dean Stairs	NFL	Gregg Bolger	AB	John A. Sorensen	NFL	Kyle Merkley	ON	Melissa Kaminsky	MB	Pedro Barbosa	QC	Shawn Cole	BC	Tyson Yerex	BC
Anita Maiezza	QC	Charlie Andrews	ON	Deb Beaton-Smith	BC	Haviah Mighty	ON	John Clarke	NFL	Kyria Kilakos	QC	Melissa Larkin	ON	Peter Linseman	ON	Shawn Dealey	MB	Vanessa Azzoli	ON
Anna Avery	YT	Chris Bolseng	AB	Deborah Aitken	SK	Heather Bishop	MB	John Drew Munro	QC	Lanny Williamson	AB	Melody Diachun	BC	Philip Brown	NB	Shawn Petsche	AB	Vel Omazic	ON
Anne-Marie Smith	ON	Chris Cuber	QC	Deborah Holland	BC	Heather Crane	ON	John Dunham	AB	Laura Cappe	ON	Michael Boyle	AB	Pierre Bussieres	ON	Shawna Caspi	ON	Veronica Johnny	ON
Anthony Carvalho	MB	Chris Donnelly	ON	Del Barber	MB	Heather Gardner	ON	John Fettes	SK	Laura Oakie	PEI	Michael Burke	BC	Pierre-Luc Durand	QC	Shawna Cooper	ON	Veronique Dault	ON
Ari Paunonen	BC	Chris Frayer	MB	Denis Arsenault	NB	Heather Kelly	ON	John Hartman	ON	Laura Stanley	ON	Michael Elves	MB	Prashant Michael John	AB	Shayne Modien	SK	Vic Desanlis	QC
Ariane Mahryke Lemire	AB	Chris Graham	ON	Derek Brin	ON	Henri Oppenheim	QC	John Kendle	MB	Laurie Brown	AB	Michael Gorman	ON	Promise Shepherd	ON	Shea Dahl	BC	Vicki Young	MB
Art Szabo	BC	chris hannah	MB	Devi Ekanand	ON	Hilary Welch	ON	John Oswald	ON	Laurie MacKenzie	MB	Michael Greenwood	ON	Rachel Therrien	QC	Shea Malcolmson	MB	Vicky Rogers	AB
Ashley Sperling	ON	Chris McKee	ON	Devin Latimer	MB	Hiroshi Koshiyama	MB	John Pearce	ON	Lea Trevidic	QC	Michael Greggs	ON	Ralph Alfonso	QC	Sheena Grobb	MB	Victor Mijares	ON
Ashton Ehnes	BC	Chris McKhool	ON	Diane Foy	ON	Howard Bilerman	QC	John Peters	MB	Lee Mizzi	ON	Michael Morreale	ON	Randall (Randy) Stark	ON	Shelley Wright	ON	Victoria Shepherd	ON
Ashwin Sood	BC	Chris Morin	SK	Dinah Desrochers	BC	Ian Boyd	ON	John Phillips	NFL	Lee Park	QC	Michael Nowak	BC	Ray Martin	MB	Shena Yoshida	BC	Vince Aquilina	ON
Ava Kay	ON	Chris Roumbanis	PEI	Don Amero	MB	Ian Chai	ON	John Shields	BC	Len Milne	MB	Michael Wilson	ON	Réa Beaumont	ON	Shuyler Jansen	BC	Vince Nudo	QC
Barnaby Bennett	AB	Chris Wardman	ON	Don Benedictson	MB	Ian Heath	ON	Johnny Oliver	PEI	Les Henderson	ON	Michael Wojewoda	ON	Renata Mills	BC	Sierra Jamerson	AB	Vincenzo Maccarone	ON
Ben Beveridge	BC	Chris Wares	QC	Don Chapman	NS	Ian Sherwood	NS	Jon Bartlett	ON	Liam Killeen	ON	Michel Durand-Wood	MB	Rhea March	AB	Sierra Noble	MB	Vito Rezza	ON
Ben Graham	ON	Christian Aldred	BC	Donovan Morgan	PEI	Ian Terry	ON	Jon Weisz	QC	Liam Titcombe	ON	Michelle McCullock	ON	Rhonda Head	MB	Siobhan Ozege	ON	Wanda Milne	NS
Ben Harrison	ON	Christian Gallant	PEI	Doug Barrett	ON	Irma MacPherson	AB	Jonathan Edwards	MB	Linda McRae	TN	Michelle Puska	ON	Rhonda Thompson	MB	Sobenna Green	ON	Wayne Cochrane	ON
Benjamin Hackman	ON	Christian Hurst	ON	Doug Kuss	AB	Isis Graham	AB	Jonathan Marshall	NFL	Lindsay Dworkin	ON	Michelle Robertson	NFL	Rich Stenson	AB	Spencer Mussellam	ON	William Petrie	ON
Benjamin McKinley	ON	Christien Ledroit	ON	Douglas Bedard	ON	Jacinthe Pare	QC	Jon-Rhys Evenchick	ON	Lindsey Walker	AB	Michelle Szeto	ON	Richard Fernandes	ON	Stacie Dunlop	ON	Yolande Bourgeois	NB
Bernard Cormier	NB	Christine Fraser	BC	Douglas Romanow	ON	Jack Jonasson	MB	Jordan Howard	ON	Lisa Ioannou	ON	Miguel Dey	SK	Richard Hornsby	NB	Stefano Galante	QC		
Bert Johnson	AB	Christopher White	ON	Duane Gibson	ON	Jaime Chinchilla	MB	Josee Vaillancourt	MB	Lisa Ross	YT	Mike Cashin	BC	Richard Korbyl	AB	Stephane Moraille	QC		
Beth Moore	ON	Christopher Wilkinson	NS	Dulce Barbosa	ON	James Nightingale	ON	Josh Hogan	NS	Lloyd Doyle	PEI	Mike Magee	QC	Richard Liukko	AB	Stephen Clarke	YT		
Bill Allan	NFL	Chuck Teed	NB	Dwayne Ellis	NS	James Steel	NB	Josh Keller	BC	Lloyd Peterson	MB	Mike Southworth	BC	Rick August	SK	Stephen Hignell	UK		
Bill Appleby	NS	Cindy Mcleod	AB	Dylan Hermiston	MB	James Trauzzi	ON	Josh Pothier	ON	Lori Hirst	ON	Miles Holmwood	ON	Rick Lee	BC	Stephen Palmer	SK		
Bill Borgwardt	AB	Claire Findlay	ON	Dylan Kell-Kirkman	QC	Jamie Robinson	NS	JP Hoe	MB	Lorraine Lawson	ON	Mira Black	MB	Rick Levine	ON	Steve Dodd	AB		
Bill McBirnie	ON	Claire Ness	YT	Dylan Willows	BC	Janesta Boudreau	NS	Julia Chan	QC	Luis Cardona	MB	Mishelle Pack	ON	Rik Reese	NB	Steve Kirby	MB		

“...I am thankful we have a government that supports the arts and helps artists and businesses like myself re-invest in themselves.”

— Kardinal Offishall



Success Stories

The Barr Brothers

The Barr Brothers, based in Montreal, QC feel honoured to have received funding from FACTOR for touring, recording and with releasing their albums. *Sleeping Operator* (2014), their sophomore album, as well as their recent EP, *Alta Falls* (2015) have been able to get the attention of fans all over the world thanks to funders such as FACTOR. They are a true pillar in what The Barr Brothers have been able to accomplish and provide great empowerment to musicians.

Some of the highlights of The Barr Brothers' career since being funded by FACTOR have been two JUNO nominations for Adult Alternative Album of the Year, winners of the 2015 ADISQ awards for Anglophone Live Performance of the Year and Producer of the Year. Some notable festivals include the Grande Événement at Festival International de Jazz de Montréal, Plains of Abraham at Festival d'été de Québec, Newport Folk Festival, Edmonton Folk Festival and POP Montreal to name a few.

As The Barr Brothers move forward to the next phase in their career there is much pride in living and working in a country where funding such as FACTOR is a possibility in helping to realize their dreams.



Photo: Robin Cerutti

Majical Cloudz

“One of the most simple and moving things I have seen, ever.” – Lorde

Thanks to the support of FACTOR, Montreal-based duo Majical Cloudz have had the opportunity to achieve a number of milestones that have driven the success of the project. Majical Cloudz's live show is critically acclaimed, and thanks to FACTOR's Showcase grant, they performed at such events as Roc Nation's Grammy Showcase, which led to their discovery by pop phenom Lorde. She invited them to join her North American tour as her opening act, introducing them to sold-out venues of 6000+ capacities in 23 major U.S. markets. This, in turn, led to a 24% increase in Spotify traffic and 30% increase in Majical Cloudz' social media following. In addition to supporting live performances, funding through FACTOR's Marketing and Promotion components enabled the band to double down on bonus material and promotional efforts that drove new fans to the project, such as the interactive video to market the release of the bonus song “Love Soul” and the production of a limited 7” promo record, both of which were given away for fan email addresses that drove thousands of subscribers to the list.



Photo: Sarah O'Driscoll

Frazey Ford

Success Stories

Her album was voted #6 of the top 100 albums of 2014 by *The Sunday Times* newspaper in the UK.

Frazey Ford's FACTOR-funded 2nd album *Indian Ocean* (Nettwerk, 2014) has received international critical acclaim and has doubled the sales of her debut solo release *Obadiah* (Nettwerk, 2010) in many territories. FACTOR has played a key role in the positive journey of this album by supporting not only the original recording, but also the creation of her sensationally received video for her radio single "Done" (over 550,000 views on YouTube and counting) and key marketing initiatives undertaken by Nettwerk in building the awareness for this album.

Frazey and her band have been equally active supporting *Indian Ocean* and have toured the album across Canada, the USA, UK, Europe and Australia and at many high profile festivals in these countries. FACTOR has supported the vision of the artist and label by partnering on key phases of the marketing campaign, and success can be found in the album's Polaris Prize nomination in 2015 and its JUNO Awards nomination in 2016. Internationally, Frazey's record has received strong radio and press support.

Frazey Ford fully deserves the attention her album and video have received domestically and internationally but Frazey, her team and her label, Nettwerk Records all agree that her success would have frankly not been possible without the support of FACTOR.



Photo: Alana Paterson

Fortunate Ones

Fortunate Ones are a pop-folk duo from Newfoundland made up of Andrew James O'Brien and Catherine Allan. Their harmony-filled performances have been a buzz across Canada this past year, earning them thousands of new fans.

Their FACTOR-funded debut album *The Bliss* has already yielded two national number one singles at CBC, a JUNO nomination, a Canadian Folk Music Award, four MusicNL Awards and five East Coast Music Award nominations. Produced by Daniel Ledwell, *The Bliss* was recorded at Lake Echo Nova Scotia and released on Rose Cousins' Halifax-based record label Old Farm Pony Records in February 2015.

While Fortunate Ones are just getting started, FACTOR has enabled them to get a start on the right foot, and it shows!



Success Stories

Kardinal Offishall

Up until this point in my career I have been signed to a major label and was fortunate enough to have them fund my recording and marketing expenses. As of late, I have taken control of my masters and decided to release my music through my own label via my distribution deal with Universal Music Canada. Now being the label, it is my own responsibility to cover all associated costs related to the projects I release. This is the first time I've really utilized the grant system in Canada and I am thankful we have a government that supports the arts and helps artists and businesses like myself re-invest in themselves.



FACTOR has been very helpful in offsetting those recording and marketing expenses and helping me make this transition in my career.

Top Photo: Graham Kennedy, Bottom Photo: Matt Forsythe

Mo Kenney

FACTOR has been a major and most gracious supporter of Mo Kenney's career starting with her 2012 self-titled debut recording which spawned the 2013 SOCAN Song of the Year "Sucker." FACTOR helped defray licensing and marketing costs at the crucial liftoff point in Mo's career.

Mo's sophomore album was 2014's *In My Dreams* (Pheromone) and once again FACTOR played a crucial role. In the wake of the successful debut, expectations were high, and licensing and marketing budgets were correspondingly higher. FACTOR was there to help in both instances allowing Pheromone to launch *In My Dreams* with a first rate marketing plan. That led to three charted CBC Radio 2 singles highlighted by the hit "Telephones" which continues to be an airplay staple to this day. And now on album two Mo is making inroads globally.

Mo has a long list of ECMA and Music Nova Scotia nominations and wins for both albums. None of this happens without FACTOR's support.

Mo's album *In My Dreams* received its first JUNO nomination for Best Adult Alternative Album in 2016

Success Stories



Photo: Paul Wright

The Lemon Bucket Orkestra

The Lemon Bucket Orkestra is a 15-piece explosive guerilla orkestra known as Toronto's only Balkan- klezmer-gypsy-party-punk super-band. Since its establishment in 2010, Lemon Bucket has released one EP and two full-length albums, as well as toured several times to Europe, South Korea and across Canada. FACTOR helped to fund the band's inaugural tour to South Korea with a Tour Support component as part of their Juried Sound Recording grant. There, Lemon Bucket Orkestra collaborated with local folk band Dulsori on an album and country-wide tour.

FACTOR has also helped to fund both of the band's full length albums - *Lume, Lume* (2012) and *Moorka* (2015) through the Juried Sound Recording program. Most recently, Lemon Bucket Orkestra won Best World Group Artist of the Year at the Canadian Folk Music Awards (2015), and was also crowned Toronto's Best Band by NOW Magazine's readers in the 2015 Best of Toronto awards.

Both FACTOR funded albums were nominated for JUNO awards in 2014 and 2016 in the Best World Music Album category.

Success Stories



Photo: Carlos M Gárate

Terra Lightfoot

FACTOR has been instrumental in supporting Terra Lightfoot's career development. This funding backed the recording and release of her sophomore album and allowed her songs to be brought to life by a team of talented pros. That strong foundation enabled her to explode out of the starting blocks. *Every Time My Mind Runs Wild* (Sonic Unyon, 2015) landed on Canada's SoundScan Top 200 the week of its release and sold roughly 3,000 units in its first 12 months of release, aided by FACTOR marketing support. The album gained airplay on specialty, public, commercial and campus radio, terrestrial and satellite, where the album earned wide and varied exposure and went on to be named one of CBC Music's Albums of the Year. The release earned critical applause across Canada, and performance offers followed—hundreds of performances in venues from clubs and soft-seaters to the summer festival circuit, as well as tour support for Whitehorse and Blue Rodeo. She has also made forays into the United States (SXSW showcases, plus songwriting sessions in Los Angeles and Nashville). And all of this in the year since the album's Canadian release. That success been an international springboard into markets like the U.S. and Europe, where she'll tour in advance of the album's release in those regions in summer 2016. FACTOR's backing also gave Terra a bigger canvas, enabling her to perform and record her material backed by the National Academy Orchestra, broadening the reach of her material and expanding her artistic range in new and exciting ways.



Photo: Mike Latschislaw

...Every Time My Mind Runs Wild earned wide and varied exposure and went on to be named one of CBC Music's Albums of the Year.

Programs

Business Development

The Business Development program offers funding to Canadian music companies for non-artist-specific infrastructure costs and brand development. Funding provided through this program supports corporate development activities such as increasing web and social media outreach and strengthening brand image domestically and globally.

59 Components Submitted

52 Components Approved

\$366,303 Amount Offered



Funding for the Business Development program is provided by Canada's private radio broadcasters and by the Department of Canadian Heritage through the New Musical Works component of the Canada Music Fund.

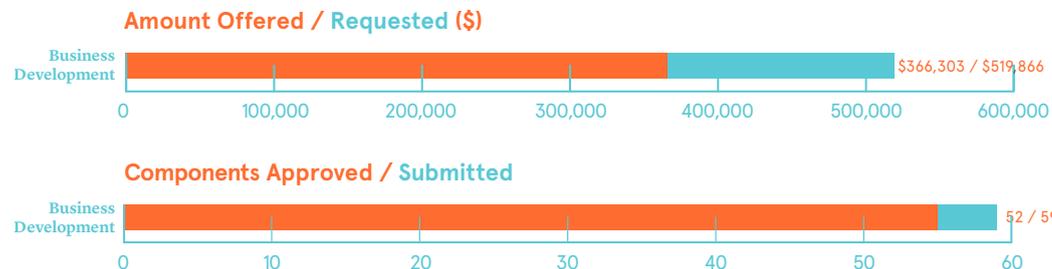


Photo: Colin Medley, Artist: Tasseomancy

Business Travel

The Business Travel program supports Canadian music companies by assisting with the cost of domestic and international business travel to industry events, in addition to costs associated with such events (such as promotional materials and activities connected to event attendance).

608 Components Submitted

473 Components Approved

\$714,839 Amount Offered



Funding for the Business Travel program is provided by Canada's private radio broadcasters and by the Department of Canadian Heritage through the New Musical Works component of the Canada Music Fund.



Photo: Lauren D Zbarsky, Artist: HUMANS

Comprehensive Artist

The Comprehensive Artist program is composed of 5 unique components: sound recording, marketing, radio marketing, showcase, tour support, and video. Through this program, FACTOR funds a portion of the cost of recording or acquiring a new, previously unreleased sound recording, and assists with the cost of releasing, marketing, and promoting that sound recording. The Comprehensive Artist program is tailored to artists with demonstrated commercial success (rated 3 or higher).

27 New Sound Recordings Approved

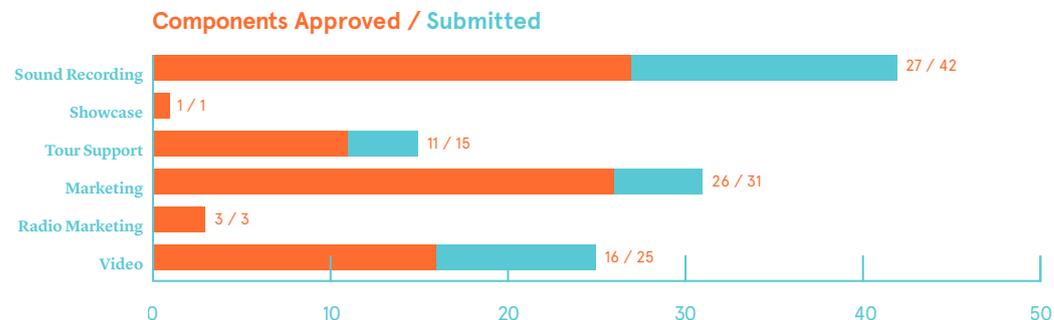
117 Components Submitted

84 Components Approved

\$1,176,840 Amount Offered



The Comprehensive Artist program receives funding exclusively from Canada's private radio broadcasters.



Comprehensive Music Company

The Comprehensive Music Company program offers funding support to help Canadian music companies subsidize the production, acquisition or marketing and promotion of a new, unreleased full-length sound recording. Under the Comprehensive Music Company program, eligible Canadian record labels can apply to 6 components: sound recording, marketing, radio marketing, showcase, tour support, and video.

91 New Sound Recordings Approved

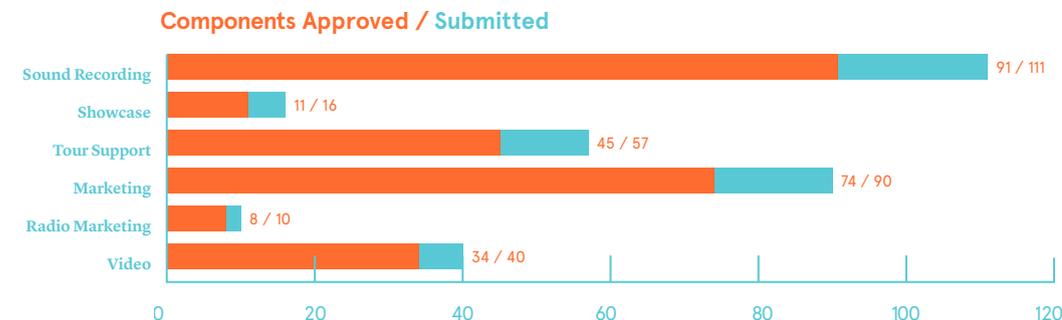
324 Components Submitted

263 Components Approved

\$2,640,008 Amount Offered



The Comprehensive Music Company program is supported by funding from Canada's private radio broadcasters and by the Department of Heritage, through the New Musical Works component of the Canada Music Fund.



Demo

Programs



The Demo program subsidizes the production of a high-quality, professional sound recording that may be used as a demo, or released commercially. The Demo program is one of two juried sound recording programs offered by FACTOR. All successful applications to the Demo program were reviewed and assessed by a jury of leading Canadian music industry professionals, who made funding recommendations to FACTOR's Board of Directors based on the artistic merit of submitted materials.

The Demo program was retired on March 31 2016, and replaced by the Artist Development Program.

383 New Sound Recordings Approved

 Funding for the Demo program is provided by Canada's private radio broadcasters and by the Department of Canadian Heritage through the New Musical Works component of the Canada 

1042 Components Submitted

\$569,188 Amount Offered



Photo: Stephen McGill, Artist: The Balconies

Juried Sound Recording

The Juried Sound Recording (JSR) program supports the recording, production, and dissemination of a new, full-length sound recording through 6 components: sound recording, marketing, radio marketing, tour support, showcase, and video. When applicants have a successful Sound Recording component, they may apply for funding through the remaining components to assist with the marketing, promoting, and touring cycle of the album.

The JSR is one of FACTOR's juried programs. All JSR applications are evaluated by a jury of leading Canadian music industry professionals. Jury members assess the artistic merit and commercial potential of potential projects before making recommendations to the FACTOR Board of Directors, who grant final funding approval.

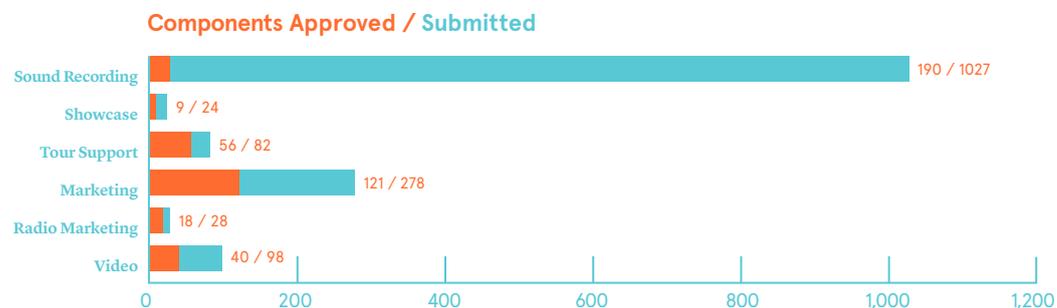
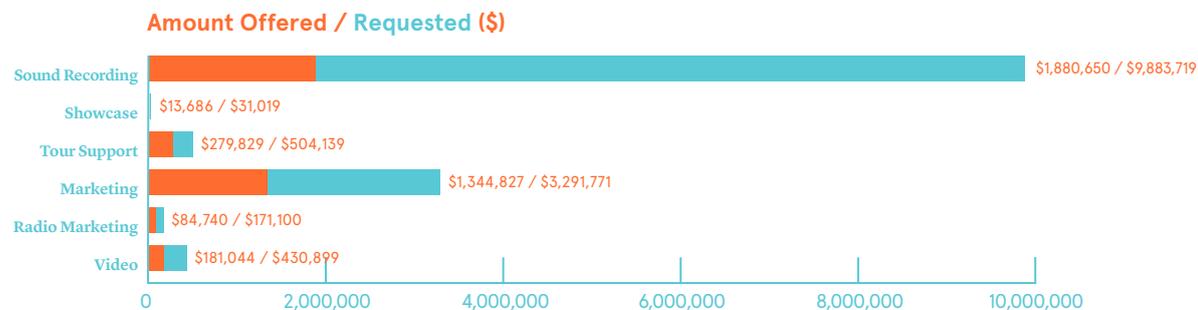
 Funding for the Juried Sound Recording program is provided by Canada's private radio broadcasters and by the Department of Canadian Heritage through the New Musical Works Component of the Canada Music Fund. 

190 New Sound Recordings Approved

1537 Components Submitted

\$3,784,777 Amount Offered

434 Components Approved



Programs

Live Performance

Through the Live Performance program, Canadian artists can apply for funding to support domestic or international industry showcase appearances and tours in support of current or forthcoming qualifying releases.

Programs

839 Components Submitted

638 Components Approved

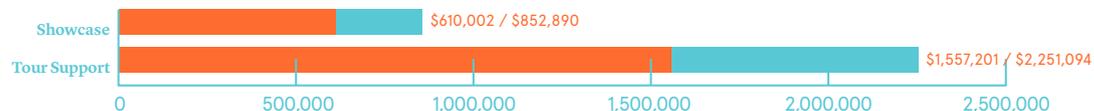
\$2,167,202 Amount Offered



The Live Performance program is supported by funding from Canada's private radio broadcasters and by the Department of Canadian Heritage, through the New Musical Works Component of the Canada Music Fund.



Amount Offered / Requested (\$)



Components Approved / Submitted

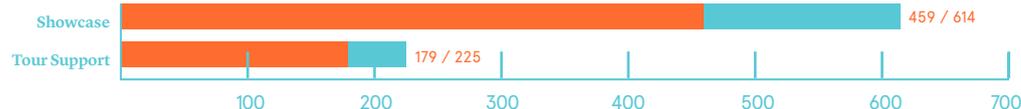


Photo: Christian Leduc, Artist: Jesse Mac Cormack

Marketing & Promotion for Non-FACTOR Funded Sound Recordings

The Marketing & Promotion for Non-FACTOR-Funded Sound Recordings program provides financial support to market and promote a qualifying Canadian sound recording with demonstrated commercial success, defined by the following Qualifying Sales Threshold(s):

Programs

43 Components Approved

86 Components Submitted

\$327,851 Amount Offered

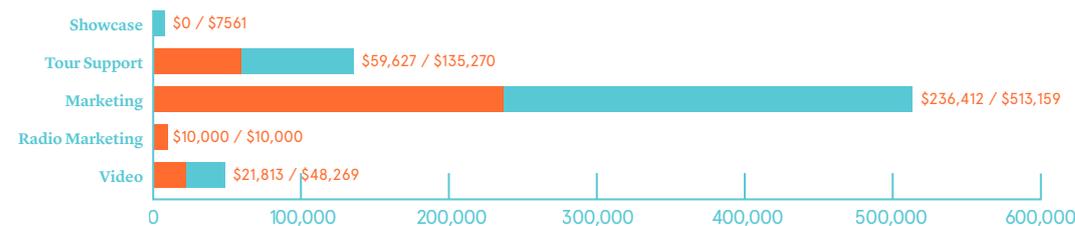
Genre Category	QST units*
Pop, Rock, Adult Contemporary, Alternative, Christian Rock, Hard Rock	3500
Country, Roots, Folk, Blues, Traditional, Dance, Electronica, Soul/R&B, Urban, Hip Hop	2000
Aboriginal, World, Classical, Jazz, Reggae, Children's, Specialized, Experimental, Heavy Metal, Punk	1500

*AND/OR Have a song on a Top 40 BDS Radio Chart

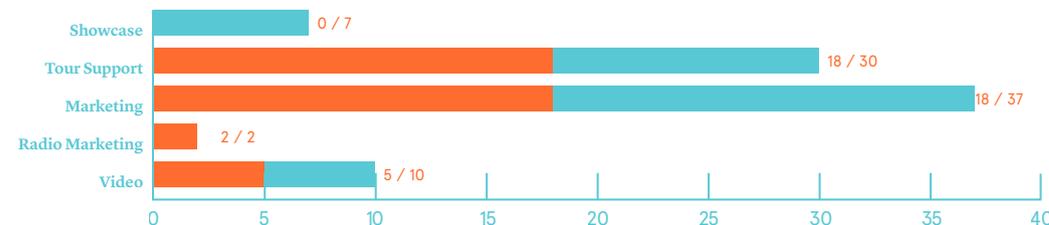


Funding for this program is provided by Canada's private radio broadcasters.

Amount Offered / Requested (\$)



Components Approved / Submitted



Songwriter's Workshop Support

The Songwriter's Workshop Support program assists professional Canadian songwriters with the cost of travel related to songwriting workshops and seminars.

Programs

32 Components Submitted

24 Components Approved

\$16,968 Amount Offered



This program is funded by Canada's private radio broadcasters and the New Musical Works Component of the Department of Canadian Heritage Music Fund.



Amount Offered / Requested (\$)



Components Approved / Submitted

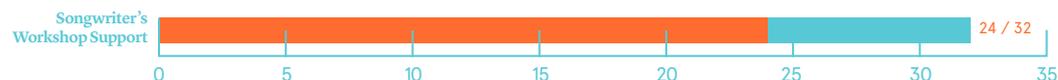


Photo: Lauren D Zbarsky, Artist: Tough Age

Video

The Video program offers financial assistance to artists and record labels for the production of an original music video in support of a qualifying sound recording.

Programs

41 Components Submitted

25 Components Approved

\$175,893 Amount Offered



This program is funded by Canada's private radio broadcasters and the New Musical Works Component of the Department of Canadian Heritage Music Fund.



Amount Offered / Requested (\$)



Components Approved / Submitted



Photo: Luke Orlando, Artist: Caribou

Sponsorship

Through the Sponsorship program FACTOR offers support to initiatives that fall under FACTOR's funding mandate, but do not fall under FACTOR's existing programs. Applicants to the Sponsorship program must submit a proposal, indicating the purpose, nature of operations, budget framework, industry impact and scope, and related details, before being approved.

Programs

61 Components Submitted

55 Components Approved

\$328,500 Amount Offered



The Sponsorship program is exclusively funded by Canada's private radio broadcasters.



Amount Offered / Requested (\$)

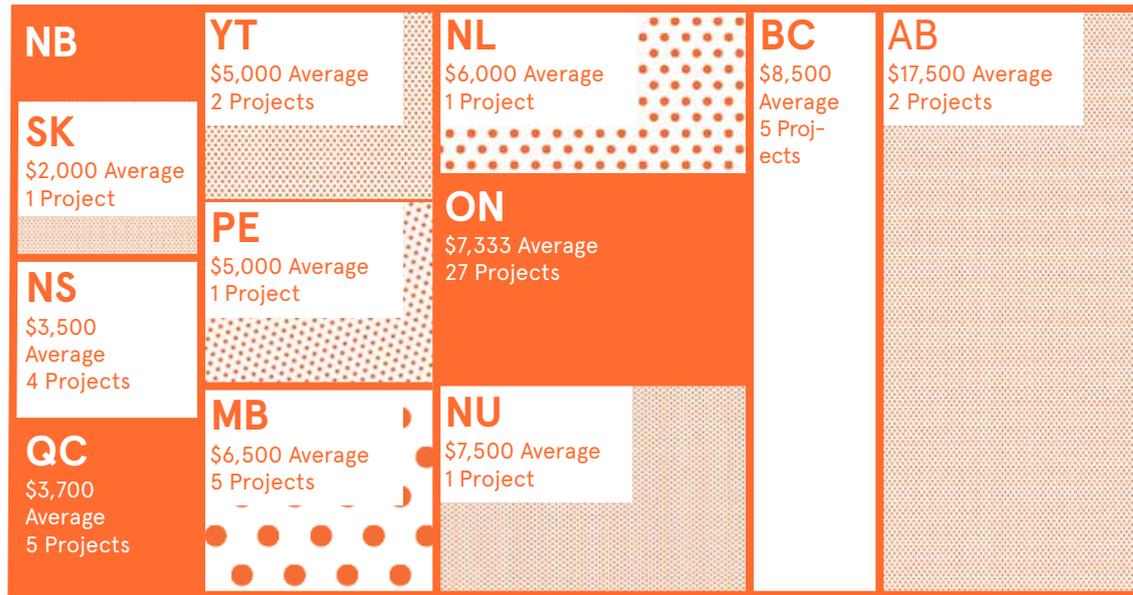


Components Approved / Submitted



Photo: Alexandria Rachelle Phototgraphy, Artist: Slow Down Molsasses

\$2,000 Average
1 Project ↓



Programs

Sponsorships per Prov / Terr

Prov / Terr	# Projects	Total \$ Offered	\$ Average	Prov / Terr	# Projects	Total \$ Offered	\$ Average
Ontario	27	\$198,000	\$7,333	Yukon	2	\$10,000	\$5,000
British Columbia	5	\$42,000	\$8,400	Newfoundland	1	\$6,000	\$6,000
Manitoba	5	\$27,500	\$5,500	Nova Scotia	4	\$14,000	\$3,500
Alberta	2	\$35,000	\$17,500	New Brunswick	1	\$2,000	\$2,000
Québec	5	\$18,500	\$3,700	P.E.I.	1	\$5,000	\$5,000
Nunavut	1	\$7,500	\$7,500	Saskatchewan	3	\$10,000	\$3,333



Photo: Manitoba Music, Artist: The Lyrics

Collective Initiatives

Collective Initiatives

The Collective Initiatives program supports innovative, educational, export and digital projects which increase the national and international profile and commercial potential of multiple Canadian artists and music entrepreneurs. The program includes four components, each encompassing a range of different projects and activities.

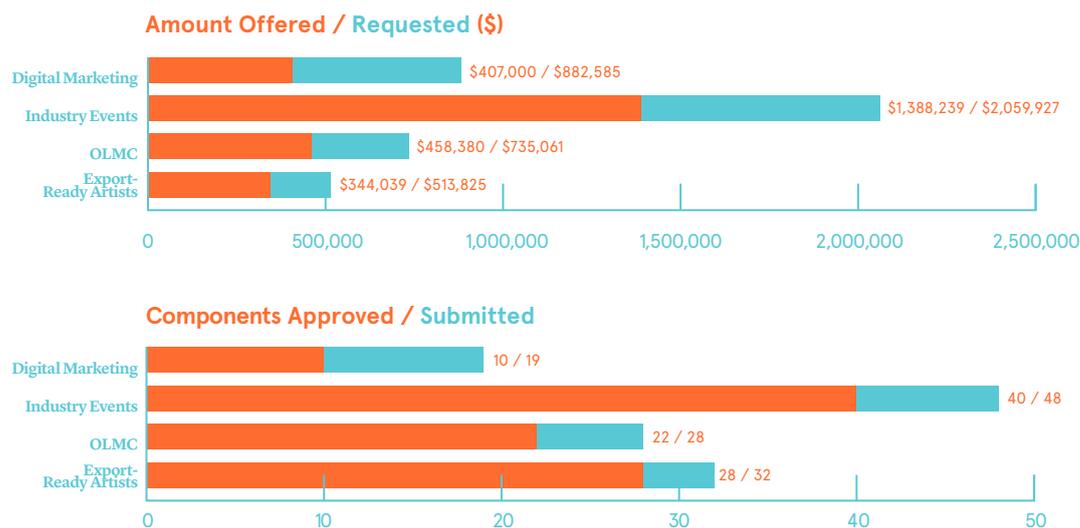
127 Components
Submitted

100 Components
Approved

\$2,597,658
Amount
Offered



FACTOR's Collective Initiatives program receives funding from the Department of Canadian Heritage through the Collective Initiatives Component of the Canada Music Fund, and from Canada's private radio broadcasters.



Industry Events

This component supports the creation of market development opportunities for Canadian artists and music entrepreneurs by subsidizing music conferences, educational initiatives, and award shows. Successful projects must demonstrate strategic value towards the success of Canadian artists and music entrepreneurs in the national and global marketplace.

Canadian New Music Network FORUM 2016

CNMN's seventh FORUM was presented in Ottawa in January 2016 thanks to funding from FACTOR's Collective Initiatives program, as well as the Canada Council for the Arts, SOCAN Foundation and ISCM (International Society for Contemporary Music.) This biennial gathering of the new music community has become integral to the structure and culture of new music in Canada.

A reverberating success, for three days FORUM's 120 delegates presented, listened, discovered, discussed and debated. Panel topics revolved around new expression in new music (the interaction with popular forms) and new music's relation to mainstream music and to society. There were portraits of organizations from across Canada, the UK and the Netherlands, representing the full spectrum of expression. And importantly, the Open Call for Proposals generated 10 presentations chosen by an independent jury.

Participants included, among others: Pauline Oliveros (doyenne of new music improvisation and FORUM keynote speaker), Tania Miller (conductor, Victoria Symphony Orchestra), Russell Smith (culture critic, Globe and Mail), Nicole Lizée (composer), Melody McKiver (Anishinaabe musician/media artist), Sarah Albu and Ruby Kato Attwood (cross-genre sopranos), Henk Heuvelmans (Gaudeamus, Utrecht), Joe Bates (Filthy Lucre, London), Kamal Hors (ud player, Utrecht.)

A room full of creative people is bound to generate new activity. So far this includes: invitations to a colloquium on improvisation, Memorial University; a Deep Listening workshop north of Toronto; pop-up Filthy Lucre performances, in the UK and Canada, Canadian and British repertoire; performances of a major work by Christopher Butterfield in the UK; a festival of Canadian and Dutch arts; a new Sarah Albu/Juliet Palmer collaboration.

Collective Initiatives

Showcase Production for Artists from OLMC

This component is intended to assist with the costs of organizing and producing music showcases that expose Anglophone artists residing in Official Language Minority Communities (OLMC) to a larger audience through appearances at local, regional, national, or international events.

Collective Initiatives

The Festival de Musique Émergente

The Festival de Musique Émergente is a festival whose mission is to promote and spread original music and to foster emergence of new talent. Each year, the city of Rouyn-Noranda and the region of Abitibi-Témiscamingue become absolutely FME wired, and for four days beat to the sound of 65 guest artists and bands. About ten years ago, somebody called Patrick Watson gave a concert at the FME; at sunset, stationed near the railway line that crosses the city, Watson made another performance. And that's when the magic happened. The audience fell under his charm, a beautiful story of love began, and Watson's career took a new turn.

Something magical happened again in 2015, almost 10 years later. Someone called Jesse Mac Cormack seduced his audience, festival goers and music industry professionals alike.

The chemistry worked, as often happens at the FME. After his performance at our festival, Jesse Mac Cormack signed up for a major European tour. His performance at the FME changed the course of his career.

At 620 km from Toronto and 630 km from Montreal, the FME could not actually happen without the contribution of its partners. Without the support of FACTOR, these two bonding moments would not have happened. This support makes a real difference to our festival, to our festival goers and to our guest artists.



Photo: Richard Lann

Camp Wavelength

As a non-profit, artist-founded, community-oriented music festival, Camp Wavelength beat the odds by successfully launching in 2015 amidst the most competitive summer music festival marketplace ever seen in Toronto. The festival used its small scale to its advantage to put the music and creative experience first for its audience, bringing together a diverse, dynamic line-up of independent musical artists from across the country, including two OLMC artists from Québec, Doldrums and Scattered Clouds, thanks to the support of FACTOR's Collective Initiatives program. These artists raised their profile, sold merchandise to new fans, and benefitted from extensive media coverage

ranging from major outlets The Globe and Mail, the Toronto Star, Indie88 and CBC Radio to underground blogs such as Sidewalk Hustle, Ride the Tempo, Grayowl Point, and Aesthetic Magazine.

Truly the "little festival that could," Camp Wavelength was ranked among the very best of Toronto's summer festivals by BlogTO, NOW Magazine and ChartAttack.com, alongside events produced with budgets 10 to 100 times larger. For its efforts to champion emerging artists and create an immersive, inclusive festival experience, Torontoist magazine nominated Wavelength as one of Toronto's "Heroes" of 2015.

Collective Initiatives

RIDM'S Beat Dox Sessions

Since 2013, thanks to FACTOR's contribution, the Montreal International Documentary Festival (Rencontres internationales du documentaire de Montréal - RIDM) has organized a series of musical showcases that have included OLMC artists to echo the music-themed films (Beat Dox Program) screened during the festival.

Thanks to this association, artists get the chance to be discovered by the film industry to generate new career opportunities. The music and film worlds are inextricably linked, but there are still too few opportunities for both to merge in one event and get to know each other and collaborate together.



Our goal is for the filmmakers in attendance to get inspired and potentially hire Beat Dox OLMC artists to compose the music for their next short, medium or feature-length film, or perhaps use original compositions for their documentary soundtracks.

Photo: Kinga Michalska, Artist: Nancy Pants

Showcase Production for Export-Ready Artists

This component supports international market development initiatives that benefit Export-Ready Canadian artists. It is intended for applicants whose activities engage a number of export-ready artists in showcase opportunities of international significance. The activities undertaken under this component must be designed to increase awareness of Canadian music around the world by providing artists with opportunities to secure record distribution, licensing or publishing deals, tour bookings, radio/television exposure, major festival bookings, management, or other representation.

POP Montréal in Liverpool Sound City

POP Montreal's first outing to the UK in 2015 was a great success thanks to the generous support of FACTOR. Our packed showcase at Liverpool Sound City highlighted talented Canadian Export-Ready artists Beat Market and Forest In His Heart, producing many significant career results through their participation.

Beat Market's performance was captured by a fan in a cellphone video that went viral on social media. The group also met with music supervisors and received excellent media coverage that helped pave the way for the release of their 2015 album, *Sun Machine*, on Lisbon Lux Records, and further tour dates in 2016.

Beat Market's experience at LSC was so positive and wide-reaching that their record

label is making plans to send other artists on their roster to the festival for future editions. POP's showcase at LSC was also the worldwide premiere of Ira Lee's new project *Forest In His Heart*, a performance that led to extensive media coverage and important new connections with British promoters who helped him to secure a series of 2016 European tour dates.

Thanks to our 2015 showcase at LSC, POP was able to grow our European activities in 2016 to offer two Canadian Export-Ready artists a 7 date European tour—POP's biggest international initiative yet! Our presence at LSC also enabled POP to make connections with other nearby events (CIMA initiatives, *The Great Escape*), in order to further maximize the presence of Canadian artists through our UK showcase in 2016.

Digital Marketing

The Digital Marketing component is intended to fund projects that improve the accessibility of Canadian music on digital platforms, and to develop the infrastructure and capacity of Canadian digital music markets. This component focuses its funding in four areas that include: digital tools that help artists commercialize, events that connect artists with music tech companies, initiatives that support production of high-quality digital marketing collateral, and online hubs that promote the discovery and purchasing of records by Canadian artists.

Greencopper

Montreal-based Greencopper powers mobile apps of over 250 festivals in 25 countries. These apps were used by over 10 million fans over the last 12 months, resulting in over 250 million screen views. Successful app projects need great technology but also great content. Content for mainstream artists (biographies, photos, streams, etc.) are widely available but too often are lacking for emerging bands.

FACTOR supported the collaboration between Greencopper and two Canadian music events to improve the distribution of promotional content for emerging Canadian artists to music professionals and fans worldwide. Industry events BreakOut West and Halifax Pop Explosion contributed by producing high quality artist biographies and collecting artist assets such as photos and streams. Taking app content to the next level, these programs also captured artists goals, media and career

highlights, and a connect button making easy work for industry wanting to connect with artists they wish to pursue work with.

The first phase of the project consisted in preparing content for the 312 Canadian artists officially participating in the two events and making it available through the industry event official apps. Published just after the summer 2015, the two official apps accounted for a total of over 100K screen views.

The ongoing second phase now consists of bringing the content carefully curated by the two industry events to Greencopper's growing network of festivals. For this purpose, Greencopper makes the content available to festival bookers and promoters directly in the content management system they use for web and apps. Just in time for the summer festival season of 2016!

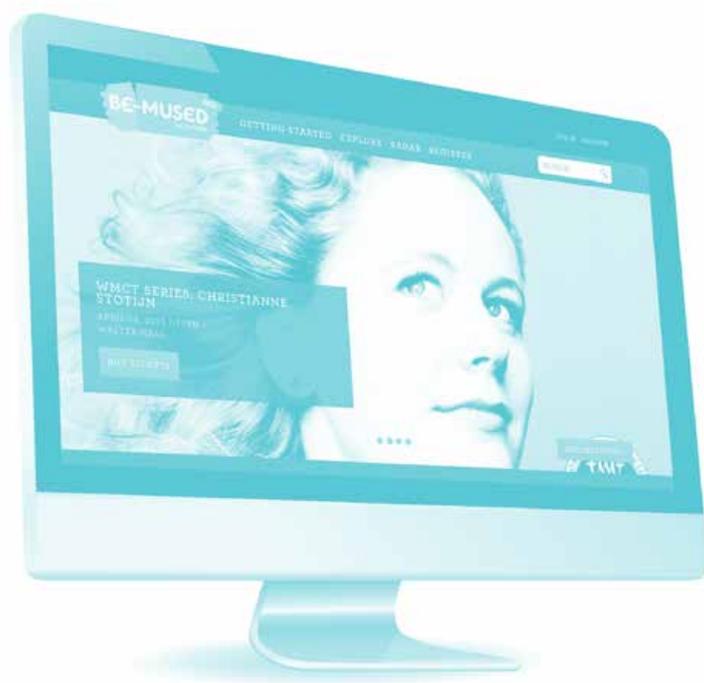
BeMused Network

BeMused Network is a software company building an audience development platform to foster meaningful connections between artists, patrons, venues and presenters. By designing a digital experience that emulates word-of-mouth marketing, we help fans discover new Canadian talents that they might have never heard of.

Our first digital marketing initiative manifested as a ticketing platform with psychographic analytics exclusively for independent live performances. FACTOR's funding enabled us to design and develop the service, which connects hundreds of artists in the GTA with thousands of patrons.

BeMused Network's competitive online ticketing service and box office support are saving artists hundreds of dollars a year, and countless hours when they need it the most. Artists have seen up to 30% increases in audiences numbers, and report feedback from satisfied patrons who love the ease of use and "no convenience fee" policy.

As BeMused Network scales our service across Canada, we will connect artists with performance opportunities at local venues, and help presenters and booking agents discover emerging talents. An audience insight and comparative dashboard is also in development, where artists will have access to marketing insights in a digital form.



East Coast Music Association

NS \$40,000

Octagram LTD.

ON \$50,000

Greencopper

QC \$50,000

Signal Space

QC \$37,000

Halifax Pop Explosion

NS \$10,000

NXNE

ON \$30,000

UMA Foundation

ON \$45,000

Volu.me

NS \$50,000

Canadian Music Week

ON \$50,000

King Of The Dot Entertainment Inc.

ON \$45,000

Awards

East Coast Music Awards

ARTIST AND ALBUM

In-Flight Safety – *Conversationalist*
 Jimmy Rankin – *Back Road Paradise*
 The Town Heroes
 The Once – *Departures*
 Mo Kenney – *In My Dreams*
 Carleton Stone – *Draws Blood*
 Hey Rosetta! – “Kintsukuroi”
 Ten Strings And A Goat Skin – *Corbeau*
 Burnt Tree Entertainment
 Joel Plaskett

AWARD

Album of the Year
 Country Recording of the Year
 Fans’ Choice Entertainer of the Year
 Folk Recording of the Year
 Pop Recording of the Year
 Solo Recording of the Year
 Song of the Year
 World Recording of the Year
 Management/Manager of the Year
 Producer of the Year

Canadian Radio Music Awards

ARTIST AND ALBUM

Jess Moskaluke – *Cheap Wine & Cigarettes*

AWARD

Best New Group or Solo Artist: Country

The Indies

ARTIST AND LABEL

USS – *Yin Yang* (Coalition Music)
 The Glorious Sons (Black Box)
 Tanya Tagaq (Six Shooter Records)
 Owen Pallett (Secret City Records)
 Dan Mangan + Blacksmith (Arts & Crafts Productions)
 Del Barber (True North)
 BadBadNotGood (Arts & Crafts Productions)
 Devin Townsend Project (Inside Out Music/eOne)
 White Lung (Domino)
 The Glorious Sons (Black Box)
 Always (Royal Mountain Records)

AWARD

Single of the Year
 Group or Duo of the Year
 Female Artist of the Year
 Male Artist of the Year
 Alternative Artist or Group of the Year
 Folk/Roots Artist or Group of the Year
 Jazz Artist or Group of the Year
 Metal Artist or Group of the Year
 Punk/Hardcore Artist or Group of the Year
 Rock Artist or Group of the Year
 SiriusXM Emerging Artist of the Year (English)

JUNO Awards

ARTIST

Dear Rouge
 Whitehorse – *Leave No Bridge Unburned*
 BRAIDS – *Deep in the Iris*

AWARD

Breakthrough Group of the Year
 Adult Alternative Album of the Year
 Alternative Album of the Year

JUNO Awards

ARTIST

Robi Botos – *Movin' Forward*

AWARD

Jazz Album of the Year: Solo

Music PEI Awards

ARTIST

Catherine MacLellan – *The Raven's Sun*

Gordie MacKeeman and His

Rhythm Boys

Catherine MacLellan

The East Pointers

Catherine MacLellan

Catherine MacLellan

Gordie MacKeeman and His

Rhythm Boys

AWARD

Album of the Year

Entertainer of the Year

Female Recording of the Year

New Artist of the Year

SOCAN Songwriter of the Year

SpinCount Roots Contemporary Recording of the Year

Touring Artist of the Year

ARTIST

Jess Moskaluke

Lindi Ortega

The Boom Chucka Boys –

Ramble (Design Team: Brandon Heard (Mediavandals), Photography: Ashley Champagne)

Invictus Entertainment Group

Invictus Entertainment Group

MDM Recordings Inc.

Mike Denney, MDM Recordings Inc.

AWARD

Female Artist of the Year

Roots Artist of the Year

Album Design of the Year

Booking Agency of the Year

Management Company of the Year

Record Company of the Year

Record Company Person of the Year

ARTIST AND ALBUM

Lemon Bucket Orchestra – *Moorka*

The Young Novelists – *made us strangers*

Daniel Ledwell for/pour Jenn Grant – *Compostela*

AWARD

World Group of the Year / Groupe de musique de monde de l'année

New/Emerging Artist of the Year / Artiste de la relève

Producer of the Year / Réalisateur de l'année

Canadian Country Music Association

Canadian Folk Music Awards

Western Canadian Music Awards

ARTIST AND ALBUM

Tanya Tagaq – *Animism*

The Harpoonist & The Axe Murderer – *A Real Fine Mess*

Jocelyn Morlock – *Cobalt*

Ridley Bent – *Wildcard*

The Harpoonist & The Axe Murderer – *A Real Fine Mess*

Five Alarm Funk – *Abandon Earth*

Jill Barber – *Fool's Gold*

Dan Mangan, Goron Grdina, Kenton

Loewen and John Walk for Dan Mangan + Blacksmith, "Vessel" off *Club Meds*

Tanya Tagaq – *Animism*

Dawn Pemberton – *Say Somethin'*

Tanya Tagaq – *Animism*

Roberta Hansen for Steve Bell – *Pilgrimage*

Mint Records

Gilles Paquin – Paquin Entertainment Group

Jesse Zubot for Tanya Tagaq, "Sands"

ARTIST

The Terry Whalen Band

ARTIST AND ALBUM

Catherine MacLellan – *The Raven's Sun*

Amelia Curran – *They Promised You Mercy*

Natalie MacMaster & Donnell Leahy – *ONE*

Amelia Curran – *They Promised You Mercy*

Fortunate Ones – *The Bliss*

Kiran Ahluwalia – *Sanata: Stillness*

AWARD

Aboriginal Recording of the Year

Blues Recording of the Year

Classical Composition of the Year

Country Recording of the Year

Independent Album of the Year

Instrumental Recording of the Year

Jazz Recording of the Year

Songwriter(s) of the Year

Spiritual Recording of the Year

Urban Recording of the Year

World Recording of the Year

Album Design of the Year

Independent Record Label of the Year
Manager of the Year

Producer of the Year

AWARD

Blues Artist of the Year

AWARD

Contemporary Album of the Year / Album contemporain de l'année

Contemporary Singer of the Year / Chanteur contemporain de l'année

Instrumental Group of the Year / Groupe instrumental de l'année

English Songwriter of the Year / Auteur-compositeur anglophone de l'année

Vocal Group of the Year / Groupe vocal de l'année (deux membres ou plus)

World Solo Artist of the Year / Artiste de l'année musique du monde – solo

Nova Scotia Music Awards

ARTIST AND ALBUM

Joel Plaskett
 Mo Kenney - *In My Dreams*
 Gypsophilia - *Night Swimming*
 Gabrielle Papillon - *The Tempest of Old*
 & Mo Kenney - *In My Dreams*
 Mo Kenney - "Telephones"
 (Director: Nathan Boey)
 In-Flight Safety - *Conversationalist*
 The Town Heroes
 Ryan Hemsworth
 Rich Aucoin
 Jenn Grant - *Compostela*
 Gypsophilia - *Night Swimming*
 Mo Kenney - *In My Dreams*
 Erin Costelo
 Halifax Pop Explosion
 Ian McKinnon, GroundSwell Music Inc.

AWARD

Web.com Entertainer of the Year
Solo Recording of the Year
Group Recording of the Year
Recording of the Year (Tie)
Music Video of the Year
Alternative Recording of the Year
Digital Artist of the Year
DJ of the Year
Electronic Artist of the Year
Folk Recording of the Year
Jazz Recording of the Year
Pop Recording of the Year
Educator of the Year
Event of the Year
Manager of the Year

ARTIST AND ALBUM

ALVVAYS - *ALVVAYS* (Royal Mountain Records)
 BadBadNotGood & Ghostface Killah - *Sour Soul* (Arts & Crafts Productions)
 BRAIDS - *Deep in the Iris* (Flemish Eye, Outside)
 Jennifer Castle - *Pink City* (Idée Fixe Records, Outside)
 Viet Cong - *Viet Cong* (Outside)

ARTIST

The Weeknd - *Kissland*
 July Talk - *July Talk*
 USS - "Yin Yang"
 Mia Martina - "Stereo Love"
 Mia Martina - "Stereo Love"
 Mia Martina - "Stereo Love"
 Mia Martina - "Beast (Ft. Waka Flocka)"

CERTIFICATION

Gold Album
Gold Album
Gold Digital Download
Double Platinum Digital Download
Platinum Digital Download
Gold Digital Download
Gold Digital Download

Polaris Prize - Short List Nominees

Certifications

Year-End Snapshot

Applicant's Province	Projects Submitted	Components Submitted	Projects Approved	Components Approved	Amount	
					Requested from Submitted	Amount Offered
Alberta	267	316	121	139	\$2,222,075.84	\$770,913.10
British Columbia	676	815	371	422	\$4,492,177.77	\$1,782,872.46
Manitoba	193	217	120	130	\$1,837,170.04	\$795,589.32
New Brunswick	39	43	15	13	\$239,987.00	\$66,280.00
Newfoundland and Labrador	31	33	18	18	\$208,710.69	\$112,586.95
Northwest Territories	2	2	1	1	\$2,650.00	\$1,150.00
Nova Scotia	172	200	123	140	\$1,356,520.06	\$861,613.86
Nunavut	2	2	2	2	\$20,000.00	\$17,500.00
Ontario	2017	2337	1120	1211	\$16,570,853.19	\$7,872,717.09
Prince Edward Island	40	54	30	37	\$313,324.77	\$207,536.00
Québec	618	743	339	399	\$5,032,620.41	\$2,457,475.99
Saskatchewan	67	72	42	43	\$305,636.32	\$135,312.51
Yukon	29	38	16	25	\$181,641.48	\$83,943.00
Other	38	43	21	21	\$281,688.58	\$148,565.04
	4193	4918	2348	2612	\$32,578,853.33	\$15,217,464.84

Primary Genre	Projects Submitted	Components Submitted	Projects Approved	Components Approved	Amount Requested from Submitted	Amount Offered
Aboriginal	11	11	6	5	\$87,668.75	\$40,876.00
Adult Contemporary	108	125	49	50	\$730,490.91	\$249,156.16
Alternative	415	475	223	248	\$3,109,158.53	\$1,492,121.09
Blues	50	58	34	36	\$476,546.47	\$266,927.36
Children's	10	12	6	2	\$63,121.32	\$33,573.71
Christian Rock	11	27	6	17	\$111,894.40	\$44,604.01
Classical	29	32	13	15	\$288,319.38	\$135,182.49
Country	222	257	116	122	\$1,712,042.55	\$758,102.04
Dance	30	35	35	17	\$252,593.63	\$125,981.00
Electronica	96	113	47	50	\$862,929.86	\$378,279.99
Experimental	41	47	23	25	\$154,486.95	\$77,191.50
Folk	473	556	285	323	\$3,083,881.27	\$1,617,016.15
Hard Rock	27	37	10	16	\$391,456.48	\$152,520.00
Heavy Metal	41	49	19	23	\$451,834.87	\$182,556.00
Hip Hop	240	298	83	84	\$1,885,184.07	\$491,104.99
Jazz	108	130	69	78	\$1,107,117.25	\$558,725.17
Pop	481	566	212	230	\$3,657,619.10	\$1,301,639.49
Punk	62	86	34	50	\$665,763.54	\$448,649.00
Reggae	22	32	7	14	\$320,525.45	\$102,745.81
Rock	509	614	235	273	\$3,606,521.69	\$1,411,494.16
Roots	152	190	104	125	\$1,461,261.79	\$782,902.24
Soul/R&B	110	129	46	50	\$792,053.37	\$259,752.00
Specialized	19	19	7	7	\$131,082.46	\$40,227.00
Traditional	11	23	5	10	\$129,308.19	\$52,356.00
Urban	35	37	9	9	\$220,669.00	\$15,547.03
World	62	73	27	28	\$457,212.17	\$173,966.00

(expressed in Canadian dollars)

	Components Submitted	Components Approved	Amount Requested from Submitted	Amount Offered
SOUND RECORDINGS				
Comprehensive Artist	42	27	\$1,101,645.89	\$704,264.46
Comprehensive Music Company	111	91	\$1,715,260.38	\$1,288,540.81
Demo	1042	383	\$1,624,415.65	\$569,188.07
Juried Sound Recording	1027	190	\$9,883,718.63	\$1,880,650.40
Songwriter's Workshop	32	24	\$27,206.65	\$16,968.45
	2254	715	\$14,352,247.20	\$4,459,612.19
SHOWCASE				
Comprehensive Artist	1	1	\$2,070.00	\$2,070.00
Comprehensive Music Company	16	11	\$20,728.75	\$13,366.74
Juried Sound Recording	24	9	\$31,018.75	\$13,686.00
Live Performance	614	459	\$852,890.07	\$610,001.58
Marketing & Promotion for FACTOR Funded Sound Recordings	1	1	\$2,300.00	\$2,300.00
Marketing & Promotion for Non-FACTOR Funded Sound Recordings	7	0	\$7,561.25	\$0.00
TOUR SUPPORT				
Comprehensive Artist	15	11	\$102,189.30	\$54,101.80
Comprehensive Music Company	57	45	\$370,947.01	\$249,181.71
Juried Sound Recording	82	56	\$504,137.84	\$279,829.08
Live Performance	225	179	\$2,251,093.91	\$1,557,200.90
Marketing & Promotion for FACTOR Funded Sound Recordings	8	6	\$50,875.29	\$50,875.29
Marketing & Promotion for Non-FACTOR Funded Sound Recordings	30	18	\$135,269.74	\$59,626.50
	1080	796	\$4,331,081.91	\$2,892,239.60
MARKETING				
Comprehensive Artist	31	26	\$539,480.92	\$259,867.09
Comprehensive Music Company	90	74	\$1,298,908.27	\$862,277.62
Juried Sound Recording	278	121	\$3,291,770.67	\$1,344,827.13
Marketing & Promotion for FACTOR Funded Sound Recordings	22	20	\$308,896.65	\$263,616.00
Marketing & Promotion for Non-FACTOR Funded Sound Recordings	37	18	\$513,159.14	\$236,411.65
	458	259	\$5,952,215.65	\$2,966,999.49

(expressed in Canadian dollars)

	Components Submitted	Components Approved	Amount Requested from Submitted	Amount Offered
RADIO MARKETING FUND				
Comprehensive Artist	3	3	\$13,500.00	\$13,500.00
Comprehensive Music Company	10	8	\$48,390.00	\$37,640.00
Juried Sound Recording	28	18	\$171,100.00	\$84,740.00
Marketing & Promotion for Non-FACTOR Funded Sound Recordings	2	2	\$10,000.00	\$10,000.00
	43	31	\$242,990.00	\$145,880.00
VIDEO				
Comprehensive Artist	25	16	\$220,911.09	\$143,036.59
Comprehensive Music Company	40	34	\$256,198.74	\$189,000.71
Juried Sound Recording	98	40	\$430,898.99	\$181,044.00
Marketing & Promotion for FACTOR Funded Sound Recordings	14	11	\$95,127.02	\$60,871.00
Marketing & Promotion for Non-FACTOR Funded Sound Recordings	10	5	\$48,269.00	\$21,813.00
Video Program	41	25	\$308,010.50	\$175,893.05
	228	131	\$1,359,415.34	\$771,658.35
INDUSTRY SUPPORT				
Business Development	59	52	\$519,865.50	\$366,303.00
Business Travel	608	473	\$1,149,904.89	\$714,839.00
	667	525	\$1,669,770.39	\$1,081,142.00
SPONSORSHIPS				
Sponsorships	61	55	\$479,735.00	\$328,500.00
COLLECTIVE INITIATIVES				
Digital Marketing	19	10	\$882,585.00	\$407,000.00
Industry Events	48	40	\$2,059,927.30	\$1,388,239.00
Showcase Production for Artists from Official Language Minority Communities	28	22	\$735,060.55	\$458,380.00
Showcase Production for Export Ready Artists	32	28	\$513,825.00	\$344,039.00
	127	100	\$4,191,397.85	\$2,597,658.00
TOTAL OFFERS	4918	2612	\$32,578,853.33	\$15,217,464.84

(expressed in Canadian dollars)

Foundation Assisting Canadian Talent on Recordings

Financial Statements
March 31, 2016
(expressed in Canadian dollars)

Independent Auditor's Report

To the Board of Directors of Foundation Assisting Canadian Talent on Recordings

We have audited the accompanying financial statements of The Foundation Assisting Canadian Talent on Recordings, which comprise the statement of financial position as at March 31, 2016 and the statements of operations, changes in net assets and cash flows for the year then ended, and the related notes, which comprise a summary of significant accounting policies and other explanatory information.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

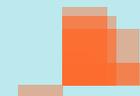
An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's

internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of The Foundation Assisting Canadian Talent on Recordings as at March 31, 2016 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



pwc

PricewaterhouseCoopers LLP
Chartered Professional Accountants,
Licensed Public Accountants

Statement of Financial Position

As at March 31, 2016

				2016	2015
	General fund \$	Capital asset fund \$	Restricted reserve fund \$	Total \$	Total \$
	(unrestricted)				
ASSETS					
Current assets					
Cash and cash equivalents	367,560	-	-	367,560	823,103
Accounts receivable (note 6)	338,029	-	-	338,029	166,281
Short-term investments	1,500,000	-	-	1,500,000	500,000
Other assets	45,272	-	-	45,272	42,091
	2,250,861	-	-	2,250,861	1,531,475
Investments	-	-	44,982,893	44,982,893	43,640,388
Property and equipment (note 4)	-	164,799	-	164,799	188,244
Intangible assets (note 5)	-	354,036	-	354,036	416,041
	2,250,861	518,835	44,982,893	47,752,589	45,776,148
LIABILITIES					
Current liabilities					
Accounts payable and accrued liabilities (note 7)	155,438	-	-	155,438	141,953
Net assets	2,095,423	518,835	44,982,893	47,597,151	45,634,195
	2,250,861	518,835	44,982,893	47,752,589	45,776,148

Commitments
(note 8)

Approved by the Board of Directors of The Foundation
Assisting Canadian Talent on Recordings



Director



Director

(expressed in Canadian dollars)

Statement of Operations

For the year ended March 31, 2016

				2016	2015
	General fund \$	Capital asset fund \$	Restricted reserve fund \$	Total \$	Total \$
	(unrestricted)				
Revenue (schedule 1)	18,720,144	-	-	18,720,144	22,632,162
Expenditures					
Loans and awards (schedule 2)	14,878,213	-	-	14,878,213	16,639,681
Administrative expenses (schedule 3)	2,104,360	-	-	2,104,360	2,061,688
	16,962,573	-	-	16,982,573	18,701,369
Excess of revenue over expenditures before the following	1,737,571	-	-	1,737,571	3,930,793
Investment income	14,942	-	2,321,044	2,335,986	3,756,285
Change in unrealized gain on investments (note 9)	-	-	(2,008,069)	(2,008,069)	107,851
Depreciation of property and equipment	-	(35,397)	-	(35,397)	(36,128)
Amortization of intangible assets	-	(67,135)	-	(67,135)	(75,632)
	14,942	(102,532)	312,975	225,385	3,752,376
Excess (deficiency) of revenue over expenditures for the year	1,752,513	(102,532)	312,975	1,962,956	7,683,169

(expressed in Canadian dollars)

Statement of Changes in Net Assets

For the year ended March 31, 2016

				2016	2015
	General fund \$ (unrestricted)	Capital asset fund \$	Restricted reserve fund \$	Total \$	Total \$
Balance - Beginning of year	1,389,522	604,285	43,640,388	45,634,195	37,951,026
Excess (deficiency) of revenue over expenditures for the year	1,737,571	(102,532)	327,917	1,962,956	7,683,169
Interfund transfers (note 10)	(1,031,670)	17,082	1,014,588	-	-
Balance - End of year	2,095,423	518,835	44,982,893	47,597,151	45,634,195

(expressed in Canadian dollars)

Statement of Cash Flows

For the year ended March 31, 2016

	2016	2015
	Total \$	Total \$
CASH PROVIDED BY (USED IN)		
Operating activities		
Excess of revenue over expenditures for the year	1,962,956	7,683,169
Adjustments for non-cash items		
Depreciation of property and equipment	35,397	36,128
Amortization of intangible assets	67,135	75,632
Change in unrealized gain on investments	2,008,069	(107,851)
Realized gains on investments	(2,321,044)	(3,712,963)
	1,752,513	3,974,115
Changes in non-cash working capital items		
Accounts receivable	(171,748)	38,699
Other assets	(3,181)	2,501
Accounts payable and accrued liabilities	13,485	(18,606)
	1,591,069	3,996,709
Investing activities		
Purchase of investments	(7,500,000)	(12,000,000)
Sale of investments	1,470,470	1,962,644
Sale of short-term investments	4,000,000	5,517,578
Purchase of property and equipment	(11,952)	(7,275)
Purchase of intangible assets	(5,130)	(1,805)
	(2,046,612)	(4,528,858)
Decrease in cash and cash equivalents during the year	(455,543)	(532,149)
Cash and cash equivalents - Beginning of year	823,103	1,355,252
Cash and cash equivalents - End of year	367,560	823,103
Cash and cash equivalents are allocated as follows		
General fund	367,560	823,103
Cash and cash equivalents comprise		
Cash	367,560	823,103
Cash equivalents	-	-
	367,560	823,103

(expressed in Canadian dollars)

Notes to Financial Statements

1. General

Foundation Assisting Canadian Talent on Recordings (FACTOR or the Foundation) was incorporated as a not-for-profit organization without share capital on June 17, 1982, under the Canada Corporations Act.

FACTOR provides funding by way of loans and grants to Canadian individuals and groups in the music recording industry in order to promote and foster Canadian talent. FACTOR receives and disburses funds, pursuant to agreements with the Government of Canada, under the Department of Canadian Heritage's New Musical Works and Collective Initiatives programs. The current contract with the Government of Canada expired on March 31, 2015 and a contract extension has been obtained until March 31, 2020. Financial contributions received from Canada's private radio industry are likewise distributed by FACTOR to individuals and groups in the Canadian music industry.

Pursuant to the Income Tax Act (Canada), FACTOR is classified as a not-for-profit organization and therefore is not subject to income taxes.

2. Basis of preparation

The financial statements have been prepared in accordance with Canadian accounting standards for non-profit organizations (ASNPO) in Part III of the Chartered Professional Accountants of Canada (CPA Canada) Handbook.

3. Summary of significant accounting policies

The significant policies are detailed as follows:

Fund accounting

FACTOR follows the deferral method of accounting for contributions.

The general fund accounts for the Foundation's general operating activities. The net assets represent the accumulation of surplus private and Government of Canada contributions, loan repayments and investment income earned thereon after interfund transfers.

The capital asset fund records capital asset purchases and proceeds of disposition and the related amortization of these assets.

During 2014, the board of directors authorized the creation of the restricted reserve fund for long-term investments and related investment income. This fund will not be used for operational purposes and is not available for any other purpose without approval of the board of directors.

Revenue recognition

Unrestricted contributions are recognized as revenue when received or receivable if the amounts can be reasonably estimated and collection thereof is reasonably assured. Restricted contributions are deferred and recognized as revenue as the related expenses are incurred.

Interest income and change in unrealized gain (loss) on investments

Investment income including interest and realized gains (losses) on investments is recognized in the statement of operations when earned.

The change in unrealized gain (loss) on investments is recognized in the statement of operations based on the change in market value of investments between opening and closing reporting dates.

Cash and cash equivalents

Cash and cash equivalents include short-term deposits with maturities of less than 90 days and are recorded at fair value.

Loans

Loans to artists, producers and record companies are advanced to finance costs directly associated with recordings as well as the promotion and marketing of those recordings. These loans must be repaid directly from royalty proceeds of projects financed by the program. Due to the uncertainty of ultimate collectibility, loans are expensed when the monies are advanced. Repayment of these loans is recorded as a recovery of loans and awards when cash is received from the recipient.

Notes to Financial Statements

Property and equipment

Property and equipment are recorded in the capital asset fund at cost and are amortized over their estimated useful lives using the following methods and annual rates:

COMPUTER EQUIPMENT	30% – 75% declining balance
FURNITURE AND EQUIPMENT	20% declining balance
LEASEHOLD IMPROVEMENTS	straight-line over term of lease

Intangible assets

Intangible assets are recorded in the capital asset fund at cost less accumulated amortization and include developed computer software with a finite useful life. The Foundation has chosen to capitalize qualifying development costs in the statement of financial position. These assets are amortized on a straight-line basis over their estimated useful lives of seven years.

Impairment of long-lived assets

The Foundation tests for impairment whenever events or changes in circumstances indicate the carrying value of the assets may not be recoverable. Recoverability is assessed by comparing the carrying value to the projected future net cash flows the long-lived assets are expected to generate through their direct use and eventual disposition. When a test for impairment indicates the carrying value of an asset is not recoverable, an impairment loss is recognized to the extent the carrying value exceeds fair value.

Contributed services

Members of FACTOR's board of directors, members of the National Advisory Board and unpaid volunteers from the music industry donate their time without monetary compensation. Because of the difficulty of determining the fair value of the contributed services, the value of these services is not recognized in the financial statements.

Use of estimates

The preparation of financial statements in accordance with ASNPO requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and

(expressed in Canadian dollars)

liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Financial instruments

Short-term investments comprise guaranteed investment certificates (GICs) with maturities of less than one year. Investments comprise pooled funds.

The Foundation records cash, accounts receivable, short-term investments and accounts payable and accrued liabilities at amortized cost.

The Foundation records investments in fixed income pooled funds, Canadian equity pooled funds and foreign equity pooled funds that are quoted in an active market and stated at fair value in the statement of financial position with changes in fair value recorded in the statement of operations.

Financial assets are tested for impairment at the end of each reporting period when there are indications the assets may be impaired.

Related parties

Related party transactions are measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties.

(expressed in Canadian dollars)

Notes to Financial Statements

4. Property and equipment

	2016		
	Cost \$	Accumulated amortization \$	Net \$
Computer equipment	335,278	331,242	4,036
Furniture and equipment	259,393	211,611	47,782
Leasehold improvements	164,097	51,116	112,981
	<u>758,768</u>	<u>593,969</u>	<u>164,799</u>
	2015		
	Cost \$	Accumulated amortization \$	Net \$
Computer equipment	329,919	321,168	8,751
Furniture and equipment	252,800	198,842	53,958
Leasehold improvements	164,097	38,562	125,535
	<u>746,816</u>	<u>558,572</u>	<u>188,244</u>

5. Intangible assets

	2016		
	Cost \$	Accumulated amortization \$	Net \$
Computer software	691,557	337,521	354,036
	2015		
	Cost \$	Accumulated amortization \$	Net \$
Computer software	686,427	270,386	416,041

6. Accounts receivable

Accounts receivable comprise the following:

	2016	2015
	\$	\$
Due from broadcasters	164,446	216
Due from Government of Canada	173,583	166,065
	<u>338,029</u>	<u>166,281</u>

(expressed in Canadian dollars)

7. Accounts payable and accrued liabilities

Accounts payable and accrued liabilities comprise the following amounts:

	2016	2015
	\$	\$
Trade accounts payable	30,407	16,497
Professional fees	55,395	55,395
Vacation accrual	44,636	45,061
Bonus accrual	25,000	25,000
	<u>155,438</u>	<u>141,953</u>

8. Commitments

Loans and awards

As at year-end, FACTOR is committed to advancing funds in the future totalling approximately **\$5,373,182** (2015 - **\$7,360,203**) as loans and awards to recipients. Because certain conditions must be met before such loans are made, these amounts have not been recorded as liabilities.

The following is the breakdown of the amounts that remain outstanding as of March 31, 2016:

	Initial commitment \$	Payment made to date \$	Remaining commitment Balance \$
Apr. 1, 2015 – Dec. 31, 2015	10,889,303	7,802,575	3,086,728
Jan. 1, 2016 – Mar. 31, 2016	4,328,162	2,041,708	2,286,454
	<u>15,217,465</u>	<u>9,844,283</u>	<u>5,373,182</u>

Leases

Effective June 20, 2012, the Foundation entered into a lease agreement to rent office space for a period of ten years. As at year-end, FACTOR is also committed to various operating leases for equipment expiring in 2016.

(expressed in Canadian dollars)

Notes to Financial Statements

Leases (continued)

The approximate future annual minimum lease payments are as follows:

	Equipment \$	Office Space \$
2017	6,000	214,000
2018	3,000	201,000
2019	1,500	233,000
2020 and beyond	-	777,000
	<u>10,500</u>	<u>1,425,000</u>

9. Investments

During the year, the long-term investments increased in value as follows:

	2016 \$	2015 \$
Open balance	43,640,388	34,782,218
Purchases	2,500,000	7,000,000
Sales	(1,470,470)	(1,962,644)
Realized gains	2,321,044	3,712,963
Change in unrealized gain on investments	(2,008,069)	107,851
	<u>22,982,893</u>	<u>43,640,388</u>

The change in unrealized gain on investments comprises of:

	2016 \$	2015 \$
Open balance – unrealized gain (loss)		
Fixed income funds	1,329,981	420,571
Canadian equity funds	161,393	479,500
Foreign equity funds	2,244,048	2,522,565
	<u>3,735,422</u>	<u>3,422,636</u>
Closing balance – unrealized gain (loss)		
Fixed income funds	724,516	1,329,981
Canadian equity funds	(46,756)	161,393
Foreign equity funds	1,284,922	2,244,048
	<u>1,962,682</u>	<u>3,735,422</u>
Management fees offset against unrealized gains	(235,329)	(204,935)
Change in unrealized gain on investments	<u>(2,008,069)</u>	<u>107,851</u>

(expressed in Canadian dollars)

10. Interfund transfers

During the year, \$17,082 (2015 - \$9,080) was transferred to the capital asset fund from the general fund. In addition, the investment balances of the unrestricted general fund were transferred to the restricted reserve fund in the amount of \$1,014,588 (2015 - \$5,037,356). These transfers were approved by the board of directors.

11. Financial instruments

The Foundation's investment activities may expose it to a variety of financial risks, including credit risk, liquidity risk, interest rate risk, market risk and currency risk. The following provides an overview of the risks associated with these investments.

Credit risk

Credit risk is the risk a counterparty to a financial instrument will fail to perform its obligations. The carrying value of financial assets represents the maximum credit risk exposure. The Foundation's credit risk on investments is concentrated in a portfolio of pooled funds held entirely with one counterparty, a large financial institution. The Foundation invests primarily in a portfolio of marketable securities and GICs and its accounts receivable are due from the Government of Canada. Therefore, exposure to credit risk is not significant.

Liquidity risk

Liquidity risk is the risk FACTOR will not be able to meet its obligations as they come due. The financial liabilities of FACTOR are short-term in nature, as all amounts are payable within one year. FACTOR has invested in marketable securities and GICs for which a secondary market exists and thus these funds are determined to be liquid. FACTOR has sufficient funds to settle its current obligations. Therefore, exposure to liquidity risk is not significant.

Interest rate risk

Interest rate risk is the risk a change in interest rates will adversely affect the fair value of fixed income securities or cause fluctuations in future cash flows of a financial instrument. The Foundation's exposure to interest rate risk is concentrated in its investments in GICs and its investments in fixed income pooled funds, which comprise 60% of the Foundation's investment portfolio. The Foundation does not hold any variable rate debt.

(expressed in Canadian dollars)

Notes to Financial Statements

Market risk

Market risk is the risk the future cash flows of a financial instrument will fluctuate due to changes in market prices. The Foundation is exposed to fluctuations in the yield on its investments in Canadian and foreign equity pooled funds, which comprise 40% of the Foundation's investment portfolio.

Currency risk

Currency risk is the risk the fair value of a financial instrument will fluctuate due to changes in foreign exchange rates. The Foundation invests in equity securities that hold investments priced in currencies other than the Canadian dollar. The Foundation is therefore exposed to currency risk on its investments in foreign equity pooled funds, which comprise 30% of the Foundation's investment portfolio.

12. Related party transactions

During the year, FACTOR approved loans and/or grants, in the normal course of operations, to related organizations in the amount of \$845,657 (2015 - \$391,300) and extended payments in the amount of \$637,385 (2015 - \$767,241), which are included in the statement of operations as loans and awards. Total outstanding commitments to these parties amounted to \$581,910 as at March 31, 2016 (2015 - \$427,084), which are disclosed as commitments in note 8. The parties are related by virtue of the fact the recipients have representation on FACTOR's board of directors.

(expressed in Canadian dollars)

Schedule of Revenue

	2016	2015
	\$	\$
Schedule 1		
PUBLIC		
Canadian Music Fund contributions		
New Musical Works Program	6,268,184	6,268,184
Collective Initiatives Program	2,232,417	2,232,417
	<u>8,500,601</u>	<u>8,500,601</u>
PRIVATE		
Broadcasters' contributions		
Tangible benefits	3,746,408	7,619,400
Canadian content development		
Basic	1,663,207	1,798,638
Over and above	2,024,201	2,294,852
Satellite radio	2,785,727	2,418,671
	<u>10,219,543</u>	<u>14,131,561</u>
	<u>18,720,144</u>	<u>22,632,162</u>

(expressed in Canadian dollars)

Schedule of Loans and Awards

	2016	2015
Schedule 2	\$	\$
SOUND RECORDING PRODUCTION		
Comprehensive music company (and direct board approval windup)	1,146,965	966,782
Comprehensive artist (and emerging artist windup)	581,438	708,372
Demo	603,153	537,749
Juried sound recording	1,579,707	1,574,351
	<u>3,911,263</u>	<u>3,787,254</u>
MARKETING		
Comprehensive music company	1,347,044	1,174,963
Comprehensive artist	700,857	918,487
Juried sound recording	1,581,282	894,449
Marketing and promotion for FACTOR funded sound recordings (where album funded prior to April 1, 2013)	451,932	1,574,984
Marketing and promotion for non-FACTOR funded sound recordings	301,636	313,106
Tour	1,701,815	3,032,577
Showcase	666,186	599,632
Video	140,309	213,721
	<u>6,891,061</u>	<u>8,721,919</u>
OTHER		
Business travel	684,629	702,472
Business development	301,806	388,884
Songwriter's workshop	16,218	18,535
Sponsorship	312,000	409,895
Regional affiliates	402,853	383,711
Radio marketing fund	127,746	73,880
	<u>1,845,252</u>	<u>1,977,377</u>
COLLECTIVE INITIATIVE PROGRAM		
Industry events	1,385,520	1,350,463
Showcase production for artists from official language minority communities	448,720	416,843
Showcase production for export ready artists	336,305	276,366
Digital marketing	477,250	482,692
	<u>2,647,795</u>	<u>2,526,364</u>
LOAN REPAYMENT		
Repayments	(417,159)	(373,233)
	<u>14,878,212</u>	<u>16,639,681</u>

(expressed in Canadian dollars)

Schedule Administrative Expenses

	2016	2015
Schedule 3	\$	\$
Salaries and benefits	1,373,830	1,304,446
Occupancy costs	207,440	201,632
Equipment rentals and repairs	78,345	74,618
Automobiles and travel	128,385	101,207
Publicity, promotion and meetings	50,151	68,414
Professional fees	71,337	88,716
Office and general	17,825	40,404
Consulting	11,616	74,216
Subscription	25,985	25,985
Professional development	31,820	39,486
Courier and postage	3,852	4,367
IT Development and maintenance	62,559	-
Telephone and communications	31,981	28,963
Insurance	9,234	9,234
	<u>2,104,360</u>	<u>2,061,688</u>

(expressed in Canadian dollars)