



Manitoba Film & Music Artificial Intelligence Policy and Declaration

This Artificial Intelligence (AI) Policy and Declaration applies solely to Manitoba Film & Music's Film, Television, and Music Funding Programs. For greater certainty, this policy does not apply to the Manitoba Film and Video Production Tax Credit, which is governed separately under The Income Tax Act (Manitoba).

Manitoba Film & Music's mandate is to support the Manitoba music and film industries and to champion human creativity and meaningful participation in creation of cultural works. While AI technologies may offer efficiencies or assist in aspects of production, they also raise ethical, legal, bias-related, and environmental concerns.

AI technologies may be trained on unlicensed or copyrighted works and may present risks of copyright infringement. Applicants are responsible for ensuring all underlying rights for their project are secured and the project does not infringe on the rights of third parties.

Projects that are fully generated by AI or by using AI technology are not eligible for funding.

Projects in which the primary creative content (such as the music recording or musical composition, scripts, audiovisual works, images or other core creative elements) is generated by AI without substantial human authorship and participation are not eligible for funding.

Projects that incorporate AI-assisted elements may be eligible for funding where the applicant can provide evidence that:

- the resulting work is fully copyrightable under Canadian law, and
- substantive human authorship, creative decision-making and control can be demonstrated clearly.

Applications that do not meet these criteria will be deemed ineligible.

All use of AI in the creation of a project must be fully disclosed on the application form and in the project's final report. Manitoba Film & Music will assess AI use on a case-by-case basis in accordance with its mandate, program eligibility criteria, and these guidelines. The use of AI in any creative content may affect eligibility.

Manitoba Film & Music reserves the right to request additional information and to decline applications where AI use is inconsistent with these principles.