

Qualifying Thresholds 2019-2020

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These qualifying thresholds apply to the following programs:

- [Marketing and Promotion for Non-FACTOR-funded Sound Recordings](#)
- [Comprehensive Artist](#) - Phase 2 funding
- [Comprehensive Music Company](#) - Phase 2 funding
- [Juried Sound Recording](#) - Phase 2 funding

A full-length sound recording meets the qualifying threshold for the program if it attains any one of the following, based on its primary genre:

- Unit sales threshold (physical and/or digital, worldwide);
- Streaming threshold (on-demand audio & video, worldwide)
- Unit sales threshold including stream equivalents*;
- Radio charting: the sound recording features a song in the top 40 of any national BDS or Mediabase radio chart OR a song in the top 10 of the Indigenous Music Countdown.

Offstage sales may be counted toward the unit sales threshold; however, at least half of the sales must have been made at physical or digital retail outlets.

Group 1	UNIT SALES	STREAMS
Children's	1,500	2,250,000
Classical	1,500	2,250,000
Experimental	1,500	2,250,000
Reggae	1,500	2,250,000
Specialized	1,500	2,250,000
Traditional Indigenous	1,500	2,250,000
World	1,500	2,250,000
Group 2		
Blues	2,000	3,000,000
Hard Rock	2,000	3,000,000
Metal	2,000	3,000,000
Folk	2,000	3,000,000
Jazz	2,000	3,000,000
Punk	2,000	3,000,000
Roots/Americana	2,000	3,000,000

Group 3	UNIT SALES	STREAMS
Adult Comtemporary	3,500	5,250,000
Alternative	3,500	5,250,000
Country	3,500	5,250,000
Dance	3,500	5,250,000
Electronica	3,500	5,250,000
Hip Hop	3,500	5,250,000
Pop	3,500	5,250,000
Rock	3,500	5,250,000
Soul/R&B	3,500	5,250,000

*Streams counted using Music Canada Gold/Platinum Certification equivalents.

- Stream Equivalent Album (SEA): 1,500 on-demand audio streams of a track = 1 unit towards album certification
- Track-Equivalent Album (TEA): 6 tracks = one album unit