- there shall be an overall balance in the respective reciprocal investments made by the French and Canadian producers and fair conditions for sharing the receipts of the twinning programs.
- the producers, scriptwriters, performers, directors nd technicians participating in these twinned productions shall be of Canadian or French nationality or nationals of a member state of the EEC or permanent residents of Canada or France. The competent authorities can, however, make exceptions to this rule, taking into account the nature of the twinned programs.
- each producer must prove that he owns the full marketing rights for both programs on his own territory;
- both productions must belong to the same program category and be of the similar length. The distribution of the twinned works shall take place under similar conditions in France and Canada (distribution area, time-slot position);