



**CONVERGENT
DIGITAL
MEDIA
INCENTIVE
GUIDELINES
2012-2013**

Interpretation, Application, Disclaimer, and other Important Information

These Guidelines are for the information and convenience of Applicants to the Canada Media Fund (CMF). They provide an overview of the objectives of the CMF, the manner in which the CMF is administered, and information on typical administrative practices of the CMF. Compliance with these Guidelines is a prerequisite to eligibility for any CMF funding.

The CMF has full discretion in the administration of its programs and in the application of these Guidelines to ensure funding is provided to those projects that contribute to the fulfillment of its mandate. In all questions of interpretation of these Guidelines the interpretation by the CMF shall prevail.

All Applicants and broadcasters (where relevant) must abide by the Accounting and Reporting Requirements (ARR) of the CMF and follow applicable business policies as created and amended from time to time. Business policies, including the ARR, may be found in Appendix B of these Guidelines and are also available from the CMF website at www.cmf-fmc.ca. Information included in Appendices A and B is an integral part of these Guidelines.

Projects that receive CMF funding in a given year are subject to the Guidelines and the CMF policies that are in effect for that fiscal year. For greater clarity, changes to CMF Guidelines and/or policies made in a subsequent fiscal year will not be applied retroactively, unless specifically stated. The CMF fiscal year is April 1 to March 31.

Please note: These Guidelines may be changed or modified as required, without notice. Please consult the CMF website at www.cmf-fmc.ca to receive the latest Guideline news and documentation.

THE CONVERGENT DIGITAL MEDIA INCENTIVE PROGRAM

The Canada Media Fund's (CMF) mandate includes encouraging the production of value-added digital media content that is associated with CMF-funded television productions, and which is recognized as Web 2.0 or which are highly immersive or highly interactive.

This incentive will take the form of a non-repayable contribution (see section 2.2 of the applicable 2012-2013 Convergent Stream production program^{*} Guidelines) of up to 75% of a Digital Media Component's Eligible Costs (see section 2.3.2 and all its subsections of the applicable 2012-2013 Convergent Stream production program Guidelines) up to a per-project maximum of \$500,000. The incentive will be awarded to eligible projects on a first-come, first-served basis until resources for the incentive are depleted or until the application deadline, whichever comes first.

The Convergent Digital Media Incentive may be combined with funding from other CMF production program funding programs; it will be awarded separately and in addition to any amounts contributed to the project through other CMF programs, and without regard to Maximum Contribution amounts applicable to those programs, except that in no case will the CMF contribute more than 75% of the Digital Media Component's Eligible Costs from all CMF funding programs combined.

Eligible Projects in the Convergent Digital Media Incentive are convergent projects as described in section 3.2 of the applicable CMF 2012-2013 Convergent Stream production program Guidelines. However, only the Digital Media Component will be financed by the CMF in the Convergent Digital Media Incentive (and not the Television Component).

To be eligible for the Convergent Digital Media Incentive, the following criteria must be met:

- a) The Applicant(s) and project meet all of the applicable requirements of section 3 of the applicable CMF 2012-2013 Convergent Stream production program Guidelines.
- b) The total of the Eligible Costs of the Digital Media Component is \$100,000 or more.
- c) The Digital Media Component is or was submitted for CMF funding for the 2012-2013 CMF fiscal year; projects that were submitted for and received CMF funding in previous fiscal years are not eligible for the 2012-2013 Convergent Digital Media Incentive.
- d) The Digital Media Component is 100% fully financed at application (including the Convergent Digital Media Incentive and any other CMF financing).

Section 1 of the applicable CMF 2012-2013 Convergent Stream production program Guidelines apply to applications for the Convergent Digital Media Incentive.

^{*} The Convergent Stream production programs are: the Performance Envelope Program, the Aboriginal Program, the Francophone Minority Program, the English POV Program, and the Diverse Languages Program.