



**DIGITAL MEDIA  
CO-PRODUCTION  
INCENTIVE**

**GUIDELINES  
2013-2014**

## **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](http://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](http://www.cmf-fmc.ca) to receive the latest Guideline news and documentation.*

## The Digital Media Co-Production Incentive

The Canada Media Fund's mandate includes encouraging the production of digital media content, both in the form of value-added content that is associated with CMF-fundable television productions in the Convergent Stream, and innovative, interactive content and applications in the Experimental Stream. The CMF wishes to leverage additional resources into the financing of such content. As such, the CMF is introducing its Digital Media Co-Production Incentive program for the 2013-2014 fiscal year.

This incentive will take the form of a non-repayable contribution of 25% of the Canadian portion of a project's Eligible Costs<sup>1</sup>, up to a per-project maximum of \$100,000. 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. In the event that several projects are competing for limited resources, the CMF reserves the right to select projects and/or offer a lesser amount of funding to some or all eligible projects.

The Digital Media Co-Production Incentive may be combined with funding from other CMF 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 84% of the Canadian portion of the financing of a project from any combination of CMF programs.

To be eligible for the Digital Media Co-Production Incentive, the following criteria must be met:

- a) The project is an international co-production of: i) a Digital Media Component under the CMF's Convergent Stream (Television Components are not eligible for financing through this incentive); or ii) an Eligible Project under the CMF's Experimental Stream.
- b) The project conforms to the [Framework for International Digital Media Co-Production](#), in which the CMF is a partner.
- c) Where the project is a convergent Digital Media Component:
  - i. The Canadian Applicant meets all of the requirements of section 3.1 of the CMF's 2013-2014 Performance Envelope Guidelines.
  - ii. The project meets all of the requirements of section 3.2.DM, and its subsections, of the CMF's 2013-2014 Performance Envelope Guidelines, with the following exceptions and amendments:
    - a. Section 3.2.DM(a) applies as amended to state that the project "is associated with a Television Component that is funded by the CMF, or with a Television Component that meets all the requirements of section 3.2.TV and its subsections, except for section 3.2.TV.5";
    - b. Sections 3.2.DM.1, 3.2.DM.3 and 3.2.DM.4 do not apply. However, applicants are reminded that the Framework for International Digital Media Co-Production applies, including the rules regarding ownership, control, and Canadian spending contained therein.
- d) Where the project is an Eligible Project in the Experimental Stream:
  - i. The Canadian Applicant meets all of the requirements of section 3.1 of the CMF's 2013-2014 Experimental Stream Guidelines.
  - ii. The project meets all of the requirements of section 3.2, and its subsections, of the CMF's 2013-2014 Experimental Guidelines, with the following exceptions and amendments:
    - a. Section 3.2.1 does not apply. However, applicants are reminded that the Framework for International Digital Media Co-Production applies, including the rules regarding ownership, control, and Canadian spending contained therein;
    - b. Section 3.2.2 applies as amended to delete the word "Canadian" from phrase, "which is connected to the Canadian cultural sector"; and
    - c. Section 3.2.2.1 applies as amended to delete the word "Canadian", from the 3<sup>rd</sup> bullet point

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<sup>1</sup> For the definition of "Eligible Costs" for a Convergent project, see section 2.3.2 and all its subsections, as applicable, of the 2013-2014 Performance Envelope Program Guidelines. For the definition of "Eligible Costs" for an Experimental project, see section 2.3.2 and all its subsections of the 2013-2014 Experimental Stream Guidelines.

stating “Software applications with a connection to the Canadian cultural sector”.

- e) The project has not received production funding from the CMF in a prior CMF fiscal year.
- f) The project's total Eligible Costs is not less than \$100,000 Canadian dollars.
- g) The project is 100% fully financed at application (including the Digital Media Co-Production Incentive and any other CMF financing). The CMF will apply this rule in a flexible manner in respect of the non-Canadian financing. For projects that have already applied for CMF funding for the 2013-2014 fiscal year, the financing and/or budget must be adjusted accordingly; the Digital Media Co-Production Incentive cannot result in a project being more than 100% financed.

Section 1 of the CMF's 2013-2014 Performance Envelope Guidelines apply to applications for this Program.

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