



**DIGITAL MEDIA
CODEVELOPMENT &
COPRODUCTION
INCENTIVE
GUIDELINES
2014-2015**

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 CMF interpretation 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 CMF policies in effect for that fiscal year. To be clear, changes to CMF Guidelines and/or policies made in a subsequent fiscal year will not apply 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 for the latest Guideline news and documentation.

The Digital Media Codevelopment and Coproduction Incentive

The Canada Media Fund's mandate includes encouraging the development and production of digital media, both value-added content associated with CMF-fundable television productions in the Convergent Stream, and innovative, interactive content and applications in the Experimental Stream. The CMF aims to leverage additional financial resources into the financing of such content. As such, the CMF is expanding the incentive to fund both codevelopment and coproduction in the 2014-2015 fiscal year.

For codevelopment, this incentive will take the form of a non-repayable contribution of 75% of the Canadian portion of a project's Eligible Costs¹, to a per-project maximum of \$50,000.

For coproduction projects, this incentive will take the form of a non-repayable contribution of 25% of the Canadian portion of a project's Eligible Costs, 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. If 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 projects.

The Digital Media Codevelopment and Coproduction Incentive may be combined with funding from other CMF Programs. It will be awarded separately, and in addition to, any amounts contributed through other CMF Programs – and without regard to Maximum Contribution amounts applicable to those Programs. In no case, though, will the CMF contribute more than 84% of the Canadian financing from any combination of CMF programs.

Eligibility for the Digital Media Codevelopment and Coproduction Incentive includes these criteria:

- a) The project is an international codevelopment or coproduction 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) Where the project is a convergent Digital Media Component:
 - i. For codevelopment:
 - 1. The project conforms to the [Framework for International Digital Media Coproduction](#), in which the CMF is a partner.
 - 2. The Canadian Applicant meets all of the requirements of section 3.1 of the CMF's [2014-2015 Development Guidelines](#).
 - 3. The project meets section 3.2 requirements (including subsections) of the CMF's [2014-2015 Development Program Guidelines](#).
 - 4. The project must receive financing from a Canadian broadcaster. No minimum financing is required.
 - ii. For coproduction:
 - 1. The project conforms to the [Framework for International Digital Media Coproduction](#), in which the CMF is a partner.
 - 2. The Canadian Applicant meets section 3.1 requirements of the CMF's [2014-2015 Performance Envelope Guidelines](#).
 - 3. The project meets section 3.2.DM requirements (including subsections) of the CMF's [2014-2015 Performance Envelope Guidelines](#), except that:

¹ The definition of "Eligible Costs" for a Convergent project is in section 2.3.2 of the [2014-2015 Performance Envelope Program Guidelines](#). "Eligible Costs" for an Experimental project are described in section 2.3.2 of the [2014-2015 Experimental Stream Guidelines](#).

- a. Section 3.2.DM(a) is understood to mean the project “is associated with a CMF-funded Television Component or with a Television Component that meets section 3.2.TV requirements (including subsections other than 3.2.TV.5)”;
 - b. Sections 3.2.DM.1 and 3.2.DM.3 do not apply.
 - c. The project must receive financing from a Canadian broadcaster (see section 3.2.DM.4 of the [Performance Envelope Guidelines](#)). No minimum financing is required.
- c) Where the project is an Eligible Project in the Experimental Stream:
 - i. The Canadian Applicant meets section 3.1 requirements of the CMF's [2014-2015 Experimental Stream Guidelines](#).
 - ii. The project meets section 3.2 requirements (including subsections) of the CMF's [2014-2015 Experimental Guidelines](#), except that:
 - a. Section 3.2.1 does not apply. Even so, the [Framework for International Digital Media Coproduction](#) applies, including rules regarding ownership, control, and Canadian spending.
 - b. Section 3.2.2 applies as amended: the word “Canadian” is deleted from the phrase, “which is connected to the Canadian cultural sector”
 - c. Section 3.2.2.1 applies as amended; the word “Canadian” is deleted from the 3rd bullet point stating “Software applications with a connection to the Canadian cultural sector.”
- d) The project has not already received CMF production funding from the CMF in a prior CMF fiscal year.
- e) The project's total Eligible Costs is not less than \$100,000 (Canadian) for production and not less than \$25,000 (Canadian) for development.
- f) The project is 100% financed at application (including the Digital Media Codevelopment and Coproduction Incentive and any other CMF financing). The CMF will apply this rule flexibly for non-Canadian financing.

Section 1 of the CMF's [2014-2015 Performance Envelope Guidelines](#) apply to applications for this Program.