



Creative Wallonia

CANADA-WALLONIA DIGITAL MEDIA INCENTIVE FOR MULTIPLATFORM PROJECTS GUIDELINES

The Canada-Wallonia Digital Media Incentive for Multiplatform Projects

The Canada-Wallonia Digital Media Incentive for Multiplatform Projects (“Incentive”) is a collaboration between the Canada Media Fund (CMF or Party) and Wallimage (or Party) (CMF and Wallimage, collectively the “Parties) to create a joint program that encourages co-development and co-production of eligible interactive digital media projects between transatlantic producers. The Incentive is only available to co-productions between Canada and Belgium, but does not exclude third-party co-producing partners from other territories, even if such partner is the majority co-producer of a project that receives financing from the Incentive.

The combined total budget for the Incentive will be of six hundred thousand Canadian dollars (CDN \$600,000), with each Party contributing CDN \$300,000. The total maximum contribution for each Funded project in development shall be CDN \$100,000. The total maximum contribution for each Funded project in production shall be CDN \$500,000. Contribution from each country in each project will be determined on a case by case basis. This contribution will take the form of a non-repayable contribution in development and of a recoupable investment in production (see Appendix A for details).

The Incentive may be combined with funding from other Wallimage and CMF Programs. It will be awarded separately, and in addition to, any amounts contributed through other programs – and without regard to Maximum Contribution (as defined in CMF and Wallimage's respective Guidelines) amounts applicable to those programs. In no case, however Wallimage or the CMF contribute more than 75% of the respective Walloon and Canadian financing from any combination of CMF and Wallimage's Programs.

The Incentive will support the creation of new projects. Consequently, projects that have already received funding from one of the Parties in a previous fiscal year will not be eligible to the Incentive.

Eligible Projects must meet the following criteria:

1. The project is a transatlantic co-development or co-production of new digital interactive content, explores a multi-channel or transmedia approach to content production, is innovative or experimental and is developed on appropriate platform(s) with regards to content and audiences. The incentive will not be applied to routine extension or prolonging of existing concepts.
2. The project must involve at least one Belgian producer eligible under Wallimage's criteria, and one Canadian producer eligible under CMF's criteria. However, a project produced by a majority producer from a third country is also eligible as long as the Canadian and Belgian producers have a significant participation, creatively and financially, in the project (i.e. in no case, the third country share should exceed 70% of the ownership and control of the project).
3. The ownership, financial control and creative contributions (based on key creative positions) are to be determined in the co-development/co-production agreement between producers; however, the CMF and Wallimage encourage that these elements should be proportional to each party's funding contributions. The share between the Canadian and Belgium producers must at least be 70%-30%; however, the Incentive encourages projects with a 50%-50% split
4. The interactive digital media project targets cultural markets. The storytelling has the potential to cross national boundaries and carries cultural content.

5. Each co-producer will ensure the project complies with general funding criteria from the funding entity of their respective country. As such, Canadian applicants must meet the requirements set out in Section 3.1 of the CMF'S Experimental 2014-2015 Experimental Stream Guidelines. In addition, all applicants to the Incentive must meet the requirements set out in section 1 of the CMF's 2014-2015 Experimental Stream Guidelines with the qualification that any reference to "the CMF" shall be interpreted to include both the CMF and Wallimage.

Applications for innovative and/or interactive projects are encouraged. However, the following types of projects are ineligible for funding:

- Products with a corporate only, industrial only or mainly promotional focus;
- Projects that are solely promotional platforms (i.e. not rich and substantial digital media);
- Catalogues or compilations of repurposed material, presented without any new, value-adding original content;
- System software;
- Development of new platforms if those platforms are not integrated in a Transmedia storytelling architecture;
- Archival aggregator websites; and
- Projects that use the internet or mobile platforms to distribute linear content without any significant interactive features.

Selection Process and Criteria

Projects will be assessed and chosen by a selection committee composed of CMF and Wallimage representatives with the collaboration of an international expert in transmedia.

Proposals will be evaluated according to the following grid. However, an overall reciprocity approach will be adopted by the incentive's selection committee to ensure a fair balance between territorial investments in both Canada and Wallonia, and to ensure a fair balance between majority and minority projects between both countries.

Evaluation Grid

25% - Innovation and creativity for the local economies of the sector

- Overall appeal of the project
- Originality of the content and form
- Development and use of new technologies
- User interactivity and control
- Sophistication of features
- Potential for legacy to the Canada and Wallonia industries

25% - Community / Audience

- Blending of Wallonia and Canada's cultural or community concepts in a way that engages audiences from both territories and beyond.
- Encourages interaction or develops a community around a concept
- Meets an identified need for a specified target audience or community
- Addresses or encompasses social or cultural values relevant to the target audience
- Appropriate concept for the identified audience
- Strategy to reach the audience, including a marketing and promotion plan

20% - Realism of the estimated budget

- Viability of the project: budget, plan, risk assessment, involvement of other financial partners, including any interest from market channel partners (advances, pre-sales, licences, etc.)
- Distinctiveness of the business model: revenue models and potential for revenue generation and/or creative financing.

10% - Realism of the agenda/timeline of the project

20% - Team

- Experience and achievements of the studio(s) or digital media agencies involved
- Experience and achievements of key team members and partners
- Identification of process for working together

Key Dates

The deadline for submission is February 17th, 2015. Decisions will be announced around March 15, 2015.

The incentive team will facilitate introductions between producers and digital media agencies or territorial service providers located in both Canada and Wallonia.

Application form and list of required documents can be found on the CMF and Wallimage websites.

Contacts for the program:

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

Appendix A

Recoupable investment

The Parties will recoup their investments from revenue generated by exploitation of the project.

The investment will be recoupable by the Parties on a pro rata *pari passu* basis until each of the Parties' investment is fully recouped.

Once the Parties have recouped 100% of their investments, the Parties will participate in profits in the same manner in which they recouped their investments, except that they will limit their share of profits at 10% of the revenues.

For greater clarity, "pro rata and *pari passu*" includes the concept that the recoupment of the Parties will be proportional to their share of project financing compared to other sources of recoupable financing.