



**CONVERGENT  
DIGITAL MEDIA  
INCENTIVE  
GUIDELINES  
2015-2016**

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

## THE CONVERGENT DIGITAL MEDIA INCENTIVE

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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 rich and substantial. A rich and substantial digital media component provides a coherent and added-value digital or social media experience to the audience before, during or after the broadcast of the Television component. It expands the television viewer's experience beyond simple fact-finding about the television program and aims to augment engagement towards the television program. It can be either one or a mix of the following:

1. Interactive or linear original content related to the Television Component but created specifically to be consumed on digital media platforms.
2. Activities and applications using digital and social media aimed at locating, leveraging or building audiences.
3. Interactive online activities or applications providing a synchronised experience during the broadcast of the Television Component.

This incentive will take the form of a non-repayable contribution (see section 2.2 of the applicable 2015-2016 Convergent Stream production program<sup>1</sup> Guidelines) of up to 75% of a Digital Media Component's Eligible Costs (see section 2.3.2 and all its subsections in the applicable 2015-2016 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. In the event that a large number of projects are submitted on the same date, creating oversubscription, the CMF may elect to distribute the available funding on a proportional (pro-rated) basis to those projects deemed eligible.

The Convergent Digital Media Incentive may be combined with funding from other CMF production program funding. While 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, 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 2015-2016 Convergent Stream production program Guidelines. Only the Digital Media Component, not the Television Component, will be financed in the Convergent Digital Media Incentive.

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's 2015-2016 Convergent Stream production program Guidelines.
- b) The total of 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 2015-2016 CMF fiscal year. Projects that received CMF funding in previous fiscal years are not eligible for the 2015-2016 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).

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<sup>1</sup> The Convergent Stream production programs are: the Performance Envelope Program, the Aboriginal Program, the Francophone Minority Program, the Anglophone Minority Program, the English POV Program and the Diverse Languages Program.

In the English market, any individual broadcaster or broadcaster corporate group is limited in the number of projects it can trigger, to a maximum of 5 projects per fiscal year. Each Digital Media Component of a given convergent project counts for one project. In addition, no individual broadcaster or broadcaster corporate group can trigger more than 20% of the English allocation.

In the French market, while there is no limit on the number of projects that can be triggered, any individual broadcaster or broadcaster corporate group is limited in the cumulative value of projects it can trigger, to a maximum of 40% of the French allocation reserved for each applicable Opening Date.

In each language market, a maximum of 50% of funds available in the Convergent Digital Media Incentive will be allocated to Affiliated Programming and In-house Programming (as defined in section 2.1 of the [Performance Envelope Program](#)). However, broadcasters or broadcaster corporate groups with Performance Envelope allocation of \$ 5 million or less and educational broadcasters are not subject to the 50% cap.

Digital media coproductions are eligible if they comply with the [Framework for international digital media coproductions](#).

Section 1 of the applicable CMF 2015-2016 Convergent Stream production program Guidelines apply to applications for the Convergent Digital Media Incentive.