



CANADA-NEW ZEALAND DIGITAL MEDIA FUND

GUIDELINES 2016-2017

The Canada-New Zealand Digital Media Fund (CNZDMF)

The Canada-New Zealand Digital Media Fund (CNZDMF) is a collaboration between NZ On Air and the Canada Media Fund (CMF) to fund eligible international digital media co-production projects.

This creative collaboration is about the discovery of and support for stories and storytelling that crosses national boundaries and that carries important cultural content.

The total amount of funding available is approximately CDN \$800,000, with each of the CMF and NZ On Air contributing \$400,000 in their own currency to fund up to 3 eligible projects. The total maximum contribution for each Funded Project shall be CDN \$400,000. Contribution from each country in each project will be determined on a case by case basis. This funding will take the form of a non-repayable contribution. However, NZ On Air and the CMF will share net revenues generated by the exploitation of Ancillary Rights (as defined in Appendix A).

The CMF have created an online tool to help facilitate introductions between Canadian and New Zealand producers and digital media agencies. If you'd like to find someone to work with on your project, please [sign up here](#) and create a profile.

If you have any problems or specific questions, please get in touch:

- For New Zealand producers: Brenda Leeuwenberg at brenda@nzonair.govt.nz
- For Canadian producers: Stéphane Cosentino at stephane.cosentino@telefilm.ca

Project Eligibility

Eligible projects must be co-productions that involve at least one eligible Canadian producer and at least one New Zealand resident producer. The minority co-producer must own at least 40% of the copyright of the project.

Eligible projects must also:

- Involve creation of new digital content. The fund will not be applied to routine extension or prolonging of existing concepts;
- Explore an interactive, multi-channel or transmedia approach to content development;
- Be innovative or experimental;
- Be developed on an appropriate platform for the content and audience involved;
- Involve a realistic scope for the available budget;
- Be available to the NZ public without charge;
- Comply with criteria established by NZ On Air or the CMF for the respective portions of the project;
- Be discrete, that is they should not be contingent on any ongoing funding or support from NZ On Air and/or the CMF. Applications should articulate on what basis they will continue (if applicable) after the completion of the project; and

CMF's contribution cannot exceed 75% of the eligible costs of the Canadian share of the budget. As such, the Canadian producer must demonstrate the source of the remaining portion of production financing (i.e. the 25% shortfall may come from either the producer's own investment or from a 3rd party contribution).

NZ On Air encourages third party NZ investment and requires in-kind platform or marketing support.

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

- Products with a specific corporate, industrial or mainly promotional focus;
- Projects that are solely promotional sites for television programmes (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;
- Archival aggregator websites; and
- Projects that use the internet or mobile platforms to distribute linear content without any significant interactive features.

Additional eligibility requirements

Eligibility for the CNZDMF also includes these criteria:

- a) The project is an international co-production between at least one eligible co-producer from each of Canada and New Zealand.
- b) The project could be identified with either of the existing CMF streams: Convergent or Experimental.
- c) Canadian applicants must meet requirements set out in section 3.1 of the CMF's 2016-2017 Performance Envelope Guidelines or the CMF's 2016-2017 Experimental Stream Guidelines. Section 1 of these Guidelines also applies to projects submitted to this program.
- d) The project has not already received CMF production funding from the CMF in a prior CMF fiscal year.
- e) The CMF and NZ On Air will be entitled to receive 20% of the net revenue (10% each) derived from Ancillary Rights in perpetuity.
- f) The share of ownership of copyright of each co-producer should be proportionate to each country's contribution to the project.
- g) Each co-producer will ensure the project complies with general funding criteria from the funding entity of their respective country.

Key Dates

Funding will be awarded to eligible projects in accordance with the following application process:

1. **STAGE ONE – 5 July 2016:** Call for ideas
Up to 4 projects will be selected from this stage for further consideration for funding and will be invited to submit full proposals to Stage Two.
Project selection will be made by representatives of NZ On Air and CMF.
Required documents and evaluation criteria for Stage One are outlined below.

Deadline for submission: **20 September 2016**

2. **STAGE TWO – 11 October 2016:** Request for proposals
Requests for a full proposal will be sent to shortlisted applicants selected from Stage One.
Full proposals will be assessed by representatives of NZ On Air and CMF according to the assessment grid below.

Deadline for submission: **13 December 2016**

3. **STAGE THREE – 24 January 2017:** Successful applicants notified.
Up to 3 projects will be selected. Only projects selected for Stage Three will receive funding.

Submission to Stage One: The Idea

A 3-5 page* response that includes the following:

- An overview of the idea and the platform(s) it would be available on
- A paragraph about why the project should be selected
- A description of the target audience and relevance of the project to this audience
- How the project will be promoted and marketed
- A rough budget outline and financial structure, including the % split between NZ and Canada (budget must be submitted in both currencies)
- A short deal memo (draft) between producers presenting an overview of how the process of working with teams in both countries will practically work
- A summary of key personnel for the project from each country and their relevant experience
- An indication of likely sources of additional funding

*brevity and clarity are preferred, please note the page limit.

Evaluation criteria

Stage One: Assessment of Ideas

Initial idea submissions will be assessed according to the following:

- Innovation and concept – overall appeal of the idea and level of interactivity and innovation.
- Budget, team and partners – realistic budget assessment, experienced team, likelihood of additional funding
- Audience – identification and understanding of target audience and the benefit to them of the project
- Distribution and promotion – inclusion of realistic ideas for promotion and marketing, awareness of distribution options

Assessments will be made by representatives of NZ On Air and the CMF. A shortlist of no more than four applicants will be selected to progress through to Stage Two.

Stage Two: Assessment of final proposals

Those applicants who are selected from stage one will be invited to submit more extensive proposals. Full proposals will be evaluated according to the following evaluation grid.

Assessment Criteria	Weight
Innovation and advancement <ul style="list-style-type: none">Overall appeal of the projectOriginality of the content and formDevelopment and use of new technologiesUser interactivity and controlSophistication of featuresPotential for legacy to the industry	25%
Community / Audience <ul style="list-style-type: none">Blending of New Zealand and Canadian cultural or community concepts in a way that engages audiences from both countriesEncourages interaction and dialogue or develops a community around a conceptMeets an identified need for a specified target audience or communityAddresses or encompasses social or cultural values relevant to the target audienceAppropriate concept for the identified audience	25%
Team Experience <ul style="list-style-type: none">Experience and achievements of the studio(s) or digital media agencies involvedExperience and achievements of key team members Collaboration <ul style="list-style-type: none">Identification of process for working togetherRisk assessment and mitigation strategies to counter the challenges of geographical and cultural separation of the teams	15%
Project plan and budget <ul style="list-style-type: none">Viability of the project: budget, plan, risk assessment, involvement of other financial partnersIdentification of the balance of % of copyright, costs of production and resourcing in each country.If relevant: distinctiveness of the business model: revenue models and potential for revenue generation	20%
Distribution strategy <ul style="list-style-type: none">Marketing and promotion plan for the targeted audienceInvolvement of market channel partners: level of demonstrated interest (advances, pre-sales, licences)	15%

Appendix A

“Ancillary Rights” means:

- (a) the Format Rights; and
- (b) the right to produce and exploit any audio-visual, computer-generated, electronic or mechanical work based on or derived from or inspired by the Project excluding video discs (including DVDs) and any other devices for reproducing visual images and sounds which may be played back by the use of playback device and intended for sale or hire to the public for home use; and
- (c) all merchandising, stage, music and sound-track rights in relation to the Project.

“Net Revenue” means world-wide gross revenue generated by the exploitation of the Ancillary Rights for the Project less any commissions, fees and expenses (approved by CMF and NZ On Air). All deductions must be reasonable, actual and verifiable.