CMF DIGITAL MEDIA DEFINITIONS

Delivery Methods

- **Application:** Can be either a mobile app (includes both a content and code to consume it) or a software (i.e. a purely technological product without any included content), both require an installation to deliver the content or perform a task.

- **Downloadable:** Fixed package that can be consumed later without an Internet connection. Requires the installation of an application which may or may not be part of the project.

- **Physical support:** Any tangible storage method. Requires a manufacturing process and, usually, a specific reading device.

- **Streaming:** Fixed package that must be consumed as it is streamed, requires a connection and the installation of an application which may or may not be part of the project.

- **Website:** The content of the project is delivered via an Internet connection through a web browser, regardless of the device used to deliver it.

Content Types

- **eBook:** Digital presentation of a physical book or original creation. Requires rich and substantial audiovisual and interactive elements to be eligible to CMF funding.

- **Game:** Multimedia content that requires high level of interaction from the user to complete the experience. Sets apart from other rich interactive media projects by including a combination of rules, progression, rewards and/or other "playing features".

- **Rich interactive media (Inclusive):** Multimedia content that combines story telling with visual technologies where user participation and interactivity are successfully met through a fully rich immersive experience. Inclusive experiences usually begin on a single linear path, using levels to advance to a predetermined destination or goal.

- **Rich interactive media (Non-Inclusive):** Multimedia content that combines visual technologies however, is not structured to tell a complete story. Non-Inclusive experiences require user participation and interactivity that is non-linear. The experience may also be segmented into unrelated, multiple content types (CMF-eligible).

- **Social media:** Real-time creation and exchange of user-generated content on a dedicated platform, involving a "many-to-many" approach.

- **Software (Experimental Stream Only):** Application software that is innovative, interactive, and is connected to the Canadian cultural sector

- **Video:** Moving images with or without sound, limited interaction options are offered to the user.

- **Web Series:** Web Series are two or more related episodes of (Linear or Interactive) video content that originate on the web. Specifically for the Digital Linear Series Program, a "series" shall be defined as at least three related episodes of linear video content, and of at least two minutes in duration per episode.