



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

# CMF DIGITAL MEDIA DEFINITIONS

## Delivery Methods by use

- **Website - Online:** The content of the project is delivered via an Internet connection through a web browser, regardless of the device used to deliver it (includes Web Apps).
- **Application – Native:** 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. (Example-installed via App Store, Google Play, Steam)
- **Console – Native:** Can be either an application (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 only on a specific gaming console. (Example -Nintendo, Xbox, PlayStation)
- **Streaming - Online:** 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. (Example-played via YouTube, Vimeo, and Live Broadcast)
- **Physical Location - Exhibit:** A digital installation that requires a manufacturing process and, usually, involving a "one-to-many" approach.
- **Downloadable - Offline:** Fixed package to be consumed without an Internet connection. Does not fit into any of the above categories.

## Content Types

- **Game:** Multimedia content that requires high level of interaction from the user to complete the experience. Projects should include a combination of rules, progression, rewards and/or other "playing features".
- **Video:** Moving images with or without sound, limited interaction options are offered to the user.
- **Digital Linear Series:** 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.
- **Software:** Application software that is innovative, interactive, and is connected to the Canadian cultural sector including the development of a **Social Media** platform, defined as real-time creation and exchange of user-generated content on or through a dedicated platform, involving a "many-to-many" approach.

## Presentation Types

- **Non-Immersive (NI):** Devices or displays that presents information in a linear format. This presentation type does not alter or augment the user's perception of reality.
- **Augmented reality (AR):** Devices or wearable displays that provide information tailored to the context and space in which a user occupies. The information appears as visual or audio supplements that help a user visualize or undertake a task. Digital devices such as, mobile phones, tablets, and smart glasses are some examples of active platforms for AR.

- **Mixed reality (MR):** A superset of AR, MR adds digital objects to physical ones, anchoring them to points in the real world. Users can then perceive physical and digital objects in the same space.
- **Virtual reality (VR):** Users enter and interact with an immersive digital world.
- **Extended reality (XR):** An experience where “humans” direct devices through separate physical spaces in real time. Example: devices could be flying drones, remote undersea exploration craft, or surgical robots. (aka ER).
- **Classic Immersion (CI):** Devices or displays that presents information in a gamified format or provides the user with alternate paths to completion. This presentation type does not alter or augment the user’s perception of reality.