

DIGITAL CREATORS PILOT PROGRAM - FREQUENTLY ASKED QUESTIONS

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1. APPLICATION PROCESS AND GENERAL ELIGIBILITY

When are applications due?

Applications are due by **September 26, 2024** at **11:59pm EST**. Incomplete applications or applications received after this will not be reviewed.

How do I apply?

Applications are submitted via [Dialogue](#), the online application portal managed by the CMF Program Administrators (CMFPA) at Telefilm Canada.

New clients to the CMF must first create a Dialogue account before you can begin any applications. We recommend starting the account process as soon as possible, ideally a month before the program deadline. More information is available [HERE](#).

You can also begin gathering the deliverables you will need to submit with your application. Please refer to the List of Required Documents.

When does the Dialogue application portal open?

The application form will open on **September 6, 2024**, roughly 2 weeks before the final application deadline.

Who is the program targeted towards?

This program is designed to support the growth trajectory of mid-career Canadian digital content creators, who are making short-form video content exclusively for digital social media platforms. The intent is to identify how you see this as a full-time business – by setting business goals or targets - and discuss how you intend to reach those goals over the coming year.

Applicants will need to demonstrate that they have been active for at least the last 12 months, with an average of one post per month in that period, on at least one of the eligible platforms: Facebook, Instagram, TikTok, or YouTube. Applicants will also need to demonstrate that they meet a minimum engagement threshold, which differs according to whether they create content in English or in French (Please see the [Program Guidelines](#) for the full breakdown).

Do I need to have an incorporated company to apply?

In this program, it is not required that Applicants be incorporated at the time of application. Individuals can apply. However, in order to receive funding from the CMF, recipients must have an incorporated Canadian for-profit company. Should you be selected, you will be required to incorporate before you can be contracted. You can include your incorporation costs in your budget.

What is the maximum amount I can request?

The maximum amount of funding that can be requested is \$20,000 CAD.

Do I need other financing attached?

Yes. The CMF can account for no more than 75% of the intended costs of a budget that we finance. Recipients will need to demonstrate other financing (or contribute it yourself) towards the overall costs.

For example, if you wish to request the full \$20,000, you will need to indicate a total budget of \$26,667, of which \$6,667 must come from another source (this can be a personal investment).

What is the total CMF budget for the Program?

The total budget for the program is \$500,000.

What type of activities can I apply for?

Funding may be used for business and marketing activities such as hiring a marketing consultant, social media manager, and legal or accounting services. Recipients will also be required to deliver at least four pieces of new prepared and edited content in the CMF eligible content types, and funding can be spent on those video costs, including labour services, equipment or location rentals, or equipment purchases.

What is CMF eligible content?

As part of its agreement with Canadian Heritage, the Canada Media Fund is limited in the linear content it can finance. Therefore, eligible content to be created using the funds from this program should align with at least one of the following CMF's linear content types:

- **Drama** (scripted and edited content of a fictional nature for entertainment purposes)
- **Documentary** (an original work of non-fiction, primarily designed to inform but that may also educate and entertain)
- **Children or Youth** (educational or entertainment content intended for consumption by an audience under the age of 17 that meets the minimum age of the intended platform's user, or monitored user platforms such as YouTube Kids)
- **Variety or Performing Arts** (content that contains one or more on-screen artistic acts or performances such as singing, dancing, acrobatic exhibitions, comedy sketches, drama sketches, magic or stand-up comedy)

Full definitions of these content types are outlined in the Program Guidelines, along with a list of ineligible content types.

Other content created for channels or accounts outside the terms of this funding can continue to be in any content type generally accepted on social media platforms.

I represent a Content Creator. Can I apply on their behalf?

The primary applicant needs to be the content creator(s) the application is for. An agency, representative or 3rd party to the content creator can gather materials and begin the process of application.

BUT the content creator must:

- Be the primary driver of the application and its materials
- Be listed as the primary contact for the application and any correspondence with the CMF
- Directly sign the application form (and adhere to all the requirements that entails)
- Directly sign the contract, should they be selected

2. APPLICATION MATERIALS

Do I need to include a budget at the time of application?

Yes, budgets are required at the time of application. A template is available as part of the application documents. The CMFPA team welcomes questions in advance of application as you put together your budget.

Can the purchase of equipment be included in the budget?

Yes, new equipment purchases can be included in your budget. All costs must be new. You cannot request coverage of previous purchases retroactively.

Purchases are limited to 20% of total costs in your budget. Any individual purchase (e.g. a new camera) can be covered 100% in your budget, so long as its within that 20% cap.

What is a business growth strategy and audience engagement plan?

This is a written narrative document that speaks to how you plan to grow your audience and your business as a content creator. This will be reviewed by the jury in part to determine your business plan score. The style is up to you but consider answering the following:

- Where you are at in your business and audience strategy (platforms on, audiences engaged, any current or future brand or sponsorship affiliations, size of your business, collaborators or employees you currently work with)
- Proposed audience engagement, growth targets, new platforms, business tactics or affiliations you intend to pursue
- How you intend to reach those targets and what activities you will be undertaking to meet them
- What makes you unique and strongly situated in the next wave of content creators in Canada

What is a content creator profile?

This should be a short synopsis of you, your online presence, and what you represent as a content creator – think of it as your resume or CV. This will be reviewed by the jury in part to determine your Creator Track Record score in the Evaluation Grid. The format is up to you, but consider answering the following:

- why you got into content creation,
- who is your current audience,
- how long you have been posting,
- what platforms you post on,
- what type of content you post, and
- any successes to date.

What is a pitch video?

A pitch video is an optional submission that allows you to present your background – personality, style and content – and proposed growth plan in a visual way for the jury members to consider. Videos should be no more than 3 minutes long and shared via URL from a video platform site such as Vimeo or YouTube (not Google Drive). If its password protected, make sure that the password is noted in your application.

3. SELECTION PROCESS AND CONTRACTING

How will decisions be made?

The evaluation process will be selective and competitive. With funds available, up to 25 content creators will be able to be supported. Eligible applications will be reviewed by an external independent jury of peers in the digital creator ecosystem, according to the evaluation criteria in the Program Guidelines. This will include:

- Viability and likelihood of delivering on the proposed business plan and reaching stated goals
- Potential for Applicant to contribute to a thriving and resilient creator economy in Canada

- Track record and experience of the key participants in the proposal
- Creative strength and distinctiveness of content being proposed

In the event that a large number of applications are submitted to the program, creating significant oversubscription, the CMF reserves the right to conduct a preliminary selection process where only a reasonable number of high performing content creators will be moved forward to the juried creative selection process. “High performing content creators” will be determined by validated total views across all channels.

What is the Posting Term and how long is it?

Once you are contracted, you will undertake the business and content creation activities you outlined in your plan. This must include creating and posting at least 4 pieces of content that align with the eligible CMF linear content types. This is known as the Posting Term. You will have 6 months to complete these activities and spend the money (roughly February – July 2025).

What are my deliverables if I am selected?

Following the end of the Posting Term, you will have 2 months (roughly September 2025) to gather and submit your final deliverables. These will include:

- A final cost report confirming your spending
- A final written report outlining the activities you undertook, where your business is at now and whether you achieved your goals or objectives
- An updated Audience Engagement Form, noting changes in your subscribers/followers and video engagements during the Posting Term.

You will also be required to provide interim updates (“Success Reporting”) for a period of 2 years following the final report.

I still have questions. Who do I talk to?

The CMFPA encourages applicants to contact them with any questions they might have during the application process. The CMFPA can be reached at cmf.fmc.coordination@telefilm.ca.