



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

# **COMMERCIAL PROJECTS PROGRAM GUIDELINES 2024-2025**

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## 1. GENERAL INFORMATION

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Section 1 of the [IDM Content – Core Guidelines](#) shall apply to the Commercial Projects Program Guidelines, unless otherwise specified.

## 2. COMMERCIAL PROJECTS – OVERVIEW

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### 2.1 INTRODUCTION

Unless otherwise specified, in addition to the requirements set out in these Guidelines, Applicants must comply with:

- i) The rules and requirements of the [IDM Content – Core Guidelines](#), and
- ii) The applicable policies and definitions in [Appendix A](#) and [Appendix B](#), namely:
  - a. [Appendix A](#): Section 7 (CMF Definitions)
  - b. [Appendix B](#):
    - i. Chapter 1 (Default Policy),
    - ii. Chapter 2 (Accounting and Reporting Requirements),
    - iii. Chapter 3 (Producer's Fees and Corporate Overhead (PFCO) Policy), and
    - iv. Chapter 5 (Insurance Policy).

The objective of the Commercial Projects Program (the “**Program**”) is to fund Canadian interactive digital media Projects that have a greater probability of commercial success. Projects will be evaluated based on their potential to attain stated commercial objectives, demonstrate business opportunity and achieve profitability.

A Project in this Program should have completed the conceptual/ideation and prototype stages and able to demonstrate a clear path to market and monetization. Production support is provided for the creation of a final, market-ready version of an Eligible Project, including localization of the Project and marketing/commercialization activities.

This Program shall fund Projects through a selective process in which Eligible Projects are assessed according to an evaluation grid.

### 2.2 DEFINITIONS

Please see [Appendix A](#) section 7 for definitions of the following terms found in these Guidelines:

- Diverse Community
- Diverse Community (Key Personnel) Project
- Eligible IDM Positions
- Gender Balance (Key Personnel) Project
- Related Party

## 3. COMMERCIAL PROJECTS - ELIGIBILITY

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### 3.1 ELIGIBLE APPLICANTS

An Eligible Applicant to this Program must meet the criteria in section 3.1 of the [IDM Content – Core Guidelines](#).

### 3.2 ELIGIBLE PROJECTS

An Eligible Project to this Program must meet:

- The criteria in Section 3.2 of the [IDM Content – Core Guidelines](#); and  
Any applicable specific eligibility criteria noted in this section.

#### 3.2.1 Potential for Commercial Success

To be eligible for this Program, Projects must have potential for commercial success. Commercial potential is based in business opportunities and the probability that the Project will achieve its commercialization, monetization and profitability goals.

#### 3.2.2 Third Party Publisher / Distributor

Eligible Projects must have a letter of intent from a Publishing or Distribution partner (the “**Publisher / Distributor**”) committed to taking the Project to market and to actively promoting the Project. A letter of intent does not need to include a cash financing commitment to the Project.

The Publisher / Distributor must be a third- party – it cannot be the Applicant or a Related Party (defined in [Appendix A](#)) to the Applicant.

The CMF may waive the Publisher / Distributor requirement where there are clear and acceptable alternative arrangements for taking the Project to market, or where the Applicant can demonstrate that it has the ability to effectively self-distribute the Project.

#### 3.2.3 Miscellaneous Requirements

- a) An Eligible Project must also comply with any applicable privacy laws and regulations.
- b) A Project that has been refused in the Commercial Projects Program, can apply to the Innovation & Experimentation Program (and vice versa), if eligible. However, a Project cannot be submitted to both the Commercial Projects Program and the Innovation & Experimentation Program in the same spring or fall deadline periods.
- c) A Project that has been refused funding from a particular Program activity (e.g., Prototyping or Production) two (2) or more times since 2010-2011 cannot apply again for CMF-funding for that same Program activity.
- d) The CMF may commit up to 50% of the Program allocation for Applications submitted on the First Closing Date. The CMF will make the remainder of the allocation available for the Second Closing Date.
- e) The Project must be made available in Canada.

## 4. COMMERCIAL PROJECTS - CMF CONTRIBUTION

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A CMF Contribution to an Eligible Project will follow:

- The criteria in section 4 of the [IDM Content – Core Guidelines](#); and
- Any applicable specific criteria noted in this section.

### 4.1 AMOUNT OF CONTRIBUTION

Successful Applicants receive funding in an amount appropriate to the needs of the Project and subject to a Maximum Contribution of the lesser of 75% of the Project's Eligible Costs or \$1.5 million.

### 4.2 ELIGIBLE COSTS

Eligible Costs must be costs directly related to the Project, including but not limited to:

- Research and preparation of content;
- Salaries and benefits/wages/contracts for Project team (Project management, business development, coding, design, system infrastructure, content development);
- Technology infrastructure (hardware and software);
- Travel and accommodations;
- Project audit fees;
- Other technical and administrative expenses;
- Localization activities;
- Marketing and promotion; and/or
- Reasonable costs related to environmentally-sustainable activities, practices and personnel.

Projects must spend a minimum of 25% and maximum of 50% of categories B + C of their production budget on eligible marketing and promotion costs.

## 5. COMMERCIAL PROJECTS - DECISION PROCESS

Evaluation of an Eligible Project will follow:

- The criteria in section 5 of the [IDM Content – Core Guidelines](#); and
- Any applicable specific criteria noted in this section.

This Program shall fund Projects through a selective and competitive process in which Eligible Projects are assessed according to the following evaluation grid.

Assessment Criteria	Weight
<p><b>Team (13)</b></p> <ul style="list-style-type: none"> <li>▪ Experience and achievements of the studio within the interactive digital media industry.</li> <li>▪ Professional experience and achievements of team members within the interactive digital media industry. Team members shall include lead production, creative, technical and/or sales and marketing roles.</li> <li>▪ Experience and track record of team members working with one another.</li> <li>▪ Feasibility of the team assembled to carry out and deliver the project.</li> <li>▪ Quality and degree to which the applicant and creative and production teams are well-positioned to create this project.</li> </ul> <p>“Well Positioned” is outlined in the <a href="#">CMF’s Narrative Positioning Policy</a> and can be addressed in the submitted Narrative Positioning Statement.</p> <p><b>Parity (2)</b></p> <ul style="list-style-type: none"> <li>▪ The Project qualifies as a Gender Balance (Key Personnel) Project. i.e. 40% of the cumulative paid Eligible IDM Positions on the Team are held by individuals that identify as women.</li> </ul> <p>Refer to <a href="#">Appendix A</a> for definitions of Eligible IDM Positions, and Gender Balance (Key Personnel) Project.</p> <p><b>Diversity (2)</b></p> <ul style="list-style-type: none"> <li>▪ The Project qualifies as a Diverse Community (Key Personnel) Project. i.e. 40% of the cumulative paid Eligible IDM Positions on the Team are held by members of a Diverse Community.</li> </ul> <p>Refer to <a href="#">Appendix A</a> for definitions of Eligible IDM Positions, and Diverse Community (Key Personnel) Project.</p>	17
<p><b>Community and Sustainability</b></p> <p><b>Community Engagement Plan (2)</b></p> <ul style="list-style-type: none"> <li>▪ The Applicant and team members commit to (i) concrete steps to create the content responsibly, thoughtfully and without harm, including community engagement steps, and/or personnel hires, and (ii) will provide a written report at the final costs stage confirming the work completed.</li> </ul> <p><b>Sustainability Plan (2)</b></p> <ul style="list-style-type: none"> <li>▪ The Applicant and team members commit to (i) steps related to environmentally-sustainable activities, practices and/or personnel hires on this project, and (ii) will provide a written report at final costs stage confirming the work completed.</li> </ul>	4

<p><b>Potential for Commercial Success</b></p> <p><b>Content and Form (20)</b></p> <ul style="list-style-type: none"> <li>▪ Design elements that can maximize audience reach and retention.</li> <li>▪ Marquee elements or distinctive elements. Distinctive elements can include, as applicable, the Project's potential to add cultural significance and distinguish itself in the current Canadian audiovisual landscape – for example, adding greater representation in voices from Diverse Communities or sharing new perspectives.</li> <li>▪ Relevance of monetization elements in the user experience.</li> </ul> <p><b>Financial Viability (25)</b></p> <ul style="list-style-type: none"> <li>▪ Relevance and accuracy of budget and cash flow.</li> <li>▪ Financial structure risk (confirmation and validity of investments).</li> <li>▪ Applicant's financial stability in relation to the size of the Project.</li> <li>▪ Potential of revenue model to maximize sales.</li> <li>▪ Credibility of revenue projections and profitability.</li> </ul>	<p><b>45</b></p>
<p><b>Strategic Positioning and Marketing</b></p> <p><b>Market Study</b></p> <ul style="list-style-type: none"> <li>▪ Audience analysis.</li> <li>▪ Market analysis.</li> <li>▪ Product positioning and competitive advantages.</li> </ul> <p><b>Marketing Strategy</b></p> <ul style="list-style-type: none"> <li>▪ Coherence between the marketing strategy and sales Projections.</li> <li>▪ Quality of the Project's marketing and promotional strategy. <ul style="list-style-type: none"> <li>○ Diversity and relevance of distribution modes.</li> <li>○ Relevance of promotional activities.</li> </ul> </li> <li>▪ Level of interest demonstrated by Publisher / Distributor partners and the client base, if applicable.</li> </ul>	<p><b>34</b></p>
<p><b>TOTAL</b></p>	<p><b>100</b></p>