



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

CONCEPTUALIZATION PROGRAM GUIDELINES 2024-2025

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1. GENERAL INFORMATION

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

2. CONCEPTUALIZATION PROGRAM - OVERVIEW

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 Conceptualization Program (the “**Program**”) allocates funding to new interactive digital media projects at the very beginning of the ideation process. This Program is targeted at Eligible Applicants who may be new to the CMF funding process, in order to increase their probability of success in future phases of CMF IDM funding programs, specifically the [Prototyping Program](#), the [Innovation & Experimentation Program](#) or [Commercial Projects Program](#).

Eligible Projects are awarded funding on a first-come, first-served basis until resources for the Program are depleted or until the application deadline, whichever comes first.

2.2 DEFINITIONS

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

- Diverse Community
- Diverse Community (Key Personnel) Project
- Diverse Community (Ownership) Project
- Gender Balance (Ownership) Project
- Regional Project (Predevelopment, Development or Conceptualization)

3. CONCEPTUALIZATION PROGRAM - ELIGIBILITY

3.1 ELIGIBLE APPLICANTS

An Eligible Applicant to this Program must meet:

- The criteria in section 3.1 of the [IDM Content – Core Guidelines](#); and
- Any further specific eligibility criteria noted below.

3.1.1 Program Specific Eligibility

An Eligible Applicant also has:

a) Either:

- Previously received less than \$1M (in the aggregate) from any production-stage CMF IDM funding program¹;
- OR**
- Meets at least ONE of the following definitions:
 - i. Diverse Community (Ownership) Project
 - ii. Gender Balance (Ownership) Project;

AND

b) Either:

- Operated for at least one (1) year in the Digital Media, Film or Television industry,
- OR**
- The company's principal has more than one (1) year's experience in the Digital Media, Film or Television industry.

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 Conceptualization Phase

This Program seeks to support new Canadian interactive digital media content and application software that is at the beginning of the ideation process to further hone a project concept, create and test a proof of concept, verify either the design idea, concept assumption or demonstrate a functionality. The aim is to strengthen project concept materials or pitch documents for future funding opportunities.

3.2.2 Types of Content/Applications

In addition to the ineligible content types listed in section 3.2.2.2 of the [IDM Content - Core Guidelines](#), the following is **not eligible** to apply to this Program:

- Sequels and further iterations of existing content/applications.

¹For clarity, this includes but may not be limited to: Innovation and Experimentation Program, Commercial Projects Program, Marketing and Promotion and any previously published variations of such production phase programs, but not including Digital Linear Series Program or Digital Creator's Pilot Program. If unsure, contact a CMFPA Analyst to discuss.

3.2.3 Miscellaneous Requirements

- a) Eligible Applicants may apply to the Program with a maximum of one (1) Eligible Project per fiscal year.
- b) A Project may only receive one (1) round of funding from this Program in its lifecycle.
- c) At least 40% of the Program's budget is exclusively reserved for Projects that meet the definition of a Regional Project (Predevelopment, Development or Conceptualization) as outlined in [Appendix A](#).
- d) At least 25% of the Program's budget is exclusively reserved for Projects that meet the definition of a Diverse Community (Key Personnel) Project as outlined in [Appendix A](#).

4. CONCEPTUALIZATION PROGRAM - CMF CONTRIBUTION

The CMF Contribution to an Eligible Project will follow:

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

4.1 AMOUNT OF CONTRIBUTION

In this Program, successful Applicants shall receive funding in an amount appropriate to the needs of the Project, subject to a Maximum Contribution of the lesser of 75% of the Project's Eligible Costs or \$15,000.

4.2 ELIGIBLE COSTS

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

- Research and preparation of content;
- Third-party acquisition of option rights;
- Salaries, fees and benefits/wages/contracts for Project teams (e.g., Writer, Researcher, Designer, Graphic Artist/Illustrator, Programmer, Project Manager, etc.);
- Legal and accounting fees;
- Other technical and administrative expenses;
- Preliminary market study or focus groups; AND
- Reasonable costs related to environmentally-sustainable activities, practices and personnel connected to the Project.

4.3 INELIGIBLE FINANCING AND COSTS

In this program, Applicants cannot include deferred salaries or related-party in-kind services in the financial structure.

In addition, the following costs are ineligible:

- Costs for arranging financing;
- Equipment purchases or other tangible assets;
- Travel (transportation, per diem, meals);
- Representation expenses;
- Training costs;
- Enrolment/registration fees for conferences;
- Submission fees for prizes; AND
- Publicity and promotional material.

5. CONCEPTUALIZATION PROGRAM - 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.

Eligible Projects are awarded funding on a first-come, first-served basis until resources for the Program are depleted or until the application deadline, whichever comes first.

In the event that a large number of Projects are submitted on the same date, creating oversubscription, the CMF may distribute funding to those Projects deemed eligible on a proportional (pro-rated) basis, designate how many submitted Projects will receive funding, or elect to distribute funding in some other equitable manner, to be determined in the CMF's sole discretion.