

# Framework for International Digital Media Co-Production

---

## **1. Mission Statement**

This Framework for International Digital Media Co-Production (the Framework) is intended to recognize and promote international co-productions in Digital Media between Canada and other countries. The Partners in this Framework, as defined below, seek to encourage international cooperation in Digital Media involving Canadian producers and to foster global brand management strategies for multiplatform content and Digital Media properties. As such, this Framework provides guidance on minimum standards for Digital Media co-productions which may access funding support from one or more of the Partners. This Framework is being implemented on a trial basis, and may be reviewed, revised, or rescinded by the Partners at their sole discretion.

## **2. Partners**

The Partners in this Framework are:

- The Bell Broadcast and New Media Fund
- The Canada Media Fund
- The Independent Production Fund
- The Quebecor Fund
- The Shaw Rocket Fund

## **3. Digital Media**

Digital Media is audiovisual, multimedia, or interactive content that is designed for and delivered primarily on a digital network. This may include:

- A “Digital Media Component” under the Bell Broadcast and New Media Fund;
- An “Eligible Project” in the Interactive Digital Media Core Guidelines of the Canada Media Fund;
- A project eligible in the Web Drama Series Program of the Independent Production Fund;
- “Digital content” under the Digital Stream of the Shaw Rocket Fund; and
- An “Interactive component” under the Quebecor Fund.

For greater clarity, this Framework applies to Digital Media only, and does not apply to traditional audiovisual content such as film or television co-productions, which may be the subject of existing audiovisual co-production treaties. This Framework is not intended to modify or replace existing audiovisual co-production treaties, and in the event that, in future, audiovisual co-production treaties for Digital Media are reached, the Partners will defer to these treaties where applicable.

#### **4. Eligible Digital Media Co-Productions**

A Digital Media co-production that is eligible for support from a Partner in this Framework must meet the following criteria:

- a) It is a co-production of a Digital Media project involving at least one Canadian co-producer and at least one international (i.e. non-Canadian) co-producer;
- b) The Canadian co-producer is a Canadian corporation, which is a Canadian-owned and controlled within the meaning of sections 26 to 28 of the *Investment Canada Act*;
- c) At least one producer position is held by an individual who is a Canadian citizen or a permanent resident of Canada;
- d) The minimum financial contribution from each co-producer is the following as a percentage of the total costs of the Digital Media production: i) 20% for a co-production involving two countries; or ii) 10% for a co-production involving three or more countries;
- e) The Canadian creative contribution is not-less-than proportional to the Canadian financial contribution, including in respect of the key creative positions and the creative control of the project;
- f) The overall Canadian control of the project is not-less-than proportional to the Canadian financial contribution;
- g) The amount of the total costs of the project spent in Canada and/or paid to Canadian citizens or permanent residents is not-less-than 75% of the Canadian financial contribution;
- h) The Canadian co-producer's share of ownership of exploitation and subsidiary rights (but not necessarily share of revenues) in or from the co-production is not-less-than proportional to the Canadian financial contribution;
- i) The essential details of the co-production are stated in a legally binding agreement between the co-producers, which includes a plan for global brand management of the Digital Media project; and
- j) It adheres to all the applicable guidelines and policies of the Partner funds in question. In particular, if the Digital Media project is associated with a television project, the television project must meet the applicable requirements of the Partner funds in question.

The Partners of this Framework will apply these criteria where a co-production seeks financial support from that Partner. Where a co-production seeks financial support from more than one Partner, the Partners will work with each other to seek to ensure a consistent application of this Framework to the co-production. However, producers will not have to apply to obtain a certification of their co-production. Eligibility under the framework will be assessed simultaneously by the fund (s) to which the producer will submit a funding application.