

Interactive Digital Media

Commercial Projects Program 2025-2026

Application Guide – Dialogue Application Form & appendices





This guide includes tips to help you complete the Dialogue online application form for this program.

Prior to submitting your application, you should be familiar with the CMF's IDM Core Guidelines, with the Guidelines specific to this program, and with the Business Policies (Appendix B) and Reference Documents. These documents can be found in the **Guidelines** section of the selected program on the CMF program page: https://cmf-fmc.ca/our-programs/

You must also consult the **List of Required Documents** and complete the **forms** to be attached to your application. These documents can be found under the **Application Documents** tab in the **Application Resources** section of the selected program.

Please also consult the **Guides** that will help you complete your application and navigate through Dialogue. They can be found under the "**Need Help?**" tab: the Corporate Information Guide, the Application Guide – Dialogue Application Form, the Dialogue User Guide and the Electronic Signature Guide.

In Dialogue, fill in all the requested information and upload all the required documents to your application.

- → To save and continue later, click on **SAVE** at the bottom of the page.
- → To retrieve a saved application form that has not yet been submitted, click on Tasks then on Complete Application I Compléter la demande.

The Statement box must be checked to submit your application.

Please note that applicants will not receive an acknowledgement letter (complete and / or incomplete) from the CMF I Telefilm Canada program administrator. Missing information may be requested as needed.

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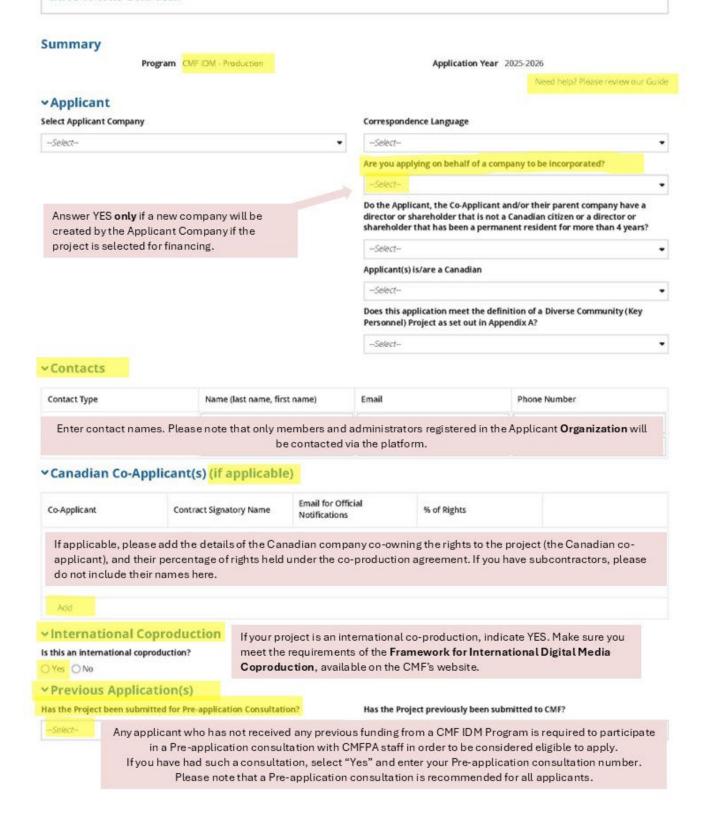
The following pages contain a copy of the application form. Please pay attention to the framed tips and the Appendices that follow.

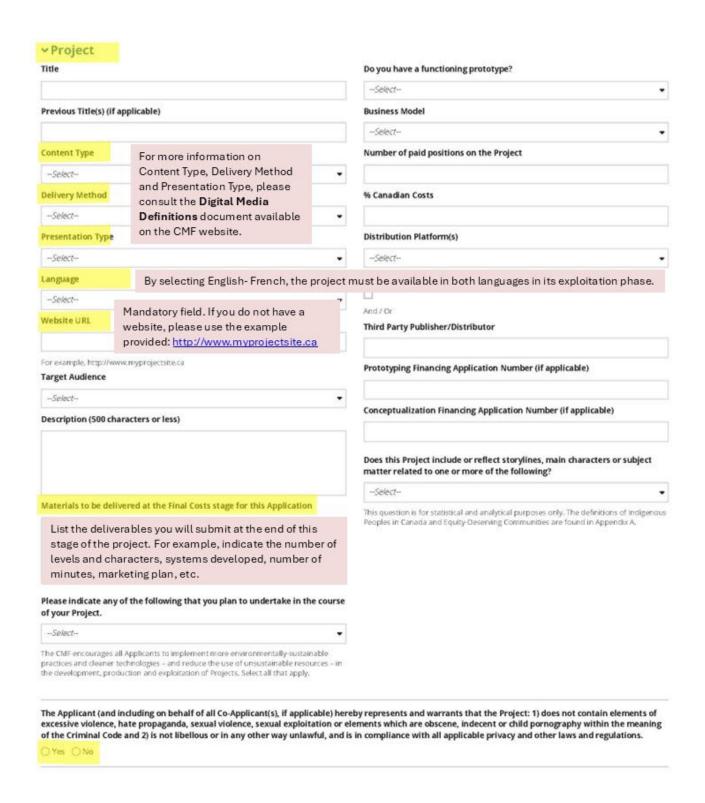
Thank you for reading this guide. Please keep in mind that the Dialogue application form for this program may be updated from time to time, and not all sections are identical to what you see below.

For inquiries about the application process, CMF Guidelines and Business Policies and / or the status of your application, please contact our Coordination team at cmf.fmc.coordination@telefilm.ca.

Complete Application

IMPORTANT: This application will be deleted if not submitted within 60 days from the date it was started.





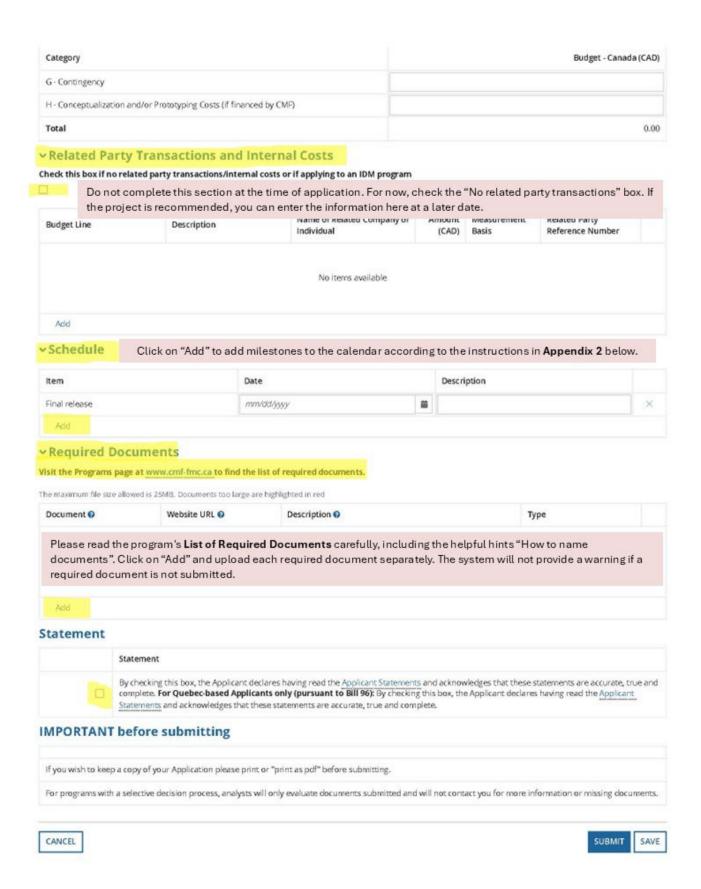
The Government of Canada has advised the CMF to suspend all activity involving the participation of Russian or Belarusian state organizations or their official representatives. This includes program partnerships, direct and indirect financing of tours, productions, participation in festivals or other events involving the Russian or Belarusian governments.

Does the Project requesting CMF funding under this Application have any involvement with or connection to any Russian or Belarusian state organizations and/or officials, partners or artists that are currently or have ever been connected to or involved with Russian or Belarusian state organizations?

O Yes O No

Additionally, the Applicant (and including on behalf of all Co-Applicant(s), if applicable) is required to notify the CMF immediately if and when any changes to the Project, at any time in the future, result in the Project having any involvement with or connection to any Russian or Belarusian state organizations and/or officials, partners or artists that are currently or have ever been connected to or involved with Russian or Belarusian state organizations.

≺Key Pe	rsonnel						
Role		PERSONA-II	O Number (if applicable)	Name (last name, first	name) Citizenshi	р	
Foreac	h key position oc	cupied in the b	udget, select the sa occupying the selec	ame one from the dro	highlighted in green op-down menu. Then on select their citizens	enter the PERSONA-	
Add							
CMF Fi	nancing Progr	ram(s)					
Source of CMF Financing			Туре	Туре		Requested Amount (CAD)	
	"Add" and select program from the	36 N. T. T. B. H	To determine the amount requested from the CMF, please refer to the IDM Content Programs Core Guidelines and to the Guidelines specific to this program.				
Add							
Financ	ial Structure	See Append	ix 1 below.				
Source Canada Mer	enter the amour		ceived a Conceptua the appropriate fiel		typing a dvance from	the CMF, please	
CMF Conceptualization Advance		CMF	Investme	nt 🔽		0.00	
CMF Prototyping Advance		CMF	Investme	nt 🖸		0.00	
Total Add				ling sources involved ng for the submitted	l in previous CMF-fun project.	ded phases. Please	
	t/Final Costs		the program-speci ad the notes on the		available on the CMF	website. Please	
mm/dd/yyy B		Enter the same date as on the completed Excel budget.					
Category						Budget - Canada (CAI	
A - Producer			The amount of the	a financial etructura	shall be equal to the		
B - Team Labour Expenses			The amount of the financial structure shall be equal to the total amount of the Summary of Budget/Final Costs, and				
C - Equipment and Materials			to that of the Excel budget to be submitted in the required documents, including previous Conceptualization and/or				
D - Exploitation ; marketing ; promotion and publicity			Prototyping costs, if any.				
E - Administ	tration						
F - Corporat	te Overhead						



Appendix 1 - Financial Structure

The amount requested to the CMF for the proposed project appears on the first line. This amount matches the Requested Amount (CAD) entered above.

If you have received previous CMF Conceptualization and/or Prototyping funding for the project, enter the amounts received on the "CMF Conceptualization Advance" and/or "CMF Prototyping Advance" lines respectively. If you have not yet received any previous CMF funding for Conceptualization and/or Prototyping, enter 0 on these lines (the fields should not be left blank). If applicable, any other funding received in Conceptualization and/or Prototyping, in addition to that from the CMF, must be indicated to the financial structure on Dialogue. For each of these sources of funding, also indicate to which earlier stage of the project it corresponds.

Select the country for each of the funding sources entered. If your project is not an international co-production, enter Canada for all sources. If your project is a co-production, select the country for each co-producing country's funding sources. Please note that international co-productions must comply with the Framework for International Digital Media Co-Production available on CMF's website.

Select the type of funding sources from the dropdown list. If you cannot find the type of funding source in the list, it might be that it is an ineligible type of funding. Ineligible types of funding include, but are not limited to: credit margin or loan, sweat equity, work done for free or volunteer work, services, future revenues, and deferred salaries from non-shareholders.

Tick the checkbox in the "Confirmed" column if the funding source is indeed confirmed. If the funding source is pending, do not tick the checkbox.

Click on "Add" to add your other funding sources for the project.

The total financial structure to be entered on Dialogue must correspond exactly to the <u>total</u> amount of the budget submitted in the Required documents section. In the budget, the total of previous Conceptualization and/or Prototyping costs must be entered on the appropriate line, if applicable. Please note that cash flows in the budget should reflect the production stage only.

Appendix 2 - Schedule

Click on "Add" to add milestones to the schedule according to the following instructions:

Enter one line for "Production", enter the start date of the Production phase and in the Description field, indicate that this is the start date.

Enter a second line for "Production", enter the end date of the Production phase and in the Description field, indicate that this is the end date.

The start date for Production cannot be more than 6 months prior to the deadline date to which you are applying. Start and end dates should correspond to the period covered by the budget.

Enter a third line for "Beta version" and indicate the date on which you will have a beta version of the project. This date should also correspond to the date on which you will request the second payment from the CMF if your project is funded. Normally, at least 45% of the total budget should have been spent by this stage.

Enter a fourth line for "Final Release" and indicate the date on which the project will be made available to the target audience for the first time. Note that for games, the CMF considers an Early Access or live beta release to be the final release. Consequently, the final release date should correspond to the first date on which the project is publicly launched, regardless of whether the project is in its final form or not. It is from the "Final Release" date that you will need to start submitting exploitation reports if the project is successful.

Do not enter lines for "Prototyping" or "Marketing and promotion". These options do not apply to Production applications.