



# CANADA-BRAZIL IMMERSIVE MEDIA INCENTIVE

By Canada Media Fund and SP CINE

## GUIDELINES

## The Canada-Brazil Immersive Media Incentive

The Canada-Brazil Immersive Media Incentive (the “**Incentive**”) is a collaboration between the Canada Media Fund (“**CMF**” or **Party**) and SP CINE (“**SP CINE**” or **Party**) (CMF and SP CINE, collectively the “**Parties**”) to create a joint program that encourages codevelopment/prototyping of eligible immersive media projects.

The combined total budget for the Incentive will be CAN\$ 100,000 (or approximately BRL 400,000), with each Party contributing CAN\$50,000 (or approximately BRL200,000). The total Maximum Contribution for each funded project shall be CAN\$25,000 (or approximately BRL100,000). The contribution from each country in each project will be determined on a case-by-case basis. This contribution will take the form of repayable advance:

The Incentive may be combined with funding from other SP CINE’s programs and CMF’s Prototyping or Conceptualization programs. It will be awarded separately, and in addition to, any amounts contributed through other programs and without regard to Maximum Contribution (as defined in CMF and SP CINE’s respective Guidelines) amounts applicable to those programs. In no case, however, will the CMF or SP CINE contribute more than 75% of the respective Canadian and Brazilian financing from any combination of the CMF and SP CINE’s Programs.

To be considered for funding through the Incentive, projects must comply with both Parties’ general funding criteria, with the CMF determining eligibility for the Canadian portion of a project and SP CINE determining eligibility for the Brazilian portion of the project. Projects will be evaluated and chosen by a committee comprised of 2 or 3 representatives from each of the CMF and SP CINE through a selective process (using the Evaluation Criteria listed below). It is important for Applicants to note that eligibility to or financing through the Incentive does not guarantee the Applicant eligibility or financing for further CMF or SP CINE funding in development/prototyping or in production.

### Eligible Projects must meet the following criteria:

1. The project is an international codevelopment/prototyping project of immersive content that:
  - is either a virtual reality, augmented reality or mixed reality project;
  - is innovative or experimental;
  - is developed on an appropriate platform (or platforms) with regards to content and audiences; and
  - targets cultural markets (i.e., the storytelling has the potential to cross national boundaries and carries cultural content).
2. The project must involve at least one Brazilian producer<sup>1</sup> (or “**Applicant**”) eligible under SP CINE’s criteria, and one Canadian producer (or “**Applicant**”) eligible under the CMF’s criteria.
3. While the ownership, financial control and creative contributions (based on key creative positions) are to be determined in the codevelopment/prototyping agreement (as applicable) signed between the Applicants, the CMF and SP CINE encourage that these elements be proportional to each Party’s funding contributions. Therefore, even though the minimum allowable share between the Canadian and Brazilian Applicants must be at least 80%-20%, the Incentive encourages projects with a 50%-50% split.

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<sup>1</sup>For clarity, to meet SP CINE funding criteria, Brazilian applicants must be São Paulo City-based companies.

4. Each Applicant will ensure the project complies with general funding criteria from the funding entity of their respective country (i.e., eligibility, business policies, insurance requirements). As such, Canadian Applicants must meet the requirements set out in Section 3.1 of the applicable CMF 2020-2021 Experimental Stream — Prototyping Program Guidelines. In addition, all Applicants to the Incentive must meet the requirements set out in section 1 of the CMF's 2020-2021 Experimental Stream — Prototyping Program Guidelines with the qualification that any reference to “the CMF” shall be interpreted to include both the CMF and SP CINE. Brazilian Applicants must meet the requirements of the SP CINE funding guidelines.

The following types of projects are ineligible for funding:

- Products with a focus that is corporate, industrial or mainly promotional in nature
- Catalogues or compilations of repurposed material, presented without any new, value-added original content
- System software
- Development of new platforms if those platforms are not integrated in a Transmedia storytelling architecture
- Archival aggregator websites
- *Casino-type games*

## Selection Process and Criteria

Projects will be assessed and chosen by a selection committee composed of CMF and SP CINE representatives.

Proposals will be evaluated according to the following grid. However, an overall reciprocity approach will be adopted by the Incentive's selection committee to ensure a fair balance between territorial investments in both Canada and SP CINE, and to ensure a fair balance between majority and minority projects between both countries.

## Evaluation Grid

Cultural value of the project: 50 points

- Originality and creativity of the proposal (max. 25 points)
- Blending of Brazil and Canada cultural or community concepts in a way that engages audiences from both territories and beyond (max. 15 points)
- Project lead is either a woman or a person that meets the Incentive's Diversity of Voices<sup>2</sup> definition (max. 10 points)

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<sup>2</sup> For the purpose of this Incentive, a person meets the Diversity of Voices definition on the Canadian portion of a project if they are:

- An Indigenous person that meets the definition of Aboriginal peoples under the Employment Equity Act; or
- A member of a racialized community that meets the 'member of visible minorities' definition under the Employment Equity Act; or

A person meets the Diversity of Voices definition on the Brazilian portion of the project if they are: cisgender women, transgender people, black people, if they are in a lead role inside the project (e.g. executive producer, head of programming, head of game design) or companies owned by black people.

Track record and target audience: 40 points

- Potential for the project to reach Canadian, Brazilian and international audiences (max. 10 points)
- Track record, experience and achievements of the creative team (max. 15 points)
- Track record, experience and achievements of the production company (max. 15 points)

Feasibility of the project: 10 points

- Feasibility of the development/prototyping budget and financial plan (max 5 points)
- Realism of the agenda/timeline of the project (max 5 points)

The Parties reserve the right to require other documentation from applicants for the completion of the assessment of the project.

## Key Dates

- Publication of the Guidelines and call for projects: December 1, 2020
- Application deadline: February 1, 2021
- Selection Committee: February 23, 2021
- Decisions released to applicants: March 9, 2021
- Public release: Around March 16, 2021

The Incentive team will facilitate introductions between producers and digital media agencies, or territorial service providers located in both Canada and Brazil.

The CMF has created an online tool to help facilitate contact between potential partners from Brazil and Canada. If you'd like to find someone to work with on your project, please [sign up here](#) and create a profile.

## Application – Important Information and Required Documentation

- Applications must be submitted according to the deadlines published above and on the Parties' websites and in accordance with the stipulations noted in the application form.
- Each coproducer will be responsible to submit the complete application to the authority (CMF or SP CINE) of its own country. The same set of documents must be submitted by each coproducer and the application form must be signed by all coproducers.
  - Canadian Producers should submit the complete application through <https://telefilm.ca/en/log-in>. The application should be submitted in English or in French.
  - Brazilian producers should submit the complete application through <http://spcineinvestimentos.com.br/>. The application should be submitted in Portuguese.
- The period of eligibility of costs will start on the date the application has been submitted and no funding will be applied to costs which occurred prior to the application submission date. Only the costs related to the acquisition of author right is eligible retroactively for a period of 12 months preceding the date of the submission.

- Applications must include the following **Administrative** information:
  - A list of the projects produced by the Brazilian production company;
  - A list of the projects produced by the Canadian production company;
  - The deal memo or the agreement between coproducers;
  - Contracts proving the acquisition of necessary rights (e.g. option contract, script writer's contract etc.);
  - Project goals and timeline;
  - Budget of the Project;
  - Financing plan of the Project;
  - Anticipated business model or potential for revenue generation;
  - For the Canadian production company:
    - Complete incorporation documents;
    - Signed and dated CMF Directors and Shareholders form.
- Applications must include the following **Creative** information:
  - CV of creative and production teams;
  - Brief project summary;
  - Description of the project and its main features (technology, architecture, navigation, interface, graphic design, creative elements, user experience, functionalities, etc.);
  - Preliminary plan for project progress to further stages (production and distribution) (maximum 1 page).

There will be no obligations for the CMF and SP CINE to support any of the projects submitted if the standards and objectives of the CMF and SP CINE are not met.

#### **Contacts for the Incentive:**

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Please note: These Guidelines may be changed or modified as required, without notice. Please consult the CMF website at [www.cmf-fmc.ca](http://www.cmf-fmc.ca) and the SP CINE website at [spcine.com.br](http://spcine.com.br) for the latest Guideline news and documentation.