



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA



**CHARENTE**  
LE DÉPARTEMENT



# **CANADA–FRANCE CO-DEVELOPMENT AND CO-PRODUCTION INCENTIVE FOR INTERACTIVE AND IMMERSIVE DIGITAL MEDIA PROJECTS**

with the Canada Media Fund,  
the Conseil Régional Nouvelle-Aquitaine  
& the Conseil Départemental de la Charente

## **GUIDELINES 2023–2024**

# 2023–2024 Guidelines for the Canada–France Co-development and Co-production Incentive for Interactive and Immersive Digital Media Projects

These Guidelines comprise seven sections:

1. Introduction
2. Project Eligibility
3. Application Process
4. Important Information and Required Documentation
5. Evaluation Criteria
6. Payment Procedures
7. Contacts for the Program

## Introduction

The Canada–France Co-development<sup>1</sup> and Co-production Incentive for Interactive or Immersive Digital Media Projects in Virtual Reality or Augmented Reality (“the **Incentive**”) is a collaboration between the Canada Media Fund (**CMF** or “**Party**”) and the Conseil Régional Nouvelle Aquitaine and the Conseil Départemental de la Charente (“**Région Nouvelle-Aquitaine and Département de la Charente**” or “**Party**”) (collectively the “**Parties**”) to fund the co-development and co-production of eligible virtual reality or augmented reality between production companies in Canada and France.

The total amount of funding available through the Incentive is CAN\$450,000 (approximately €300,000) with CAN\$225,000 (approximately €150,000) contributed by the CMF, €50,000 by the Département de la Charente and €100,000 by the Région Nouvelle-Aquitaine, for a total of €150,000 by the French parties (approximately CAN\$225,000). The funding will take the form of a non-refundable contribution.

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 the project and the Région Nouvelle-Aquitaine and Département de la Charente determining eligibility for the French portion of the project. Projects will be evaluated and chosen by a committee composed of representatives of the CMF and members of a selection committee representing the Région Nouvelle-Aquitaine, the Département de la Charente, Magelis, and the ALCA agency through a selection process based on 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 for further funding from the CMF, Région Nouvelle-Aquitaine or Département de la Charente.

Aid granted by signatory regional authorities that constitutes State aid under the provisions of article 107.1 of the Treaty on the Functioning of the European Union is subject to European regulations pertaining to State aid. The signatory regional authorities (the Région Nouvelle-Aquitaine and Département de la Charente) agree to ensure that their aid programs comply with EU rules, specifically Commission Regulation (EU) No 651/2014 of 17 June 2014 declaring certain aid categories compatible with the internal market under the provisions of articles 107 and 108 of the Treaty on the Functioning of the European Union (General Block Exemption Regulation or GBER) and extended by Commission Regulation (EU) 2020/972 of 2 July 2020 amending Regulation (EU) No 1407/2013 as regards its prolongation and amending Regulation (EU) No 651/2014 as regards its prolongation and relevant adjustments as published in the Official Journal on July 7, 2020.

This joint policy shall pay particular attention to ensure gender equality (parity in the membership of bodies providing expertise) and to implement measures to prevent sexist and sexual violence and detect inappropriate behaviour on film sets, within businesses and when promoting films. It also aims to take into account issues identified in the Néo Terra regional roadmap for the Région Nouvelle-Aquitaine pertaining to a transition in response to environmental and climate concerns, specifically the Eco-Production approach to shooting films.

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<sup>1</sup> The terms "co-development" and "development" as used within the Guidelines of this Incentive refer to activities related to project prototyping and conceptualization activities.

The **total maximum contribution** for each project funded through the Incentive shall be:

- CAN\$60,000 (approximately €40,000) for co-development projects, or
- CAN\$150,000 (approximately €100,000) for co-production projects

Consisting of:

(a) A CMF contribution which shall not exceed 75% of the Canadian co-development or coproducing budget, and

(b) A Région Nouvelle-Aquitaine and Département de la Charente contribution which shall not exceed 50% of the French co-development or coproducing budget.

The total contribution per project from each funding organization will be determined on a case-by-case basis.

While the ownership, financial control and creative contributions shall be determined in the co-development and co-production agreement between the production companies involved, the share of the minority co-production company shall not be less than 20%. As a general guideline, the CMF, Région Nouvelle-Aquitaine and Département de la Charente expect that such elements be proportional to each Party's respective funding contribution.

Funded projects will be required to spend funding within the territory of Canada, the Région Nouvelle-Aquitaine and the Département de la Charente.

The creative community in the Département de la Charente and the Région Nouvelle-Aquitaine is taking advantage of the unique potential of new technological applications. The result is innovative works that are characterized in particular by their visual and narrative nature (for example, interactive storytelling, virtual reality, augmented reality).

To encourage the creation of this type of innovative audiovisual content, the Région Nouvelle-Aquitaine and Département de la Charente is offering, through this partnership, selective support for the development and production of immersive and/or interactive works.

Immersive and/or interactive works are understood to be audiovisual creations that develop a proposed narrative based on a dynamic viewing experience incorporating, together or separately, changing perspectives and the activation of visual or audio content specifically by employing technologies known as virtual reality and/or augmented reality.

To be eligible for aid, works must be designed and written entirely or primarily in French.

## **Project Eligibility**

Eligible projects must meet the following criteria:

- Development and production aid will be awarded only to legally incorporated production companies.
- Projects must be at the development or production stage and:
  - Feature immersive or interactive content (digital virtual reality or augmented reality projects);
  - Be intended for digital platforms;
  - Be live-action or animated projects;
  - Be developed or produced in French.
- Projects must involve at least one French production company eligible under Région Nouvelle-Aquitaine and Département de la Charente criteria and one Canadian production company eligible under CMF criteria.<sup>2</sup>

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<sup>2</sup> While PERSONA-ID is not a requirement for this Incentive, the CMF seeks to collect information for the analysis and development of its programs (per the Terms of Use & Privacy). The CMF therefore encourages all Canadian producers and key personnel to sign up for a PERSONA-ID account, and to provide their number in applications, as applicable. For more information, please refer to the CMF PERSONA-ID webpage.

- If the proposed project has already received development or production funding from either CMF or the Région Nouvelle-Aquitaine and Département de la Charente, the applicant must demonstrate clearly what the new development or production will entail and how it will develop the project further.
- The Canadian portion of the project/content complies with the applicable subsections of section 3.2 in the CMF's Conceptualization Program, Prototyping Program Guidelines, Innovation & Experimentation Program and the Program for Commercial projects, and the French portion of the project/content complies with the principles adopted by the Commission Permanente du 9 mai 2023 for the Région Nouvelle-Aquitaine and the principles adopted by the Commission Permanente du 5 mai 2023 for the Département de la Charente.
- The Incentive may be combined with funding from other programs under the CMF's Experimental Stream or other Région Nouvelle-Aquitaine and Département de la Charente programs if the project meets eligibility criteria for those programs.
- *Award criteria and procedure:*
  - Aid is awarded on the basis of recommendations by the selection committee specifically considering the originality of the work, its contribution to creative diversity, the quality of the writing and appropriateness of the work for the media to be used, and the target audience. In the case of production aid, broadcast or marketing perspectives as well as the works economic viability are also considered.
- *Amount of the aid:*
  - Aid is provided in the form of a grant. for France and a non-repayable contribution for Canada.
  - The partners determine the amount of each aid awarded within the maximum limits set out in these Guidelines.
  - The amount of development and production aid provided for a given work may not exceed 50% of final expenditures on the work for the portion taking place in France and 75% for Canada.

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 into a transmedia storytelling architecture
- Archival aggregator websites
- Any type of gambling using real currency (for example, casino-type games or cryptocurrency wagers)
- Advertising, commissioned or institutional products, or any project that cannot be defined as a "creative work"
- Video games

## Application Process

### Key dates

Deadline to apply:	June 15, 2023
Decisions announced to applicants:	December 2023

No additional material may be submitted after the deadline. Projects will be selected for funding according to the evaluation criteria set out below. Applicants will be notified by the Région Nouvelle-Aquitaine and Département de la Charente or the CMF as appropriate.

### Important Information and Required Documentation

- For French applicant companies: The aid is intended for companies in the film and audiovisual production sector that meet the Community definition of SMEs, are registered under code APE 5911A or 5911C, and have their head office and conduct their primary activities in the Région Nouvelle-Aquitaine and/or the Département de la Charente.

- Applications must be submitted within the deadlines indicated above and published on the Parties' websites, and in accordance with the stipulations noted in the application form.
- Each co-production company will be responsible for submitting the complete application to the authority (CMF or the Région Nouvelle-Aquitaine and Département de la Charente) in its own country. The same set of documents must be submitted by each co-production company to the authority in their country, and the application form must be signed by all companies co-producing the project.
  - Canadian production companies should submit the complete application in French through <https://telefilm.ca/fr/se-connecter>.
  - French production companies can find further details on how to apply at the following addresses: [isabelle.barrere@nouvelle-aquitaine.fr](mailto:isabelle.barrere@nouvelle-aquitaine.fr) and [agnes.paratte@nouvelle-aquitaine.fr](mailto:agnes.paratte@nouvelle-aquitaine.fr), or [plefort@magelis.org](mailto:plefort@magelis.org) for the Département de la Charente.
- The period of eligibility of costs will start the date the application has been submitted and no funding will be applied to costs which occurred more than three months prior to the application submission date for development and six months prior to the application submission date for production. Only costs related to the acquisition of copyright are eligible retroactively for a 12-month period preceding the submission date of the application.
- Applications must include the following **administrative** information:
  - A list of projects produced by the French production company
  - A list of projects produced by the Canadian production company
  - The letter of agreement or the co-development or co-production contract including the copyright sharing arrangement (percentage) between the production companies for the project
  - Contracts proving the acquisition of necessary rights (for example, option contract or script writer's contract)
  - Timeline for each project phase
  - Provisional budget in euros before taxes, indicating expenditures in Nouvelle-Aquitaine
  - Financing plan indicating the status of each funding component ("A" for acquired and "R" for requested)
  - For Canadian production companies:
    - Complete incorporation documents
    - Signed and dated CMF Declaration of the Corporation's Canadian Status, and its Shareholders and Directors
  - For French production companies:
    - A Kbis extract and International Bank Account Number (IBAN)
- Applications must include the following **creative** information:
  - CV of key creative personnel
  - Project summary in development or executive summary in production
  - Letter of intent from the producer, including a description of the project's target audience
  - Detailed description of the proposed project outlining some of its main features (for example, technology, architecture, navigation, interface, graphic design, creative elements, user experience, functionalities)
  - Support material (for example, mood board, prototype, screenshots, videos, mock-ups, diagrams, tables)
  - Preliminary plan for project progress to further stages: further development (if needed), production and distribution (maximum one page)

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

There will be no obligation on the part of the CMF or the Région Nouvelle-Aquitaine and Département de la Charente to support any of the projects submitted if they do not meet the Parties' standards and objectives.

For all successful projects, the French co-development or co-production company shall enter into a contract with the Région Nouvelle-Aquitaine and Département de la Charente, and the Canadian co-development or co-production company shall enter into a contract with the CMF within four months of the offer of funding.

## **Evaluation Criteria**

Projects will be evaluated by representatives of the CMF, Région Nouvelle-Aquitaine, Département de la Charente, ALCA and Magelis based on the following criteria:

- Cultural value of the project
- Originality and creativity of the proposal
- Blending of France's and Canada's cultural or community concepts in a way that engages audiences from both territories and beyond
- Target audience
- Potential for the project to reach audiences in Canada, France and around the world
- Track record, experience and achievements of the creative team
- The extent to which the creative team includes women in a leadership role
- Track record, experience and achievements of the production company
- Feasibility of the project
- Feasibility of the development or production financial plan, including confirmation of third-parties' support, if any
- Realism of the agenda/timeline of the project

In the interests of ensuring the diversity of the audiovisual creation, the CMF and the Région Nouvelle-Aquitaine and Département de la Charente shall also pay particular attention to emerging projects featuring writers and/or producers who are young or from an underrepresented group.

## **Payment Procedures**

For the CMF, the non-refundable contribution will be paid in two instalments: 70% after signature of the funding agreement and 30% after the submission and approval of the final version of the treatment and final expenses report. For the Région Nouvelle-Aquitaine and Département de la Charente, the aid will be paid in two instalments of 50% each in accordance with the terms of the contract to be signed.

If the eligible costs actually incurred by the applicant during the development or production phase are lower than anticipated, the CMF and the Région Nouvelle-Aquitaine and Département de la Charente will calculate the amount of funding based on the actual costs, and the beneficiary will, where applicable, be required to repay any excess amounts already received.

## Contacts for the Program

### For the CMF in Canada:

#### **Stéphane Cosentino**

National Deputy Director, Experimental Stream  
CMF Program Administrator-Téléfilm Canada  
[stephane.cosentino@telefilm.ca](mailto:stephane.cosentino@telefilm.ca)

### For the Région Nouvelle-Aquitaine:

[isabelle.barrere@nouvelle-aquitaine.fr](mailto:isabelle.barrere@nouvelle-aquitaine.fr) and [agnes.paratte@nouvelle-aquitaine.fr](mailto:agnes.paratte@nouvelle-aquitaine.fr)

### For the Département de la Charente:

[plefort@magelis.org](mailto:plefort@magelis.org)

These Guidelines may be changed or modified as required without notice. Please consult [www.cmf-fmc.ca](http://www.cmf-fmc.ca) for the latest Guideline news and documentation.