CANADA MEDIA FUND FONDS DES MÉDIAS DU CANADA

INTERACTIVE DIGITAL MEDIA DEFINITIONS

The following definitions are provided as a reference guide for completing picklist questions in certain CMF Interactive Digital Media (IDM) applications or report forms. Select the response that best describes the project when the application or report is being completed.

CONTENT TYPES

- **Game:** Multimedia content that requires a high level of interaction from the user to complete the experience and that includes a combination of rules, progression, rewards and/or other "playing features". Examples can include but are not limited to console, web or mobile games.

- **Interactive / Immersive Experience:** An interactive experience is multimedia content (other than games) utilizing technology that requires a high level of interaction from the user to complete the experience, allowing them to influence outcomes within a virtual or real environment. An immersive experience is multimedia content utilizing technology that fully surrounds and engages the users' senses. Examples can include but are not limited to XR (VR, AR, MR) content, physical installations, or exhibitions.

- **Software:** Application software that is innovative, interactive, and that provides utilities, tools or a service connected to the Canadian cultural sector. Examples can include but are not limited to creation, editing, or monitoring software, or the creation of platforms that provide a service to the Canadian cultural sector.

- **Video:** Moving images with or without sound, where limited or no interaction options are offered to the user. Examples can include but are not limited to 360 video, dome projections, "choose your own ending" films and social media video content. *(Note: this option is largely applicable only in exploitation or audience success reports for projects financed before April 1, 2025).*

- **Digital Linear Series:** Series are two or more related episodes of (Linear or Interactive) video content that originate on the web. A "series" shall be defined as at least three related episodes of linear video content, and of at least two minutes in duration per episode. *(Note: this option is largely applicable only in exploitation or audience success report for projects financed by the Digital Linear Series Program before April 1, 2024).*

DELIVERY METHODS BY USE

- **Website – Online:** The content of the project is delivered via an Internet connection through a web browser, regardless of the device used to deliver it (includes Web Apps).

- **Application – Native:** Can be either a mobile app (includes both content and code to consume it) or a software (i.e. a purely technological product without any included content), both require an installation to deliver the content or perform a task. (Example-installed via App Store, Google Play, Steam)

- **Console – Native:** Can be either an application (includes both a content and code to consume it) or a software (i.e. a purely technological product without any included content), both require an installation to deliver the content or perform only on a specific gaming console. (Example -Nintendo, Xbox, PlayStation)

- **Streaming – Online:** Fixed package that must be consumed as it is streamed, requires a connection and the installation of an application which may or may not be part of the project. (Example-played via YouTube, Vimeo, and Live Broadcast)

- **Physical Location – Exhibit:** A digital installation that requires a manufacturing process and, usually, involving a "one-to-many" approach.

- **Downloadable – Offline**: Fixed package to be consumed without an Internet connection. Does not fit into any of the above categories.

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PRESENTATION TYPES

- **Classic Immersion (CI):** Devices or displays that presents information in a gamified format or provides the user with control over their path to completion. Generally, on a console, computer, internet enabled or other handheld device, and can include experiences in a physical space that fully surrounds and engages the user's senses. This presentation type does not alter or augment the user's perception of reality.

- **Virtual reality (VR):** Users enter and interact with an immersive wholly digital world, usually experienced through a head-mounted display (HMO) or a similar device. The user is completely immersed in the virtual world, which is usually interactive and can be navigated in real-time.

- **Augmented reality (AR):** An interactive experience where the real-world environment is enhanced by computer-generated content. AR technology usually involves a device, such as a smartphone, tablet, or HMO passthrough, which overlays virtual content onto the real world.

- **Mixed reality (MR):** Combines elements of VR and AR, blending both the virtual and the real world together in an interactive experience. MR technology typically involves a device, such as a headset or glasses, which allows the user to see both the real-world environment and computer-generated content at the same time. The virtual content is usually anchored to a specific location or object in the real world, allowing the user to interact with it in a more immersive way.

- **Extended reality (XR):** An umbrella term used to discuss the broad range of technologies relating to artificial environments which use VR, AR, and MR. It should be selected if the experience does not fit neatly into one of the 3 above. It could also apply to projects where the user is controlling a device remotely (e.g. drones or remote mini vehicles).

- **Non-Immersive (NI):** Devices or displays that presents information in a linear format, and where the user cannot control their pathway through the experience. This can include presentation through streaming services, on a computer, other device, or in physical space. This presentation type does not alter or augment the user's perception of reality.