



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

# **ITERATION PROGRAM**

## **GUIDELINES**

### **2024-2025**

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# 1. GENERAL INFORMATION

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Section 1 of the [IDM Content – Core Guidelines](#) shall apply to the Iteration Program Guidelines, unless otherwise specified.

## 2. ITERATION – OVERVIEW

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### 2.1 INTRODUCTION

Unless otherwise specified, in addition to the requirements set out in these Guidelines, Applicants must comply with:

- 1) The rules and requirements of the [IDM Content – Core Guidelines](#), and
- 2) The applicable policies and definitions in Appendix A and Appendix B, namely:
  - a) [Appendix A](#): Section 7 (CMF Definitions)
  - b) [Appendix B](#):
    - i) Chapter 1 (Default Policy),
    - ii) Chapter 2 (Accounting and Reporting Requirements),
    - iii) Chapter 3 (Producer’s Fees and Corporate Overhead Policy), and
    - iv) Chapter 5 (Insurance Policy).

The Iteration Program (the “**Program**”) is a pilot initiative with the objective to support the creation of new content for previously CMF-funded IDM Projects that have demonstrated success in the marketplace. Eligible Applicants can propose the creation of new content or significant features to maximize their opportunities to reach new and returning audiences and ensure continued success for an existing Project.

Eligible Projects will be awarded funding on a first-come, first-served basis until resources for the Program are depleted or until the application closing date, whichever comes first.

Eligible Projects will be required to submit a new application form to the CMF along with a short proposal that includes:

- Description of the new phase of work to be undertaken;
- A business and market audience plan including targets that this new phase of work will allow; and
- A budget outlining the costs of the new phase of work.

## 3. ITERATION – ELIGIBILITY

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### 3.1 ELIGIBLE APPLICANTS

An Eligible Applicant to the Iteration Program must meet:

- The Eligible Applicant criteria in section 3.1 of the [IDM Content – Core Guidelines](#); and
- Any applicable specific eligibility criteria noted in this section.

Eligible Applicants will be limited to one (1) application per fiscal year.

### 3.2 ELIGIBLE PROJECTS

An Eligible Project to the Iteration Program must meet:

- The Eligible Project criteria in Section 3.2 of the [IDM Content – Core Guidelines](#); and
- Any applicable specific eligibility criteria noted in this section.

#### 3.2.1 Previously funded CMF Projects

Eligible Projects are previously funded CMF Projects that have minimum engagement thresholds of at least:

- \$500,000 in gross revenues generated OR
- 10,000 units sold / downloaded (if a location based experience, then individual users / attendees can be counted)

In addition, Eligible Projects must meet the following conditions:

- Must have previously received funding from a production-stage CMF IDM funding Program<sup>1</sup>;
- Must still be actively available for purchase, download or distribution in the marketplace;
- The original Project final phase deliverables must be delivered (including a cost report) and Project file closed;
- Must still be in its recoupment and/or profit participation period with the CMF (i.e., the Applicant did not execute a Buyout agreement with the CMF); and
- Must still be within its 7-year CMF exploitation and reporting term.

For clarity, partial or split Projects or porting or adaptation to new digital platforms that would normally be deemed as an Ineligible Project will be allowed in this Program, so long as it's a previously funded CMF Project that meets the above criteria.

#### 3.2.2 Miscellaneous Requirements

- An Eligible Project must also comply with any applicable privacy laws and regulations.
- The Project must be made available in Canada, and the new work should be intended for release within one year.

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<sup>1</sup> For clarity, this includes but may not be limited to: Innovation and Experimentation Program or Commercial Projects Program and any previously published variations of such production phase programs, but not including Digital Linear Series Program or Digital Creator's Pilot Program. If unsure, contact a CMFPA Analyst to discuss.

## 4. ITERATION – CMF CONTRIBUTION

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A CMF Contribution to an Eligible Project will follow:

- The criteria in section 4 of the [IDM Content – Core Guidelines](#); and
- Any applicable specific criteria noted in this section.

### 4.1 AMOUNT OF CONTRIBUTION

Successful Applicants receive funding in an amount appropriate to the needs of the Project and subject to a Maximum Contribution of the lesser of 75% of the Project's Eligible Costs or \$350,000.

#### 4.1.1 Maximum Total per Project

For Projects that are awarded funding through this Program, the maximum cap of CMF funding for a single project will be increased to \$1.85 million. For clarity, any Iteration Program funding received can exceed the maximum total per Project of \$1.5 million outlined in Section 4.2.2 of the [IDM Core Guidelines](#).

### 4.2 ELIGIBLE COSTS

Costs proposed must be new costs attached to a new phase of work on an existing CMF-funded Project (financing new projects or sequels are not eligible). For clarity, budgets should not include previously incurred costs, or costs for work previously funded by the CMF.

New work can include but is not limited to:

- The creation of new content, features or levels;
- Costs to port to a new digital platform; and/or
- Localization costs for **new** language market(s), must be accompanied by a release plan for bringing the content to that market.

Eligible Costs must be costs directly related to the Project, including but not limited to:

- Preparation of content;
- Salaries and benefits/wages/contracts for Project team (Project management, business development, coding, design, system infrastructure, content development);
- Technology infrastructure (hardware and software);
- Travel and accommodations;
- Project audit fees;
- Other technical and administrative expenses;
- Localization activities;
- Marketing and promotion; and/or
- Reasonable costs related to environmentally sustainable activities, practices and personnel.

## 5. ITERATION – DECISION PROCESS

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Evaluation of an Eligible Project will follow:

- The criteria in **section 5 of the [IDM Content – Core Guidelines](#)**; and
- Any applicable specific criteria noted in this section.

Eligible Projects are awarded funding on a first-come, first-served basis until resources for the Iteration Program are depleted or until the application closing date, whichever comes first.

At least 30% of the Program budget will be reserved for projects that meet at least one of the following: Diverse Community (Ownership) Project or Gender Balance (Ownership) Project as defined in [Appendix A](#).

In the event that a large number of Projects are submitted on the same date, creating oversubscription, the CMF may distribute funding to those Projects deemed eligible on a proportional (pro-rated) basis. Should proration calculations result in Projects receiving 75% or less of their requested ask, the CMF may elect to distribute funding in some other equitable manner, including designating how many submitted Projects will receive funding. This equitable distribution will take into consideration the CMF's commitment to equity, diversity, gender parity and regional representation to be determined in the CMF's sole discretion.

## **6. ITERATION – RECOUPMENT POLICY**

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### **6.1 APPLICABLE RECOUPMENT POLICY**

For the Iteration Program only, the Recoupment Policy agreed to in the Project's original production phase contract will prevail.

Applicants will continue to report on their recoupment as per the terms of their original contract, and the CMF will recoup its investment or participate in the profit participation of the program as per the original contract.

The CMF total contribution will be updated with this new amount and an updated Recoupment Structure will be included in the new contract to reflect this.

### **6.2 EXTENSION OF EXPLOITATION AND REPORTING TERM**

Eligible Projects receiving funds through this Program will have a period of three (3) years added to their current exploitation and reporting term, extending it to ten (10) years from the first exploitation report submitted.