



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

Interactive Digital Media

Iteration Program
2025-2026

List of Required Documents
&
Application Guide – Dialogue Application Form

Please consider the environment before printing.

Applications must be submitted according to the deadlines published on the CMF website and must include the required documents listed below.

Please 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 Form, the Dialogue User Guide and the Electronic Signature Guide.

Please note:

- Any material exceeding maximum page limits will not be reviewed during the evaluation process.
- To make your documents easier to read on screen, please use a simple font (e.g. Helvetica, Arial), black on a white background with a size greater than 11 points and avoid formatting text in columns.
- Documents directly uploaded to Dialogue must be in PDF, Microsoft Word or Microsoft Excel (.xlsx) and should not exceed 25MB. If you submit images in other formats (e.g. jpg or png), they must be combined in a single document.
- Documents with unsupported file types (e.g. Apple Pages, Apple Numbers) will not be reviewed.
- Only hyperlinks to videos are accepted. They must not lead to platforms requiring registration and/or the sharing of users' personal information with the applicant (e.g. Google Drive, Microsoft OneDrive, Dropbox, etc.).

Applications must include the following:

PERSONA-ID

- **Self-Identification Platform:** Please visit the CMF's PERSONA-ID page.
All individuals with ownership and control rights in the applicant company and members of the project's key personnel must register to create a PERSONA-ID account and complete a self-identification form to obtain a PERSONA-ID number.
- **In Dialogue:** Please consult the Application Guide.
The application form must be completed with the PERSONA-ID numbers entered in the applicable sections.

Only paid eligible positions held by Canadians will count towards the evaluation of team parity and diversity and the information provided in the project's budget will prevail.

Narrative Positioning

- **Narrative Positioning Attestation** (form available)
Visit the Narrative Positioning page on the CMF website. Submit the signed Narrative Positioning Attestation form.

Eligibility thresholds for previously CMF funded project

- Please upload distributor/publisher/third-party vendor reports and/or proof of attendance (i.e: event sales report) in Dialogue to validate minimum engagement thresholds. Please refer to section 3.2.1 of the Guidelines.

Work plan and Business plan (forms available)

- **Work Plan:** Description of the new phase of work to be undertaken.
- **Business Plan:** A business and market audience plan including targets that this new phase of work will allow.

Financial viability

- **Budget and Cashflow** (form available)

You must use the 2025-2026 Interactive Digital Media Iteration budget template, which includes the cashflow, available on the CMF website. The “Instructions” tab on the budget will help you complete it. Please note that deferrals are not accepted in Iteration. The cash flow should include only inflows and outflows for the duration of the project in its Iteration phase. The CMF payment schedule is: 80% upon full execution and receipt of the agreement between the applicant and the CMF and 20% upon receipt and approval of closing documentation for the project. However, at its sole discretion, the CMF may set different percentages on a case-by-case basis. Please submit the complete Budget in Excel format, dated and signed. Please submit the complete budget in Excel format (.xlsx), signed and dated.

- **Financing Commitment Letters or Agreements**

The financial structure must be entered online in the application form. For each source of funding indicated in the financial structure, submit the corresponding commitment letters or agreements, including the applicant’s investment.

Underlying rights information

- **History** (1 page maximum)

Indicate which entity or individual holds the rights to the project. Give a brief history of the project and indicate the FMC number of the initial project financed in production and the date of the contract.

- **For previously funded co-production**

- If the co-production is in effect between original partners, please provide an amendment to the original co-production agreement.
- If the co-production is no longer in effect, the principal applicant to the program must demonstrate that they own all the necessary rights to continue the development and exploitation of the project.

Corporate Information (not required for broadcasters’ internal productions)

- **New in 2025-2026** The Declaration of the Corporation’s Canadian Status, and its Shareholders and Directors is now an electronic form that can be found in a new section called “*Corporate Information*” in Dialogue, under the *My Organizations* Record. Please fill out this new section within the Organization Record for the applicant company and, if applicable, for the co-applicant, parent company(ies) and for any other shareholder company. Note that only the individual who created the Organization record, or the Administrator once they have been designated, can access this section. A User Guide will be available in the *Corporate Information* section to help you fill it out. All Shareholders and Directors who are individuals are encouraged to complete a PERSONA-ID form and their PERSONA-ID number must be entered in the *Corporate Information* section. The CMF will exceptionally accept the Declaration of Canadian Status of the Organization and Corporate Information in PDF format (available on the CMF website) if a shareholder parent company does NOT have a Dialogue Organization record created.

- Documents to be submitted under the **Records** menu, under **My Organizations**; select **Manage Documents** button on top right; click on **Add** and then **Submit**.

- **Certificate of Incorporation of the Applicant**

“Applicant” means the for-profit company or corporation making the application. Please submit the applicant’s certificate of incorporation and, if applicable, that of the co-applicant.

- **Financial Statements**

Submit your complete financial statements for the last three years and, if applicable, for the co-applicant and your parent companies. If the applicant is a newly founded company, you may submit shareholder financial information or a preliminary balance sheet.



If the application is approved for CMF funding,
additional documents will be required to proceed to the contract.


How to name documents

- Having a Description and selecting a Type that makes sense to each required document uploaded in your application form will ensure proper analysis of your project.
- For the Description of each uploaded document, copy the names of the documents from the list of required documents. You can add details in the description for more clarity.

Example:

The maximum file size allowed is 25MB. Documents too large are highlighted in red

Document ?	Website URL ?	Description	Type
<div>UPLOAD  Drop file here</div>		FINANCING COMMITMENT LETTER _Name_Date	Financing agreement 

 Add

Applicants may be contacted if information or documents are missing. Dialogue will not issue a warning if a required document is not submitted

Out of fairness to all applicants, documents other than those appearing on the List of Required Documents will not be considered, nor will pages exceeding the maximum page limit allotted.

Please refer to the [Application Guide – Dialogue Application Form](#) on the following pages.



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**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** | **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 | Telefilm Canada program administrator. Missing information may be requested as needed.

-

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.

Summary

Program **CMF IDM - Production**

Application Year **2025-2026**

The Iteration program is a Production program, but the application must be filled differently than in Production.

[Need help? Please review our Guide](#)

▼ Applicant

Select Applicant Company

--Select--

Correspondence Language

--Select--

Are you applying on behalf of a company to be incorporated?

--Select--

Answer YES **only** if a new company will be created by the Applicant Company if the project is selected for financing.

Do the Applicant, the Co-Applicant and/or their parent company have a director or shareholder that is not a Canadian citizen or a director or shareholder that has been a permanent resident for more than 4 years?

--Select--

Applicant(s) is/are a Canadian

--Select--

Does this application meet the definition of a Diverse Community (Key Personnel) Project as set out in Appendix A?

--Select--

▼ Contacts

Contact Type	Name (last name, first name)	Email	Phone Number
Enter contact names. Please note that only members and administrators registered in the Applicant Organization will be contacted via the platform.			

▼ Canadian Co-Applicant(s) (if applicable)

Co-Applicant	Contract Signatory Name	Email for Official Notifications	% of Rights
If applicable, please add the details of the Canadian company co-owning the rights to the project (the Canadian co-applicant), and their percentage of rights held under the co-production agreement. If you have subcontractors, please do not include their names here.			
Add			

▼ International Coproduction

Is this an international coproduction?

☐ Yes ☐ No

If your project is an international co-production, indicate YES and fill in the fields that open. Make sure you meet the requirements of the **Framework for International Digital Media Coproduction**, available on the CMF's website.

▼ Previous Application(s)

Has the Project been submitted for Pre-application Consultation?

--Select--

Has the Project previously been submitted to CMF?

--Select--

Pre-application Consultation is not required for this program. However, please feel free to request one if you would like more information.

▼ Project

Title

Previous Title(s) (if applicable)

Content Type

Delivery Method

Presentation Type

Language

Website URL

For example, <http://www.myprojectsite.ca>

Target Audience

Description (500 characters or less)

Materials to be delivered at the Final Costs stage for this Application

List the deliverables you will submit at the end of this stage of the project. For example, porting to other languages and/or platforms, number of DLCs, levels and characters, systems developed, number of minutes, marketing plan, etc.

Please indicate any of the following that you plan to undertake in the course of your Project.

The CMF encourages all Applicants to implement more environmentally-sustainable practices and cleaner technologies – and reduce the use of unsustainable resources – in the development, production and exploitation of Projects. Select all that apply.

Do you have a functioning prototype?

Business Model

Number of paid positions on the Project

% Canadian Costs

Distribution Platform(s)

By selecting English-French, the project must be available in both languages.

And / Or

Third Party Publisher/Distributor

Prototyping Financing Application Number (if applicable)

Conceptualization Financing Application Number (if applicable)

Does this Project include or reflect storylines, main characters or subject matter related to one or more of the following?

This question is for statistical and analytical purposes only. The definitions of Indigenous Peoples in Canada and Equity-Deserving Communities are found in Appendix A.

The Applicant (and including on behalf of all Co-Applicant(s), if applicable) hereby represents and warrants that the Project: 1) does not contain elements of excessive violence, hate propaganda, sexual violence, sexual exploitation or elements which are obscene, indecent or child pornography within the meaning of the Criminal Code and 2) is not libellous or in any other way unlawful, and is in compliance with all applicable privacy and other laws and regulations.

☐ Yes ☐ No

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?

☐ Yes ☐ 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 Personnel

The Key Personnel to be indicated here correspond **only to the positions highlighted in green in the budget.**

For each key position occupied in the budget, select the same one from the drop-down menu. Then enter the PERSONA-ID number and the name the person occupying the selected key role, and then select their citizenship from the drop-down menu.

Add

CMF Financing Program(s)

Source of CMF Financing	Type	Requested Amount (CAD)
Click on "Add" and select the CMF funding program from the drop-down menu.	The amount requested must correspond to a maximum of 75% of eligible expenses or \$350,000, whichever is less. Please refer to the Main Module of the Interactive Digital Media (IDM) Program Guidelines and to the Guidelines specific to this program.	
Add		

Financial Structure

See **Appendix 1** below.

Source	Category	Type	Confirmed	Amount (CAD)	% Canadian
Canada Media Fund	CMF	Even if your project was previously funded under the Conceptualization and/or Prototyping program, DO NOT enter these amounts in the financial structure. Simply enter \$0. Please add lines to indicate other sources of funding for the submitted project.			0.00
CMF Conceptualization Advance	CMF				0.00
CMF Prototyping Advance	CMF				0.00
Total				0.00	
Add					

Budget/Final Costs

Please use the program-specific budget template available on the CMF website. Please carefully read the notes on the budget template.

Dated

mm/dd/yyyy

Enter the same date as on the completed Excel budget.

Category	Budget - Canada (CAD)
A - Producer	
B - Team Labour Expenses	
C - Equipment and Materials	
D - Exploitation ; marketing ; promotion and	
E - Administration	
F - Corporate Overhead	

The amount of the financial structure above must be equal to the total amount of the Summary of Budget/Final Costs, and to that of the Excel budget to be submitted in the required documents. **DO NOT** enter prior costs, simply enter \$0.

Category	Budget - Canada (CAD)
G - Contingency	
H - Conceptualization and/or Prototyping Costs (if financed by CMF)	
Total	0.00

▼ Related Party Transactions and Internal Costs

Check this box if no related party transactions/internal costs or if applying to an IDM program

☐ Do not complete this section at the time of application. For now, check the “No related party transactions” box. If the project is recommended, you can enter the information here at a later date.

Budget Line	Description	Name of Related Company or Individual	Amount (CAD)	Measurement Basis	Related Party Reference Number
No items available					
Add					

▼ Schedule

Click on “Add” to add milestones to the calendar according to the instructions in **Appendix 2** below.

Item	Date	Description
Final release	mm/dd/yyyy	
Add		

▼ Required Documents

Visit the **Programs** page at www.cmf-fmc.ca to find the list of required documents.

The maximum file size allowed is 25MB. Documents too large are highlighted in red

Document ?	Website URL ?	Description ?	Type
Please read the program's List of Required Documents carefully, including the helpful hints “How to name documents”. Click on “Add” and upload each required document separately. The system will not provide a warning if a required document is not submitted.			
Add			

Statement

Statement
<input type="checkbox"/> By checking this box, the Applicant declares having read the Applicant Statements and acknowledges that these statements are accurate, true and complete. For Quebec-based Applicants only (pursuant to Bill 96): By checking this box, the Applicant declares having read the Applicant Statements and acknowledges that these statements are accurate, true and complete.

IMPORTANT before submitting

If you wish to keep a copy of your Application please print or “print as pdf” before submitting.
For programs with a selective decision process, analysts will only evaluate documents submitted and will not contact you for more information or missing documents.

CANCEL

SUBMIT SAVE

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 already received CMF Conceptualization and/or Prototyping funding for the project, DO NOT enter any amount received in the “CMF Conceptualization Advance” and/or “CMF Prototyping Advance” lines. Simply enter \$0 (fields cannot be left blank).

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 must match exactly the total amount of the budget submitted in the Required Documents section.

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 Iteration 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 Iteration phase and in the Description field, indicate that this is the end date.

The start date of the Iteration phase cannot be earlier than the application deadline. Please note that expenses incurred prior to project submission are ineligible.

For the “Final release” line, indicate the date on which the Iteration content will be made available to the target audience for the first time. The Final Release date should correspond to the first date on which the content (Iteration) will be publicly launched, regardless of whether the content is in its final form or not. The exploitation and reporting period will be extended by three (3) years, bringing it to ten (10) years from the first exploitation report submitted in the initial production project.

Do not enter any other lines in the calendar.

NOTE: The project must be available in Canada, and the new work must be intended for release within 18 months.