



INSTITUTO MEXICANO
DE CINEMATOGRAFÍA

**CANADA-MEXICO
CO-DEVELOPMENT
INCENTIVE FOR
TELEVISION SERIES
2017-2018**

Applicant Guidelines for Canada-Mexico Co-Development Incentive for Television Series

The Canada-Mexico Co-Development Incentive for Television Series (“the **Incentive**”) is a collaboration between the Canada Media Fund (“**CMF**” or “**Party**”) and the Instituto Mexicano de Cinematografía (“**IMCINE**” or “**Party**”) (the CMF and IMCINE, collectively the “**Parties**”) to fund the co-development of eligible television series projects between producers from Canada and Mexico.

The total amount of funding available through the Incentive is CDN \$130,000 (MXN \$1,898,000) with CDN \$65,000 (MXN \$949,000) contributed by each of the CMF and IMCINE. Such funding will take the form of a non-repayable 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 a project and IMCINE determining eligibility for the Mexican 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 IMCINE through a selective process (using the Evaluation Criteria listed below). While funding from the Incentive may be combined with support from the CMF’s Convergent Stream or IMCINE’s FOPROCINE funding programs (if conditions of those other programs are met), 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 IMCINE funding in development or in production.

The total maximum contribution for each project funded through the Incentive shall be CDN \$25,000 (MXN \$379,000), consisting of a maximum contribution from each Party of no more than 75% of the respective country’s portion of a project’s development budget. The total contribution from each of the CMF and IMCINE for each project will be determined on a case-by-case basis.

Project Eligibility

Eligible projects must meet the following criteria:

- The project is a television series. For clarity, preference will be given to projects that target children & youth audiences (i.e., 17 years old and under) in both Canada and Mexico;
- Be one of the following genres – drama or comedy;
- Be either animated or live action;
- Involve at least one Canadian producer (eligible under CMF criteria) and one Mexican producer (eligible under the IMCINE’s criteria);
- Comply with the pre-established rules of the Canada-Mexico treaty, signed April 8, 1991;
- While the ownership, financial control and creative contributions shall be determined in the co-development agreement between the applicable international co-producers, the CMF and IMCINE encourage that such elements be proportional to each Party’s respective funding contributions. Further, while the minimum minority co-producer share shall not be less than 20%, the CMF and IMCINE encourage a 50/50 split between the co-producers; and
- The Canadian share of the project must be supported by a Development Fee of 10% (of the Canadian portion of the budget) from an eligible Canadian broadcaster¹.

¹ Eligible Canadian broadcaster is a broadcaster, public or private, licensed to operate by the Canadian Radio-television and Telecommunications Commission (CRTC).

Application Process

Key dates for 2017

Launch of the Incentive:	December 12 th , 2017
Deadline to apply:	February 9 th , 2018
Decisions announced to Applicants:	March 16 th , 2018

No additional material can be submitted after the deadline. Projects for funding will be selected by according to the Evaluation Criteria set out below. Applicants will be notified by the IMCINE and CMF as relevant.

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 and listed below. For clarity, the CMF and IMCINE reserve the right to deny any incomplete application.
- There is a maximum cap of one submitted project per Applicant.
- The project must be submitted in (a) English or Spanish in Mexico and in (b) English or French in Canada;
- Only recent costs (i.e., costs incurred up to 6 months prior to application) will be considered eligible costs under the Incentive. However, the cost related to the acquisition of author right is eligible retroactively for a period of 12 months preceding the date of the submission;
- Each co-producer will be responsible to submit the complete application to the authority (CMF or IMCINE) of its own country. The same set of documents must be submitted by each co-producer and the application form must be signed by all co-producers.

Applications shall include a breakdown of all the aesthetic, narrative, budget and logistic elements in an integral manner, by means of a clear production and execution proposal in a project dossier. Specifically, applications must include the following

Administrative information

- A list of the films/ audio-visual projects produced by the Mexican company/ies;
- A list of the films/ audio-visual projects produced by the Canadian company/ies;
- The deal memo or the co-development agreement;
- Contracts proving the acquisition of necessary rights (e.g. option contract, script writer's contract, etc.);
- Calendar on project development stages;
- Development budget;
- Development financing plan;
- Details on the proposed eligible broadcasters that meet the criteria described above.

Creative information

- CV of screen writer(s) and, if already selected, the director;
- Script writer's notes;
- Director's notes (if applicable);
- Producer's notes;
- Brief project summary (maximum 5 pages);
- Treatment (maximum 20 pages);
- A document explaining the stage at which the project has reached as of the date of this application and identify its needs in terms of development (max 600 words);

- A document describing the envisaged activities during the development of the project including the schedule until the start of production (e.g. schedule and timeline, scriptwriting, script editing, research work, director recruitment, proposed casting/casting methods, proposed locations/ location scouting) (max 600 words);
- A document describing the financing strategy envisaged for the production of the submitted project and a preliminary/proposed finance plan, including, if relevant, suitable potential partners (Applicants will not be bound by proposals submitted at application stage).

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

Canadian Producers should submit the complete application via <https://telefilm.ca/en/log-in>.

Mexican Producers should submit the complete application at <http://www.imcine.gob.mx/series-canada>.

Evaluation criteria

Projects will be evaluated by representatives of the CMF and IMCINE based on the following criteria:

Creative value of the project and target audience: 50 points

- Originality and creativity of the proposal (max. 30 points)
- Universality and pertinence of the proposal (max. 20 points). The universality of the project pretends to engage audiences from Canada and Mexico, and from all over the world. This criteria includes the commercial potential and the coherence of the project's content with its target audience.

Track record of the teams: 30 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)

Viability of the project: 20 points

- Coherence of the budget with the scope of the project and viability of the development financial plan (max 10 points).
- Realism of the agenda/timeline of the project (max 10 points)

Payment procedures

The non-repayable contribution will be paid in two instalments: 70% after signature of the funding agreement; 30% after the submission and approval of the final version of the treatment, and final expenses report. For clarity, the final deliverables required by the Applicant will be those approved in the Financing Agreement. If the eligible costs actually incurred by the Applicant during the development phase are lower than anticipated, CMF and IMCINE will calculate the amount of funding on the actual costs, and the beneficiary will, where applicable, be required to repay any excess amounts already paid.

Contacts for the program

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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 and www.imcine.gob.mx for the latest Guideline news and documentation.