



**CONVERGENT
DIGITAL MEDIA
INCENTIVE
GUIDELINES
2018-2019**

Interpretation, Application, Disclaimer, and other Important Information

These Guidelines are for the information and convenience of Applicants to the Canada Media Fund (CMF). They provide an overview of the objectives of the CMF, the manner in which the CMF is administered, and information on typical administrative practices of the CMF. Compliance with these Guidelines is a prerequisite to eligibility for any CMF funding.

The CMF has full discretion in the administration of its programs, and in the application of these Guidelines, to ensure funding is provided to projects that contribute to the fulfillment of its mandate. In all questions of interpretation of these Guidelines the CMF interpretation shall prevail.

All Applicants and broadcasters (where relevant) must abide by the Accounting and Reporting Requirements (ARR) of the CMF and follow applicable business policies as created and amended from time to time. Business policies, including the ARR, may be found in Appendix B of these Guidelines and are also available from the CMF website at www.cmf-fmc.ca. Information included in Appendices A and B is an integral part of these Guidelines.

Projects that receive CMF funding in a given year are subject to the Guidelines and CMF policies in effect for that fiscal year. To be clear, changes to CMF Guidelines and/or policies made in a subsequent fiscal year will not apply retroactively, unless specifically stated. The CMF fiscal year is April 1 to March 31.

Please note: These Guidelines may be changed or modified as required, without notice. Please consult the CMF website at www.cmf-fmc.ca for the latest Guideline news and documentation.

THE CONVERGENT DIGITAL MEDIA INCENTIVE

The Canada Media Fund's (CMF) mandate includes encouraging the production of digital media content that is associated with CMF-funded television productions and provides a coherent digital or social media experience to the audience before, during or after the broadcast of the Television Component. Further, such content must aim to augment the television viewer's engagement towards – and expand their experience beyond – the television program.

In an effort to encourage Digital Media Components with more significant budgets, scope and impact, the Convergent Digital Media Incentive (the “**Incentive**”) will be available to DM Components with one of the following activities with Eligible Costs of at least \$350,000 for English-language productions and at least \$150,000 for French-language productions:

1. Interactive or linear original content related to the Television Component but created specifically to be consumed on digital media platforms.
2. Activities and applications using digital and social media aimed at locating, leveraging or building audiences.
3. Interactive online activities or applications providing a synchronised experience during the broadcast of the Television Component.

The Incentive will take the form of a non-repayable contribution (see section 2.2 of the applicable 2018-2019 Convergent Stream production program Guidelines¹) of up to 75% of a Digital Media Component's Eligible Costs (see section 2.3.2 and all its subsections in the applicable 2018-2019 Convergent Stream production program Guidelines) up to a per-project maximum of \$500,000.

Eligible Projects will be evaluated and chosen through a selective process (according to the criteria listed in the Evaluation Grid below).

The Convergent Digital Media Incentive may be combined with funding from other CMF production program funding. While it will be awarded separately and in addition to any amounts contributed to the project through other CMF programs, and without regard to Maximum Contribution amounts applicable to those programs, in no case will the CMF contribute more than 75% of the Digital Media Component's Eligible Costs from all CMF funding programs combined.

Only the Digital Media Component, not the Television Component, will be financed in the Convergent Digital Media Incentive.

To be eligible for the Convergent Digital Media Incentive, the following criteria must be met:

- a) The Applicant(s) and project meet all of the applicable requirements of section 3 of the applicable CMF's 2018-2019 Convergent Stream production program Guidelines.
- b) The Digital Media Component's Eligible Costs are at least \$350,000 for English-language productions and at least \$150,000 for French-language productions.
- c) The Digital Media Component is or was submitted for CMF funding for the 2018-2019 CMF fiscal year. Projects that received CMF funding in previous fiscal years are not eligible for the 2018-2019 Convergent Digital Media Incentive.
- d) The project has a related Television Component funded by the CMF in the same fiscal year.

¹The Convergent Stream production programs are: the Performance Envelope Program, the Aboriginal Program, the Francophone Minority Program, the English POV Program, and the Diverse Languages Program.

In the English market, any individual broadcaster or broadcaster corporate group is limited in the number of projects it can trigger, to a maximum of 3 projects per fiscal year. Each Digital Media Component of a given convergent project counts for one project. In addition, no individual broadcaster or broadcaster corporate group can trigger more than 20% of the English allocation.

In the French market, while there is no limit on the number of projects that can be triggered, any individual broadcaster or broadcaster corporate group is limited in the cumulative value of projects it can trigger, to a maximum of 40% of the French allocation.

In each language market, a maximum of 50% of funds available in the Convergent Digital Media Incentive will be allocated to Affiliated Programming and In-house Programming (as defined in section 2.1 of the [2018-2019 Performance Envelope Program](#)). However, broadcasters or broadcaster corporate groups with Performance Envelope allocation of \$5 million or less and educational broadcasters are not subject to the 50% cap.

Digital media coproductions are eligible if they comply with the [Framework for international digital media coproductions](#).

Section 1 of the applicable CMF 2018-2019 Convergent Stream production program Guidelines apply to applications for the Convergent Digital Media Incentive.

PROJECT ASSESSMENT IN THE SELECTIVE PROCESS

Projects in the Incentive compete for funding according to a selective process. To make funding decisions, the CMF uses the Evaluation Grid below for transparency.

Please note, the CMF will not accept a revision to the evaluated elements of a project that would detrimentally affect its final weighting.

Assessment Criteria	Overall Points	Points details	Notes
Team	20	<p>Track record and experience of either of the Production and Creative Teams or Interactive Team (as applicable) (17):</p> <p>40% of the cumulative positions on either of the following are held by women (3):</p> <p>a) Production and Creative Teams; or b) Interactive Team</p>	<p>For linear projects, the Production Team is comprised of the producers of the project.</p> <p>For clarity, “Producers” shall be defined as either Producer, Executive Producer/Show runner, Executive Producer, Co-executive Producer, Supervising Producer, Associate Producer, or Creative Producer positions.</p> <p>For linear projects the Creative Team is comprised of the Writers and Directors on the project.</p> <p>For clarity, “Writer” shall be ascribed the same meaning as commonly understood in the digital media industry and, if applicable, defined in accordance with Guild collective agreements.</p> <p>For clarity, “Director” shall be ascribed the same meaning as commonly understood in the industry and, if applicable, defined in accordance with Guild collective agreements.</p> <p>For interactive projects the Interactive Team shall be defined as Producer, Executive Producer, Director (including Technical Director, Creative Director, Art Director, and Interactive Director), Senior Programmer, Designer, and Project Leader.</p>
Creative Elements	40	<ul style="list-style-type: none"> • Originality and creativity of content and form • Degree of richness and substantiality • Production value • Compatibility and cohesion with the TV Component in terms of content, including the degree to which such content augments the television viewer’s engagement towards – and expand their experience beyond – the Television Component. 	
Financial Viability	20	<ul style="list-style-type: none"> • Budget relevance • Viability of financial structure • Applicant’s financial stability in relation to the size of the project 	
Exploitation and Market Interest	20	<ul style="list-style-type: none"> • Compatibility and cohesion with the TV Component in terms of exploitation • Commitment from broadcaster or other market channel partner(s) • Allocation from a broadcaster performance envelope • Presence of marque elements such as well-known actors/narrators/hosts 	