



# CMF DIGITAL MEDIA DEFINITIONS

## Delivery Methods

- **Application:** Can either be a native app (includes both content and the code to consume it) or a piece of software (i.e. a purely technological product without any included content). Both must require an installation to deliver the content or perform a task.
- **Downloadable:** Fixed content package that can be consumed without an internet connection after downloading. May require an additional application to open, which may or may not be part of the project.
- **Physical support:** Any tangible storage method. Requires a manufacturing process and, usually, a specific reading device.
- **Streaming:** Media content or games delivered over the internet and consumed using a media player which may or may not be a part of the project. (Includes but is not limited to 3<sup>rd</sup> party websites).
- **Website:** The project is delivered over the internet using a web browser and is hosted within a common “domain name system” regardless of the device used to deliver it. (Includes but is not limited to web apps, progressive web apps and games)

## Content Types

- **eBook:** Digital presentation of a physical book or original creation. Requires rich and substantial audiovisual and interactive elements to be eligible to CMF funding.
- **Game:** Multimedia content that requires high level of interaction from the user to complete the experience. Sets apart from other rich interactive media projects by including a combination of rules, progression, rewards and/or other "playing features".
- **Rich interactive media (Inclusive):** Multimedia content that combines story telling with visual technologies where user participation and interactivity are successfully met through a fully rich immersive experience. Inclusive experiences usually begin on a single linear path, using levels to advance to a predetermined destination or goal.
- **Rich interactive media (Non-Inclusive):** Multimedia content that combines visual technologies however, is not structured to tell a complete story. Non-Inclusive experiences require user participation and interactivity that is non-linear. The experience may also be segmented into unrelated, multiple content types (CMF-eligible).
- **Social media:** Real-time creation and exchange of user-generated content on a dedicated platform, involving a "many-to-many" approach.
- **Software (Experimental Stream Only):** Application software that is innovative, interactive, and is connected to the Canadian cultural sector.
- **Video:** Moving images with or without sound, limited interaction options are offered to the user.
- **Web Series:** Web Series are two or more related episodes of (Linear or Interactive) video content that originate on the web. Specifically for the Web Series Pilot Program, 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.