



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

# Interactive Digital Media

## Commercial Projects Program 2026-2027

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 consult the **Guides** that will help you complete your application and navigate through Dialogue. They can be found under the “**GUIDES**” tab on the CMF website: the Corporate Information Guide, the Application Guide, the Dialogue User Guide, the PERSONA-ID 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.

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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](mailto: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

[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 <b>Organization</b> 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.				
<a href="#">Add</a>				

### ▼ International Coproduction

Is this an international coproduction?

☐ Yes ☐ No

If your project is an international co-production, indicate YES. 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?

Any applicant who has not received any previous funding from a CMF IDM Program is required to participate in a Pre-application consultation with CMFPA staff in order to be considered eligible to apply. If you have had such a consultation, select "Yes" and enter your Pre-application consultation number. Please note that a Pre-application consultation is recommended for all applicants.

## ▼ 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, indicate the number of 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)

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 attests the following regarding the Project requesting CMF funding under this Application:

The Project 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.

☐ Agree ☐ Do not agree

The Project IS NOT libellous or in any other way unlawful.

☐ Agree ☐ Do not agree

The Project IS IN compliance with all applicable privacy and other laws and regulations.

☐ Agree ☐ Do not agree

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

Role	PERSONA-ID Number (if applicable)	Name (last name, first name)	Citizenship
<p>The Key Personnel to be indicated here correspond <b>only to the positions highlighted in green in the budget.</b></p> <p>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.</p>			
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.	To determine the amount requested from the CMF, <b>please refer to the IDM Content Programs Core Guidelines and to the Guidelines specific to this program.</b>	
Add		

## Financial Structure

See **Appendix 1** below.

Source	If the project has previously received a Conceptualization and/or Prototyping advance from the CMF, please enter the amounts received in the appropriate fields.				
Canada Media Fund	CMF		<input checked="" type="checkbox"/>		0.00
CMF Conceptualization Advance	CMF	Investment	<input checked="" type="checkbox"/>		0.00
CMF Prototyping Advance	CMF	Investment	<input checked="" type="checkbox"/>		0.00
<b>Total</b>	Click on "Add" to indicate each of the other funding sources involved in previous CMF-funded phases. Please also add rows to indicate other sources of funding for the submitted project.				
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 publicity	
E - Administration	
F - Corporate Overhead	

The amount of the financial structure shall 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, including previous Conceptualization and/or Prototyping costs, if any.



Category	Budget - Canada (CAD)
G - Contingency	
H - Conceptualization and/or Prototyping Costs (if financed by CMF)	
<b>Total</b>	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](http://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 <b>List of Required Documents</b> 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 <a href="#">Applicant Statements</a> and acknowledges that these statements are accurate, true and complete. <b>For Quebec-based Applicants only (pursuant to Bill 96):</b> By checking this box, the Applicant declares having read the <a href="#">Applicant Statements</a> 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 received previous CMF Conceptualization and/or Prototyping funding for the project, enter the amounts received on the “CMF Conceptualization Advance” and/or “CMF Prototyping Advance” lines respectively. If you have not yet received any previous CMF funding for Conceptualization and/or Prototyping, enter 0 on these lines (the fields should not be left blank). If applicable, any other funding received in Conceptualization and/or Prototyping, in addition to that from the CMF, must be indicated to the financial structure on Dialogue. For each of these sources of funding, also indicate to which earlier stage of the project it corresponds.

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 to be entered on Dialogue must correspond exactly to the total amount of the budget submitted in the Required documents section. In the budget, the total of previous Conceptualization and/or Prototyping costs must be entered on the appropriate line, if applicable. Please note that cash flows in the budget should reflect the production stage only.

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

The start date for Production cannot be more than 6 months prior to the deadline date to which you are applying. Start and end dates should correspond to the period covered by the budget.

Enter a third line for “Beta version” and indicate the date on which you will have a beta version of the project. This date should also correspond to the date on which you will request the second payment from the CMF if your project is funded. Normally, at least 45% of the total budget should have been spent by this stage.

Enter a fourth line for “Final Release” and indicate the date on which the project will be made available to the target audience for the first time. Note that for games, the CMF considers an Early Access or live beta release to be the final release. Consequently, the final release date should correspond to the first date on which the project is publicly launched, regardless of whether the project is in its final form or not. It is from the “Final Release” date that you will need to start submitting exploitation reports if the project is successful.

Do not enter lines for “Prototyping” or “Marketing and promotion”. These options do not apply to Production applications.