



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

# Interactive Digital Media

## Conceptualization 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 or 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 required documents:**

• **Narrative Positioning Attestation** (form available)

Visit the Narrative Positioning page on the CMF website. Submit the signed Narrative Positioning Attestation form.

• **Team Description** (1 page maximum)

Briefly describe the experience and achievements of the studio as well as of the team members within the interactive digital media industry. Make sure that the name and role of the individuals identified in the online application form (Dialogue) and in the budget are identical.

• **Curriculum Vitae** (3 pages maximum per CV)

Each team member's recent curriculum vitae (not a biography) is required. Each resume should describe employment history, training, certifications, and awards and nominations received. You can submit resumes one after the other in a single PDF document.

• **Concept Description** (2 pages maximum)

Provide a written proposal indicating clearly what you wish to create and test with the requested funds. The proposal can explore design ideas, concept assumptions or new functionalities and is required to convincingly present how it will be significantly interactive or immersive and how it will be connected to the Canadian cultural sector. Projects at the prototype stage cannot apply under the Conceptualization Program.

• **Applicant Declaration** (form available)

Sign and submit the Applicant Declaration which confirms that the Applicant holds all necessary rights to the concept of the submitted project to be subsequently developed.

• **Signed and Dated Budget**

You must use the 2025-2026 Interactive Digital Media Conceptualization budget template, available on the CMF website. The “Instructions” tab on the budget will help you complete it. Please note that salary deferrals are not accepted in Conceptualization. The budget must be complete, and submitted in Excel (.xlsx), dated and signed.

- **Financing Commitment Letters or Agreements**

The financial structure must be entered in the Dialogue online application form. For each funding source indicated in the financial structure, submit the related letters or commitment agreements, signed and dated, including a letter from the applicant confirming their investment.

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.

- Document 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.

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

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.

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 style="border: 1px dashed #ccc; padding: 5px; margin-bottom: 5px;"> <div style="display: flex; align-items: center;"> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-weight: bold; font-size: 0.8em;">UPLOAD</div> <div style="margin-left: 5px;">  Drop file here </div> </div> </div> <div style="display: flex; align-items: center;"> <div style="background-color: #f5f5f5; padding: 2px 5px; font-size: 0.8em;">+</div> <div style="margin-left: 5px; font-size: 0.8em;">Add</div> </div>		FINANCING COMMITMENT LETTER _Name_Date	<div style="border: 1px solid #ccc; padding: 2px;"> <div style="background-color: #f5f5f5; padding: 2px 5px; font-size: 0.8em;">Financing agreement</div> <div style="text-align: right; font-size: 0.7em;">▼</div> </div> <div style="float: right; font-size: 0.7em; cursor: pointer;">×</div>

Applicants may be contacted if information or documents are missing. Dialogue will not issue a warning if a required document is not submitted. (Continued on next page.)

Out of fairness to all Applicants, documents other than those requested in the List of Required Documents will not be considered, nor will pages exceeding the maximum page limit.

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



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

# Interactive Digital Media

## Conceptualization Program 2025-2026

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](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 - Conceptualization

Application Year 2025-2026

[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--

Does this Project meet the definition of a Regional Project as set out in the CMF Guidelines?

--Select--

#### ▼ 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. 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--

Participation in a Pre-application consultation is not required in Conceptualization but recommended. If you had a Pre-application consultation, select "Yes" and entered your Pre-application consultation number.

#### ▼ Project

Title

Requested Amount (CAD)

Previous Title (if applicable)

The amount requested must correspond to a maximum of 75% of eligible expenses, or \$15,000, whichever is less. **Please refer to the IDM Content Programs Core Guidelines and to the Guidelines specific to this program.**

Language

Description (2000 characters or less)

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



--Select--

**Content Type**

--Select--

**Website URL**

For example, <http://www.>

**Target Audience**

--Select--

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

--Select--

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.

For more information on Content Type, please consult the **Interactive Digital Media Definitions** document available on the CMF website.

**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: concept approach, market study, etc.

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

--Select--

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.

## ▼ 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.			

## ▼ 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

## ▼ Financial Structure

See **Appendix 1** below.

The amount of the financial structure must be equal to the total amount of the Summary of Budget/Final Costs below, and to the Summary of Excel budget to be submitted in the Required Documents. Click on "Add" to indicate all sources of funding for this stage of the project.

Source	Type			
Canada Media Fund	Advance			0.00
<b>Total</b>			0.00	
Add				



### ▼ Budget/Final Costs

Dated

mm/dd/yyyy

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

Enter the same date as on the completed Excel budget.

Category	Budget - Canada (CAD)
A - Producer	
B - Team Labour Expenses	
C - Administration	
D - Contingency	
<b>Total</b>	0.00

The financial structure and the budget must include all project expenses for this stage. Enter the summary of the completed Excel estimate, which is also to be submitted in the Required Documents section.

### ▼ Schedule

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

Item	Date	Description	
No items available			
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.

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.

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.

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 "Conceptualization", enter the start date of the Conceptualization phase and in the Description field, indicate that this is the start date.

Enter a second line for "Conceptualization", enter the end date of the Conceptualization phase and in the Description field, indicate that this is the end date.

Start and end dates should correspond to the period covered by the budget.