



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

# CMF INTERACTIVE DIGITAL MEDIA PRODUCTION PROGRAMS APPLICATION GUIDE 2024-2025

Please review this guide which includes tips to complete the **Dialogue Application Form used for the programs listed below:**

- **Innovation and Experimentation Program**
- **Commercial Projects Program**

Please contact our Coordination team at [cmf.fmc.coordination@telefilm.ca](mailto:cmf.fmc.coordination@telefilm.ca) if you have any questions.

Prior to submitting your application, you should be familiar with the CMF Guidelines of the applicable funding program and the corresponding CMF Reference documents and Business Policies available on the CMF website under the Programs page at [www.cmf-fmc.ca](http://www.cmf-fmc.ca).

Complete all information requested and include all required documentation with your application. Please note Applicants will not receive an acknowledgement letter (complete and/or incomplete) from the CMF Program Administrator | Telefilm Canada. Applications will instead be assigned to Business Analysts upon receipt and missing information may be requested as needed.

For inquiries relating to the application process, the CMF Guidelines and Business Policies and/or the status of your CMF funding application, please contact our Coordination Team at [cmf.fmc.coordination@telefilm.ca](mailto:cmf.fmc.coordination@telefilm.ca)

The following pages include a copy of the Application Form. **Pay attention to the highlighted helpful tips and Appendices**. Note that all sections in **red** are fields that must be filled out in order to submit your application.

→ To save and continue later, click SAVE at the bottom of the page.

→ To retrieve a saved and not yet submitted application form, click on **Tasks** and then on **Complete Application | Compléter la demande**.

Thank you for reading this Guide. Please keep in mind that the Dialogue Application Form can be updated from time to time and not all sections may be identical to what you see below.

Please do not hesitate to contact our Coordination team for any questions [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 2024-2025

Need help? Please review our Guide

## Applicant

One or more required fields are empty

Select Applicant Company

--Select--

A value is required

Correspondence Language

--Select--

A value is required

Are you applying on behalf of a company to be incorporated?

--Select--

A value is required

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--

A value is required

Applicant(s) is/are a Canadian

--Select--

A value is required

Does this application meet the definition of a Diverse Community (Key Personnel) Project as set out in Appendix A?

--Select--

A value is required

## Contacts

One or more required fields are empty

Contact Type	Name (last name, first name)	Email	Phone Number
Contact for all correspondence			
Publicity contact			

## Canadian Co-Applicant(s) (if applicable)

Co-Applicant	Contract Signatory Name	Email for Official Notifications	% of Rights	Remove
Please indicate the name of the company co-holding the rights to the project, its authorized signatory and the percentage of rights held according to the co-production agreement. If you will be working with subcontractors, do not add their name here.				
<div>Add</div>				

## International Coproduction

One or more required fields are empty

Is this an international coproduction?

☐ Yes

☐ No

A value is required

If your project is an international codevelopment or coproduction , indicate Yes. Make sure that you meet the requirement of the **Framework for International Digital Media Co-Production** available on the CMF 's website.

## Previous Application(s)

One or more required fields are empty

Has the Project been submitted for Pre-application Consultation?

--Select--

A value is required

Has the Project previously been submitted to CMF?

--Select--

A value is required

One or more required fields are empty

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.

A value is required


**Key Personnel**

**NOTE: Only paid positions** will count towards the evaluation of **Parity** and **Diversity** as per the Assessment Criteria listed under section 5 of the Guidelines. Information provided in the Project's budget will take precedence.

Please add at least 1 key person.

## ⚠ Directors and Shareholders

One or more required fields are empty

Role	PERSONA-ID Number (if applicable)	Name (last name, first name)	Citizenship
Corporate Director	Enter all Corporate Director(s) and all <u>ultimate individual</u> Shareholder(s) of the Applicant (and Co-Aplicant) companies.  Intermediary shareholder <u>companies</u> should not be entered in this section.		--Select--
Shareholder			--Select--
 Add			

## CMF Financing Program(s)

Source of CMF Financing	Type	Requested Amount (CAD)
<div> --Select-- </div> <div> --Select-- </div> <div> CMF Commercial Projects Program </div> <div> CMF Innovation and Experimentation Program </div>	Investment	<input type="text"/>

Select the funding program from the pull-down menu

Enter the amount requested from the CMF. A single project may receive Conceptualization, Prototyping and Production support from either the Innovation and Experimentation or Commercial Projects Programs, either alone or in combination with each other, but **in no case will the CMF contribute more than \$1.5 million towards a single Project**. Successful Applicants receive funding in an amount appropriate to the needs of the Project and subject to a **Maximum Contribution of the lesser of 75% of the Project's Eligible Costs or \$1.5 million**.

## Financial Structure

Source	See Appendix 1	Category	Type			
Canada Media Fund		CMF		<input checked="" type="checkbox"/>		0.00
CMF Conceptualization Advance		CMF	Investment	<input checked="" type="checkbox"/>	<input type="text"/>	0.00
CMF Prototyping Advance		CMF	Investment	<input checked="" type="checkbox"/>	<input type="text"/>	0.00
<b>Total</b>						0.00

The **Financial Structure** total must equal the total amount of the **Budget / Final Costs** below and of the **Budget** submitted as part of the **Required Documents**

## Budget/Final Costs

Dated	
mm/dd/yyyy	

Category	Budget - Canada (CAD)
A - Producer	<input type="text"/>
B - Team Labour Expenses	<input type="text"/>
C - Equipment and Materials	<input type="text"/>
D - Exploitation ; marketing ; promotion and publicity	<input type="text"/>
E - Administration	<input type="text"/>
F - Corporate Overhead	<input type="text"/>
G - Contingency	<input type="text"/>
H - Conceptualization and/or Prototyping Costs (if financed by CMF)	<input type="text"/>
<b>Total</b>	0.00

Enter the **Budget Summary** according to the completed **Excel Budget template** to be submitted in the **Required Documents** section.

The **Budget template** is available on the **CMF website**.

Make sure to use the **correct Budget template** for the **program activity** and the **current fiscal year**.

Please carefully read the notes in the Budget template.

## Related Party Transactions and Internal Costs

### No Related Party Transactions

Budget Line	Name of Related Company or Individual	Amount (CAD)	Measurement Basis	Related Party Reference Number
No items available				

It is not necessary to fill out the Related Party Transactions section at time of Application. If the Project is successful your Analyst will return the Application form to you to fill out this section. Simply click the box "No Related Party Transactions".

▼ Schedule

Item	Date	Description
Final release	<input type="text" value="mm/dd/yyyy"/>	<input type="text"/>
<div><div>+ Add</div><div>Click on <b>+Add</b> to add milestones to the schedule according to the instructions in <b>Appendix 2</b>.</div></div>		

▼ 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
<div><div>+ Add</div><div><p>Please carefully <b>review the Program's List of Required Documents</b>, including the <a href="#">helpful tips on nomenclature of documents</a>. Having a <b>Description</b> and selecting a <b>Type</b> that makes sense to each Required Document uploaded in your Application Form <u>will ensure proper analysis of your project</u>. <b>Click +Add and upload each required document separately</b>. The system will not provide a warning if a required document is not submitted.</p><p><b>** FOR PROGRAMS WITH A SELECTIVE DECISION PROCESS</b>, Analysts will only evaluate documents submitted and will not contact you for more information or missing documents <b>**Out of fairness to all Applicants submitting an application to a selective program, documents other than those requested in the List Required Documents or exceeding the allotted page counts will not be considered.**</b></p></div></div>			

Statement

Statement
<div><input type="checkbox"/></div> <div>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.</div>

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

SUBMITSAVE

## 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 prior funding from the CMF in Development/Prototyping for the project, enter the amount received on the line “CMF Prototyping Advance”. If you have not received any prior funding for the project from the CMF in Development/Prototyping to date, enter zero on the second line (the field can’t be left empty).

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 in 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, 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 must match exactly the total amount of the budget submitted in the Required Documents section. If you have received prior funding from the CMF in Development/Prototyping for the project, all the sources of the Development/Prototyping file must appear in the Production financial structure.

## 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 the “Beta Version”, and enter the date when you will have a beta version of the project. This date also corresponds to the date when you will be requesting the second payment from the CMF if your project receives funding. Normally, at least 45% of the overall budget should have been spent at that point.

Enter a fourth line for the “Final release”, and enter the date when the project will be released to the targeted audience for the first time. Note that for games the CMF considers an Early Access release or a live beta to be the Final release. Accordingly, the Final release date should correspond to the first date the project is released to the public, regardless of whether or not the project is in its final form. It is as of the “Final release” date that you will have to start submitting exploitation reports if the project is selected.

Do not enter lines for “Prototyping” or “Marketing & Promotion”. These are for applications to the Prototyping or Marketing & Promotion program activities.