



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

Interactive Digital Media

Innovation & Experimentation 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 selective 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

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

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

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

Visit the Narrative Positioning page on the CMF website. Submit the completed and signed Narrative Positioning Statement form.

Community and Sustainability Plans

• **Community Engagement Plan** (form available)

Describe how the Applicant and Creative and Production Teams are committing to creating the content responsibly, thoughtfully and without harm, including implementing actionable community engagement steps, and/or personnel hires. Submit the completed and signed Community Engagement Plan form available on the CMF website.

• **Sustainability Plan** (form available)

Describe how the Applicant and Creative and Production Teams are committing to implementing actionable steps related to environmentally-sustainable activities, practices and/or personnel hires. Submit the completed and signed Sustainability Plan form available on the CMF website.

Team

• **Team Description** (5 pages maximum)

Describe the experience and achievements of the studio within the interactive digital media industry and give a brief history of past CMF-funded projects. Also describe the experience and achievements of team members within the interactive digital media industry, including those of the marketing team members. Demonstrate the experience and track record of team members working with one another and the feasibility of the team assembled to carry out and deliver the project. Make sure that the name and role of the individuals identified in the online application form and in the budget are identical. If the proposed team and schedule overlap with other ongoing projects, please explain how they will be coordinated to ensure successful completion.

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

Submit a current CV (not a biography) for each team member, including the marketing team. Each CV should describe employment history, training, certifications, and awards and nominations received. You can submit curriculums vitae one after the other in a single PDF document.

Innovation, Creativity and Advancement

- **Detailed Project Summary** (1 page maximum)

Summarize the innovative aspects of the project, the revenue model, the targeted audience and the market.

- **Project Description for the Publication in the Media** (2,000 characters maximum)

Summarize the project in 2,000 characters or less. The CMF may use this description for promotional purposes if your project is selected. The text must be easily editable in terms of layout.

- **History** (1 page maximum)

Indicate which entity or person holds the rights to the project. Also provide information on the history of the project, such as the date the intellectual property was created and who has been involved in its development to date. If you have acquired licensing rights from a third party, please submit the agreement.

- **Innovation, Creativity and Advancement Description** (15 pages maximum)

Describe the project with respect to its content and form. Discuss its design and programming as well as user experience and interactivity. Indicate whether the framework of the project incorporates the development and/or integration of innovative technologies. Demonstrate how the product will renew, transform or contribute to the genre or sector's evolution. Indicate how the project offers a potential contribution to the industry (cultural, audiovisual or digital media). Please describe any use of generative artificial intelligence and indicate the tools used.

- **Support Material**

You are required to submit a video of the product's prototype demonstrating that a prototyping phase has been completed. Please do not send installation files ("builds") for the project. Videos must be submitted via links to a video-sharing website. Length must not exceed 15 minutes. The support material must be essentially audiovisual (text-based documents are not accepted) and must not present anything other than the proposed product. In addition, you may submit images or screenshots to support your proposal. Videos must be submitted via links to a video sharing website. The platform allows you to submit links directly with a password. The links must lead directly to the support material without navigation, site registration or additional download and be functional for at least five months from the date of submission of the application. Please note that Dialogue does not accept files that are more than 25 MB each.

Financial Viability

- **Budget and Cashflow**

You must use the 2025-2026 Interactive Digital Media Production budget template, which includes the cashflow, available on the CMF website. The "Instructions" tab on the budget will help you complete it. Please note that deferred salaries are accepted for employed shareholders only. The cash flow should include only inflows and outflows for the duration of the project in its Production phase. The CMF payment schedule is: 45% upon full execution and receipt of the agreement between the applicant and the CMF, 35% upon receipt and approval of the beta version documentation and 20% upon receipt and approval of closing documentation for the project. However, at its sole discretion, the CMF may set different percentages on a case-by-case basis. Please submit the complete budget in Excel format (.xlsx), signed and dated.

- **Financing Commitment Letters or Agreements / Co-Production Agreement**

The financial structure must be entered online in the application form. For each source of funding indicated in the financial structure, submit the corresponding commitment letters or agreements, dated and signed, including a letter from the applicant confirming their investment, and a letter from each shareholder confirming their deferred salary, if applicable. If you are relying on interim financing, submit a letter from your bank. If your project is a co-production, submit the co-production or joint venture agreement describing, notably, the split of financing, revenues, and rights and responsibilities between the parties.

- **Description of the Applicant's Financial Stability** (1 page maximum)

Describe the applicant's financial situation and how you will financially manage the project, taking into account its scope and your current operating costs.

Strategic Positioning and Marketing

- **Market Study and Marketing** (10 pages maximum)

Describe and analyze the target audience and the market, and discuss the positioning of the proposed project and its competitive advantages. If your target audience is children (12 and under) or youth (13-17), your strategy should reflect this selection. Compare your product to those of competitors. Also present your marketing and promotion plan for the product, making sure to identify distribution modes and promotional activities. If you have carried out user tests, please indicate the results. If you plan to self-distribute your product, demonstrate your ability to do so and describe your plan/strategy. If you have a third-party publisher or distributor, describe their contribution in concrete terms.

- **Letters or Agreements with a Publishing or Distribution Partner** (if applicable)

If you have a publisher or distributor, submit letters or agreements.

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.

- Documents 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 and, if applicable, that of the co-applicant.

- **Financial Statements**

Submit your complete financial statements for the last three years and, if applicable, for the co-applicant and your parent companies. If the applicant is a newly founded company, you may submit shareholder financial information or a preliminary balance sheet.

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>UPLOAD  Drop file here</div> | | FINANCING COMMITMENT LETTER _Name_Date | Financing agreement ▼ |
| <div>⊕ Add</div> | | | |

Only submitted documents will be evaluated and applicants will not be contacted if information or documents are missing. Dialogue will not provide a warning if a required document is not submitted.

Out of fairness to all applicants, documents other than those appearing on the List of Required Documents will not be considered, nor will pages exceeding the maximum page limit allotted.

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

Interactive Digital Media

Innovation & Experimentation 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.

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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.

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 **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--

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--

Answer YES **only** if a new company will be created by the Applicant Company if the project is selected for financing.

▼ 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 Organization 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. | | | |
| 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?

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.

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

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 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 only to the positions highlighted in green in the budget.</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> | | | |
| <p>Add</p> | | | |

CMF Financing Program(s)

| Source of CMF Financing | Type | Requested Amount (CAD) |
|---|--|------------------------|
| <p>Click on "Add" and select the CMF funding program from the drop-down menu.</p> | <p>To determine the amount requested from the CMF, please refer to the IDM Content Programs Core Guidelines and to the Guidelines specific to this program.</p> | |
| <p>Add</p> | | |

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 |
| Total | <p>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.</p> | | | | |
| <p>Add</p> | | | | | |

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) | |
| Total | 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 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 List of Required Documents 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 Applicant Statements and acknowledges that these statements are accurate, true and complete. For Quebec-based Applicants only (pursuant to Bill 96): By checking this box, the Applicant declares having read the Applicant Statements 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.