



**CONVERGENT  
DIGITAL  
MEDIA  
INCENTIVE  
GUIDELINES  
2011-2012**

## **Interpretation, Application, Disclaimer, and other Important Information**

These Guidelines are for the information and convenience of Applicants to the Canada Media Fund (CMF). They provide an overview of the objectives of the CMF, the manner in which the CMF is administered, and information on typical administrative practices of the CMF. Compliance with these Guidelines is a prerequisite to eligibility for any CMF funding.

The CMF has full discretion in the administration of its programs and in the application of these Guidelines to ensure funding is provided to those projects that contribute to the fulfillment of its mandate. In all questions of interpretation of these Guidelines the interpretation by the CMF shall prevail.

All Applicants and broadcasters (where relevant) must abide by the Accounting and Reporting Requirements (ARR) of the CMF and follow applicable business policies as created and amended from time to time. Business policies, including the ARR, may be found in Appendix B of these Guidelines and are also available from the CMF website at [www.cmf-fmc.ca](http://www.cmf-fmc.ca). Information included in Appendices A and B is an integral part of these Guidelines.

Productions that receive CMF funding in a given year are subject to the Guidelines and the CMF policies that are in effect for that fiscal year. For greater clarity, changes to CMF Guidelines and/or policies made in a subsequent fiscal year will not be applied retroactively, unless specifically stated. The CMF fiscal year is April 1 to March 31.

*Please note: These Guidelines may be changed or modified as required, without notice. Please consult the CMF website at [www.cmf-fmc.ca](http://www.cmf-fmc.ca) to receive the latest Guideline news and documentation.*

### About the Canada Media Fund

The Canada Media Fund (CMF) champions the creation of successful, innovative, Canadian content and software applications for current and emerging digital platforms through financial support and industry research. Created by Canada's cable and satellite distributors and the Government of Canada, the CMF aspires to connect Canadians to our creative expressions, to each other, and to the world.

The CMF disburses funding through two streams: the Experimental Stream and the Convergent Stream. The CMF supports the creation of content that represents the variety of languages spoken by Canadians and the regions of the country in which they live.

For further information about the programs, results, management, and governance of the CMF, visit [www.cmf-fmc.ca](http://www.cmf-fmc.ca).

### The Convergent Digital Media Incentive Program

The Canada Media Fund's (CMF) mandate includes encouraging the production of value-added digital media content that is associated with CMF-funded television productions, and which is recognized as Web 2.0 or which are highly immersive or highly interactive. As such, the CMF is creating the Convergent Digital Media Incentive program for the 2011-2012 fiscal year.

This incentive will take the form of a non-repayable contribution (see section 2.2 of the applicable 2011-2012 Convergent Stream production program\* Guidelines) of 50% of a Digital Media Component's Eligible Costs (see section 2.3.2 and all its subsections of the applicable 2011-2012 Convergent Stream production program Guidelines) up to a per-project maximum of \$500,000. The incentive will be awarded to eligible projects on a first-come, first-served basis until resources for the incentive are depleted or until the application deadline, whichever comes first.

The Convergent Digital Media Incentive may be combined with funding from other CMF production program funding programs; it will be awarded separately and in addition to any amounts contributed to the project through other CMF programs, and without regard to Maximum Contribution amounts applicable to those programs, except that in no case will the CMF contribute more than 50% of the Digital Media Component's Eligible Costs from all CMF funding programs combined.

Eligible Projects in the Convergent Digital Media Incentive are convergent projects as described in section 3.2 of the applicable CMF 2011-2012 Convergent Stream production program Guidelines. However, only the Digital Media Component will be financed by the CMF in the Convergent Digital Media Incentive (and not the Television Component).

To be eligible for the Convergent Digital Media Incentive, the following criteria must be met:

- a) The Applicant(s) and project meet all of the applicable requirements of section 3 of the applicable CMF 2011-2012 Convergent Stream production program Guidelines.
- b) The Digital Media Component has a commitment to receive financing from a Canadian broadcaster (see section 3.2.DM.4 of the applicable 2011-2012 Convergent Stream production program Guidelines) that has exceeded its aggregate Performance Envelope spending on Digital Media Component(s) from 2010-2011 by 25% or \$20,000, whichever is greater. Where multiple Canadian broadcasters are contributing to the financing under section 3.2.DM.4, each broadcaster must have exceeded its aggregate Performance Envelope spending by 25% or \$20,000, whichever is greater.

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\* The Convergent Stream production programs are: the Performance Envelope Program, the Aboriginal Program, the Francophone Minority Program, the English POV Program, and the Diverse Languages Program.

- c) The Digital Media Component is or was submitted for CMF funding for the 2011-2012 CMF fiscal year; projects that were submitted for and received CMF funding in previous fiscal years are not eligible for the 2011-2012 Convergent Digital Media Incentive.
- d) The Digital Media Component is 100% fully financed at application (including the Convergent Digital Media Incentive and any other CMF financing).

Section 4 and the information under “Interpretation, Application, Disclaimer, and other Important Information” in the applicable CMF 2011-2012 Convergent Stream production program Guidelines apply to applications for the Convergent Digital Media Incentive.

The CMF will review the impact of the Convergent Digital Media Incentive at the end of the 2011-2012 fiscal year to determine its future continuation.

## 2. APPLICATION SUBMISSIONS

### Application Deadlines

Open for Submissions	Final Closing Date
April 1, 2011	December 5, 2011

### Deadline Definitions

*Open for Submissions: All Applicants to the Convergent Digital Media Incentive may submit applications beginning on the date indicated above.*

*Final Closing Date: Applications will be accepted until the final closing date, or until funds for the Convergent Digital Media Incentive are depleted, whichever comes first. The final closing date is the deadline for submitting all applications for the fiscal year.*

### Application Offices

The CMF Program Administrator | Telefilm Canada administers Convergent Digital Media Incentive applications on behalf of the Canada Media Fund. Applicants may submit their CMF funding applications through eTelefilm at [www.telefilm.gc.ca](http://www.telefilm.gc.ca) or to any of the following offices:

#### MONTREAL

6 - 360 Saint-Jacques Street  
Montréal, Quebec H2Y 1P5  
Toll Free: 1.800.567.0890  
T: 514.283.6363  
F: 514.283.8212

#### HALIFAX

400 - 1717 Barrington Street  
Halifax, Nova Scotia B3J 2A4  
Toll Free: 1.800.565.1773  
T: 902.426.8425  
F: 902.426.4445

#### TORONTO

100 - 474 Bathurst Street  
Toronto, Ontario M5T 2S6  
Toll Free: 1.800.463.4607  
T: 416.973.6436  
F: 416.973.8606

#### VANCOUVER

410 - 609 Granville Street  
Vancouver, British Columbia V7Y 1G5  
Toll Free: 1.800.663.7771  
T: 604.666.1566  
F: 604.666.7754

For inquiries on the status of your CMF funding application, please contact the appropriate office above or call 1.800.463.4607.

For inquiries regarding CMF policies, please contact us at 1.877.975.0766 or at [info@cmf-fmc.ca](mailto:info@cmf-fmc.ca).