



INTERNATIONAL CODEVELOPMENT INCENTIVE

**RIOFILME – (RIO, BRAZIL)
&
SP CINE – (SAO PAULO, BRAZIL)**

GUIDELINES 2014-2015

The International Codevelopment Incentive

The Canada Media Fund's mandate includes encouraging the development (and eventual production) – by Canadian producers with international coproducers – of convergent content (television and related digital media). As such, the CMF is introducing its International Codevelopment Incentive for the 2014-2015 fiscal year.

Eligibility is limited to projects codeveloped with coproducers in countries where the CMF has an agreement with a codevelopment funding partner ("Funding Partner"). Any such agreement is described in [Schedule A \(for projects with RioFilme – Rio, Brazil\)](#) and [Schedule B](#) (for projects with SP Cine – Sao Paulo, Brazil) of these Guidelines, along with specific criteria for each agreement.

Eligibility to this program does not guarantee the Applicant of eligibility for further CMF funding in development or in production.

This incentive will take the form of a non-repayable contribution of up to 75% of the Canadian portion of a project's Eligible Costs¹, up to a per-project maximum as specified in the relevant schedule for each Partner agreement. 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. If several projects are competing for limited resources, the Funding partners reserve the right to select projects and/or offer a lesser amount of funding to some or all eligible projects.

The International Codevelopment Incentive may be combined with funding from other CMF 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. In no case, though, will the CMF contribute more than 84% of the Canadian portion of the financing of a project from any combination of CMF programs.

Eligibility for the International Codevelopment Incentive includes these criteria:

- a) The project is an international codevelopment of a convergent project, being comprised of a Television Component and/or one or more Digital Media Components (see 3.2DM of the CMF's 2014-2015 [Development Program Guidelines](#)).
- b) The project meets the specific requirements of the CMF's agreement with the applicable Funding Partner, as set out in [Schedules A and B](#) of these Guidelines.
- c) The project is approved for funding by both the CMF and the applicable Funding Partner.
- d) Only Canadian costs are allocated to the Canadian share of the budget.
- e) The financing provided by each country is at least 20% of the global budget (for the project OR for each of the Television Component and Digital Media Component) unless financing is provided by a third country, in which case the minimum and maximum financing amounts from this third country range from 10% to 20% of the total budget.
- f) The ownership financial control and creative contribution (based on key creative positions) are proportional to the funding provided by each country.
- g) The Canadian Applicant meets all of the requirements of section 3.1 of the CMF's 2014-2015 [Development Program Guidelines](#).

¹ For the definition of "Eligible Costs" for a Convergent project, see section 2.3. and all of its subsections in the 2014-2015 Development Program Guidelines.

- h) The project meets all of the applicable requirements of section 3.2, and its subsections, of the CMF's 2014-2015 [Development Program Guidelines](#), with exceptions and amendments, if any, set in Schedules A and B of these Guidelines.
- i) The project has not received development funding from the CMF in a prior CMF fiscal year.
- j) The project is 100% financed at application (including the International Codevelopment Incentive and any other CMF financing).
- k) The producers must have entered into a codevelopment agreement.

Section 1 of the CMF's 2014-2015 [Development Program Guidelines](#) apply to applications for this incentive.

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Schedule A

I. Canada – Brazil Agreement/RioFilme (Rio)

The partners for the Canada - Brazil Codevelopment Incentive are the Canada Media Fund and RioFilme.

Incentive budget: CDN\$300,000 (\$150,000 each from the CMF and RioFilme)

Canadian maximum contribution per project is 75% of the Canadian portion of a project's Eligible Costs, up to a per-project maximum of CDN\$50,000.

Eligible projects must:

- Involve at least one Brazilian producer eligible under RioFilme criteria, and one Canadian producer eligible under CMF criteria; and be one of the following eligible genres: documentary, children and youth or drama (including animation). Variety and performing arts is not an eligible genre for this incentive (see section 3.2.TV.2 of the CMF's 2014-2015 Development Program Guidelines)
- Include a development fee provided by an eligible broadcaster in each country. The determination of whether a broadcaster is eligible is made by each Partner. For Canada, the CMF requires a minimum development fee of 25% of the Canadian portion of the project's Eligible Costs.

In-house programming (see section 2.1.1 of the CMF's 2014-2015 [Development Program Guidelines](#)) are not eligible to this incentive.

Broadcasters will have two years after the completion of the development to enter into a licence agreement for the production of the project with the producers. After this delay, the producers will be released from their obligations towards the broadcasters.

Projects with both Television and Digital Media Components must submit a combined application in which Eligible Costs are presented in one single budget.

CMF and RioFilme will ensure that each country has at least one majority codevelopment project in this incentive.

Schedule B

II. Canada – Brazil Agreement/SP Cine (Sao Paulo)

The partners for the Canada - Brazil Codevelopment Incentive are the Canada Media Fund and SP Cine.

Incentive budget: CDN\$200,000 (\$100,000 each from the CMF and SP Cine)

Canadian maximum contribution per project is 75% of the Canadian portion of a project's Eligible Costs, up to a per-project maximum of CDN\$50,000 if the project is a the television component and up to a per-project maximum of CDN\$25,000 if the project is a digital media component (web-based projects or games).

Eligible projects must:

- Involve at least one Brazilian producer eligible under SP Cine criteria, and one Canadian producer eligible under CMF criteria; and be one of the following eligible genres: documentary, children and youth, drama (including animation) and variety and performing arts (see section 3.2.TV.2 of the CMF's 2014-2015 Development Program Guidelines)
- Include a development fee provided by an eligible Canadian broadcaster for the Canadian portion of financing. The CMF requires a minimum development fee of 25% of the Canadian portion of the project's Eligible Costs.

In-house programming (see section 2.1.1 of the CMF's 2014-2015 Development Program Guidelines) are not eligible to this incentive.

Broadcasters will have two years after the completion of the development to enter into a licence agreement for the production of the project with the producers. After this delay, the producers will be released from their obligations towards the broadcasters.

Projects with both Television and Digital Media Components must submit a combined application in which Eligible Costs are presented in one single budget.

CMF and SP Cine will ensure that each country has at least one majority codevelopment project in this incentive.