



CANADA-AUSTRALIA INTERACTIVE DIGITAL MEDIA INCENTIVE GUIDELINES 2015-2016

Canada-Australia Interactive Digital Media Incentive

The Canada-Australia Interactive Digital Media Incentive (the “Incentive”) is a collaboration between Screen Australia (SA) and the Canada Media Fund (CMF) to fund interactive digital media co-productions.

We want to explore storytelling in the digital age; projects that use new technologies to tell culturally relevant stories that cross national boundaries. The incentive is for projects that go beyond traditional screens, which may integrate linear video with content across media platforms, from apps, social networks, virtual reality, and the web.

Projects must be a collaboration that involves at least one eligible Canadian producer and at least one eligible Australian producer. Producers will need to have formed their co-production partnerships prior to submitting applications. In advance of the deadline, the CMF team will facilitate these introductions between Canadian and Australian producers and digital media agencies through an online contact network. This service is not obligatory, but producers who wish to be part of this network should [follow this link](#) to create their online profile.

What funding is available?

The total maximum contribution from both the CMF and SA for each funded project is up to CDN \$300,000 (\$315,000 AUD). This funding will take the form of a non-repayable contribution to the budget for the production (a grant). The contribution from each co-producer's country will be proportionate to the creative and other contribution and share of return of each country's producer. In their application the co-producers should outline each co-producer's contribution and share of revenue. SA can support 100% of the Australian portion of the budget for eligible projects. However, CMF's contribution cannot exceed 75% of the eligible costs of the Canadian share of the budget. As such, the Canadian producer must demonstrate the source of the remaining portion of production financing (i.e. the 25% shortfall may come from either the producer's own investment or from a 3rd party contribution).

The combined pool of funds that will be made available for the Incentive will be approximately CDN \$800,000, with each of CMF and SA contributing \$400,000 in their own currency. It is intended that up to three projects will be funded under this Incentive.

For further information about the program please contact:

- For Australian producers: The Program Operations team at multiplatform@screenaustralia.gov.au or 1800-507-901
- For Canadian producers: Caroline Chopra at caroline.chopra@telefilm.ca

Who can apply?

An application must meet the following eligibility criteria in order to be competitively assessed for funding through this program. The project should then be submitted on behalf of both producers in the country of the majority co-producer.

The **Applicant/Applicant Company** must:

- For Australian producer, meet the General Eligibility requirements set out in Screen Australia's Terms of Trade; in particular, it must be incorporated and carrying on business in Australia, and have its central management and control in Australia.

- For Canadian producer, meet requirements set out in section 3.1 of the CMF's [2015-2016 Experimental Stream Guidelines](#). Section 1 of these Guidelines also applies to projects submitted to this program.
- Ensure the share of ownership of copyright of each co-producer is proportionate to each country's contribution to the project (with the minority co-producer owning at least 30% of the copyright).
- Ensure that the project has not already received CMF production funding from the CMF.

The **creative team** responsible for the project must:

- Include at least one eligible co-producer from each of Canada and Australia. To be eligible, both the producers and the director (or equivalent role relative to the type of project) must have at least one credit in the same role on a comparable project which has been publicly released.

The **project that is the subject of the application** must:

- Be a fictional narrative work.
- Involve creation of new interactive digital content.
- Be interactive; interactivity is defined as a meaningful participatory experience between the user and a product/technology (including immersive technologies that engage and stimulate the user's senses to create perceptually-real sensations), or an experience between the user and other users as enabled by the product/technology. In determining if a project is interactive, CMF and SA will look at the project as a whole. As such, an Eligible Project may contain both interactive and linear components, as long as the overall experience involves a significant degree of interactivity.
- Be innovative or experimental.
- Be developed on an appropriate platform for the content and audience involved.
- Comply with criteria established by SA or the CMF for the respective portions of the project.

The **project that is the subject of the application** must **NOT** be:

- Documentary, factual, or non-fictional;
- Games (for any platforms);
- Products with a specific corporate, industrial, advertising or mainly promotional focus;
- Projects that are solely promotional sites for television programs (i.e. not rich and substantial digital media);
- Catalogues or compilations of repurposed material, presented without any new, value-adding original content;
- System software;
- Development of new platforms;
- Archival aggregator websites; and
- Projects that use the internet or mobile platforms to distribute linear content without any significant interactive features.

What materials do you need to apply?

Applicants with a majority Canadian contribution should apply to CMF. These applicants will need to download the application from the website, and submit all required materials by the published deadline.

Applicants with a majority Australian contribution should apply to Screen Australia. These applicants will need to apply through the online application portal, accessible via the agency's website, and submit all required materials by the published deadline.

Applicants that have equal contributions should nominate a lead representative producer and can apply to either body.

The **application materials** required include:

- A deal memo detailing the percentage split between the two countries, with reference to the content, ownership, how much will be spent in Australia versus Canada, and the nationality of cast and crew.
- A complete Chain of titles demonstrating that producers own all the rights necessary to produce and exploit the project.
- An executive summary that (a) describes the project; (b) explains the user experience; (c) demonstrates innovation or distinctiveness compared to what exists on the market; (d) describes targeted market and audience.
- A project proposal, scripts and/or design document that demonstrate the project is production ready.
- A project plan, including production schedule, with appropriate milestones.
- A demonstration of the viability of the financing plan and budget.
- A marketing and release plan, including, where relevant, post-release plans for the intended life of the project such as any projected growth in storage requirements and any future requirements for resources and maintenance.
- 200 word bios and CVs (with LinkedIn reference) for the key creative team.
- A full budget to completion (and release), in both currencies, using the relevant standard [Canada Media Fund Budget Template](#).
- Fees for creatives and contributors should at least comply with industry standards. They will be considered in the context of the budget and track record of the personnel; and
- A finance plan, in both currencies, in a standard format available from the [Screen Australia website](#), delineating the sources of financing by country, and including confirmation of 3rd party financing, if any.

SA and CMF reserve the right to request additional documents, especially for projects that will be selected for funding.

No legal or administration fees are charged to applicants for applications to this program.

What is the assessment process?

Executives from both Screen Australia and CMF will assess eligible applications. Screen Australia and CMF will ensure a fair balance between majority and minority projects in each country.

We will advise applicants in writing of the success or otherwise of their application.

Assessment Criteria

Assessment Criteria	Weight
Innovation and advancement <ul style="list-style-type: none"> Overall appeal of the project Originality/innovation in the content and form User interactivity and control Sophistication of features Potential for legacy to the industry 	25%
Community / Audience <ul style="list-style-type: none"> Blending of Australian and Canadian cultural or community concepts in a way that engages audiences from both countries Encourages interaction and dialogue or develops a community around a concept Meets an identified need for a specified target audience or community Addresses or encompasses social or cultural values relevant to the target audience Appropriate concept for the identified audience 	25%
Team: Studio <ul style="list-style-type: none"> Experience and achievements of the studio(s) or digital media agencies involved Staff <ul style="list-style-type: none"> Experience and achievements of key team members Collaboration <ul style="list-style-type: none"> Identification of process for working together Risk assessment and mitigation strategies to counter the challenges of geographical and cultural separation of the teams 	15%
Project plan and budget <ul style="list-style-type: none"> Viability of the project: budget, plan, risk assessment, involvement of other financial partners Identification of the balance of % of copyright, costs of production and resourcing in each country If relevant: distinctiveness of the business model: revenue models and potential for revenue generation 	20%
Distribution strategy <ul style="list-style-type: none"> Marketing and promotion plan for the targeted audience Involvement of market channel partners: level of demonstrated interest (advances, pre-sales, licenses) 	15%

What is the application timing?

Applications will need to be submitted by the published deadline of January 22, 2016, that is:

- 11:00pm AEST for applications to Screen Australia; and
- 11pm ET for applications to the CMF.

It is intended that decision will be announced by the end of February 2016 or shortly after.