



**INTERNATIONAL
CODEVELOPMENT
INCENTIVE
WITH
SPCINE –
(SAO PAULO, BRAZIL)
GUIDELINES
2016-2017**

The International Codevelopment Incentive with Spcine

The Canada Media Fund's mandate includes encouraging the development (and eventual production) – by Canadian producers with international coproducers of television or digital media content. As such, the CMF is renewing its International Codevelopment Incentive with Spcine (the "Incentive") for the 2016-2017 fiscal year.

The current budget for the Incentive is set at approximately CDN\$172,000 (\$100,000 from the CMF and \$72,000 from Spcine).

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

For the Canadian side of a project, the 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 of CDN\$50,000 if the project is a 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). For the Brazilian side of a project, the Incentive will take the form of a repayable contribution² up to 100% of the Brazilian portion of a project's Eligible Costs, up to a per-project maximum of CDN\$36,000 if the project is a Television Component and up to a per-project maximum of CDN\$18,000 if the project is a Digital Media Component (web-based projects or games).

Projects will be evaluated and chosen by a committee comprised of representatives of the CMF and Spcine through a selective process (using the Evaluation Criteria listed below). A reciprocity approach will be adopted to ensure a fair balance between majority and minority projects for each country.

The 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, however, will the CMF contribute more than 84% of the Canadian portion of the financing of a project from any combination of CMF programs.

Eligibility

- a) The project must involve at least one Brazilian producer eligible under Spcine criteria and one Canadian producer eligible under CMF criteria.
- b) The project could be associated with either the CMF's Development Program in the Convergent Stream or development activity in the Experimental Stream.
- c) If the project is defined as Convergent project, it must be developed in 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 2016-2017 Development Program Guidelines). There is no such requirement for the project defined as Experimental.
- d) If the project is a television project, it must comply with the rules of Brazil-Canada Audiovisual Co-Production Agreement, signed on January 27, 1995.

¹ For the definition of "Eligible Costs" for a Convergent project, see section 2.3 and all of its subsections in the 2016-2017 [Development Program Guidelines](#).

² The Brazilian contribution will be a repayable contribution over the Brazilian share of the project. Spcine will have the right, if the project comes to be performed, in the initial way it was planned or in any other audiovisual format, to equitable interests of the producer equity recoupment (the "PEC") from the date of the closing of the applications to the public notice until the end of the period of 7 (seven) years, start counting after the first exhibition of the project.

- e) The project includes an applicable development fee provided by an eligible Canadian broadcaster for the Canadian portion of financing of the Television component. Requirement for a Canadian broadcaster does not apply to Digital Media Components unless these Components are part of a multiplatform approach that includes a Television Component. The CMF requires a minimum development fee of 10% of the Canadian portion of a Television Component's (and related Digital Media Components) Eligible Costs.
- f) For television project, only Canadian costs are allocated to the Canadian share of the budget. For digital media project, 75% of the Canadian eligible costs are Canadian costs.
- g) The financing provided by each country is at least 20% of the global budget 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.
- h) The ownership, financial control and creative contributions (based on key creative positions) are to be determined in the co-development agreement between producers. However, the CMF and Spcine encourage that these elements be proportional to each party's funding contributions.
- i) The Canadian Applicant meets all of the requirements of section 3.1 of the CMF's 2016-2017 [Development Program Guidelines](#) or applicable Development requirements in the [Experimental Stream Guidelines](#).
- j) The project meets all of the applicable requirements of section 3.2, and its subsections, of the CMF's 2016-2017 [Development Program Guidelines](#), with exceptions and amendments, if any, set in these Guidelines or applicable Development requirements in the Experimental Stream.
- k) The project has not received development funding from the CMF in a prior CMF fiscal year.
- l) The project is 100% financed at application (including the Incentive and any other CMF financing).
- m) The producers must have entered into a codevelopment agreement.

In-house programming (see section 2.1.1 of the CMF's 2016-2017 [Development Program Guidelines](#)) are ineligible to the Incentive.

Broadcasters will have a window of two years after the completion of the project's development to enter into a licence agreement for the production of the project with the Applicants. Once this time period has expired, the Applicants will be released from their obligations with 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.

As applicable, section 1 of the CMF's 2016-2017 [Development Program Guidelines](#) and Experimental Stream Guidelines apply to applications for the Incentive.

Evaluation Criteria

Projects will be evaluated by representatives of the CMF and Spcine based on the following criteria:

For Television projects:

Cultural value of the project: 50 points

- Originality and creativity of the proposal (max. 30 points)
- Blending of Brazil and Canada cultural or community concepts in a way that engages audiences from both territories and beyond (max. 20 points)

Track record: 30 points

- Track record, experience and achievements of the creative team (max. 15 points)
- Track record, experience and achievements of the production company(max. 15 points)

Format: 10 points

Part of a transmedia project, an animation or a television series (max. 10 points)

Feasibility of the project: 10 points

- Feasibility of the development financial plan (max 10 points)

For Digital media projects:

Cultural value and target audience: 50 points

- Originality and creativity of the proposal (max. 30 points)
- Blending of Brazilian and Canada cultural or community concepts in a way that engages audiences from both territories and beyond (max. 20 points)

Track record: 30 points

- Track record, experience and achievements of the creative team (max. 15 points)
- Track record, experience and achievements of the production company (max. 15 points)

Format: 10 points

- Part of a transmedia project (max. 10 points)

Feasibility of the project: 10 points

- Feasibility of the development financial plan (max 10 points)

Key Dates

June 30, 2016:	Call for applications
September 6, 2016:	Deadline to submit applications
October 7, 2016:	Notification to successful applicants

Documents to submit

Each coproducer will be responsible to submit the complete application to the authority (CMF or Spcine) of its own country. The same set of documents must be submitted by each coproducer and the application form must be signed by all coproducers.

For Television and Digital Media projects:

- Applications must include the following **Administrative** information:
 - A list of the projects produced by the Brazilian company
 - A list of the projects produced by the Canadian company
 - The deal memo or the co-development agreement
 - Contracts proving the acquisition of necessary rights (e.g. option contract, script writer's contract etc.)
 - Calendar on project development stages
 - Development budget
 - Development financing plan

For Television projects

- Applications must include the following **Creative** information:
 - CV of screenwriter(s) and, if already selected, the director
 - Script writer's notes
 - Director's notes (if applicable)
 - Producer's notes
 - Brief project summary (maximum 5 pages)
 - Treatment (maximum of 20 pages) or description of the transmedia approach (maximum 5 pages)

For Digital Media projects

- Applications must include the following **Creative** information:
 - CV of key creative personal
 - Notes on the creative approach
 - Producer's notes
 - Brief project summary (maximum 5 pages)
 - Description of the transmedia approach (maximum 5 pages)

The Parties reserve the right to require other documentation from applicants for the completion of the assessment of the project.

Contact for the program in Canada: Jill Samson at jill.samson@telefilm.ca

Contact for the program in Sao Paolo: Eduardo Racciah at eduracciah@gmail.com

The CMF and Spcine also invite interested Canadian and Brazilian producers to share information on the website specifically designed by Spcine to foster coproduction opportunities:

<https://spmatch.wordpress.com/>

and to upload their profile on the CMF website under the Find a Coproducer section:

<http://www.cmf-fmc.ca/funding-programs/convergent-stream/international-coproduction-and-codevelopment-incentives-convergent/1/>