

Part 1 - General Information

About Applying to the Canada Media Fund (“CMF”)

- Applicants should be familiar with the CMF 2011-2012 Experimental Guidelines and the corresponding CMF Business Policies prior to completing this Application Form.
- All downloadable CMF forms listed in the Application Form are available from the CMF website: www.cmf-fmc.ca.
- Complete all information requested and include all relevant documentation with your application. Incomplete applications will result in a delay in funding decisions.
- Assemble all required documents in one consolidated package with each accompanying form or document separately stapled, clearly identified and free of any sort of binding device.
- Applicants may submit their CMF funding application to any of the following offices of the CMF Program Administrator | Telefilm Canada:

MONTRÉAL

360 Saint-Jacques Street, 6th Floor,
Montréal, Quebec H2Y 1P5
Toll Free: 1-800-567-0890
T: (514) 283-6363 F: (514) 283-8212

HALIFAX

1717 Barrington Street, 4th Floor,
Halifax, Nova Scotia B3J 2A4
Toll Free: 1-800-565-1773
T: (902) 426-8425 F: (902) 426-4445

TORONTO

474 Bathurst Street, Suite 100,
Toronto, Ontario M5T 2S6
Toll Free: 1-800-463-4607
T: (416) 973-6436 F: (416) 973-8606

VANCOUVER

609 Granville Street, Suite 410,
Vancouver, British Columbia V7Y 1G5
Toll Free: 1-800-663-7771
T: (604) 666-1566 F: (604) 666-7754

- Applicants may also submit their CMF funding application through eTelefilm at www.telefilm.gc.ca.
- For inquiries on the status of your CMF funding application, please call your regional office.

About this Application Form

- This Application has 7 parts: 1. Project Information, 2. Applicant Information, 3. Key Creative Personnel, 4. Financing Plan Information, 5. Project Schedule, 6. Document Checklist and 7. Applicant Declaration.
- Applicants must own and control all the rights necessary to produce and exploit the Eligible Project; entities that provide services but do not own the applicable rights are not eligible to apply to the CMF.

Digital Media Measurement (including but not limited to Web, Mobile, Apps and Console reporting):

Please be advised that in the event the Project is approved for CMF funding the CMF will require access to web analytics or must receive reports detailing the number of:

- Total Visits
- Unique Visitors
- Average Time Spent
- Returning Visitors
- Downloads
- %Bounce Rate
- Device used to access content
- A sitemap or legend identifying the CMF funded content as listed in the analytics

Copies of the revenue/activity reports are to be submitted to the CMF at minimum once every 3 months. The specific reporting requirements by project type will be set out in the CMF Financing Agreement and will be posted on the CMF website (www.cmf-fmc.ca)

Part 2 - Application Instructions

1. Project Information	<p>Clarification of Funding Types: For the purposes of this application, a project requesting funding for development should generally be one in the conceptual or prototyping phases of creation/maturity. A project requesting funding for production should generally be one out of conceptual phases and with a demonstrable path to market and/or monetization. Note: A development project cannot apply simultaneously for Production or Marketing & Promotion. However a production project may simultaneously apply for Marketing & Promotion financing (and vice versa) but the two MUST be applied for separately.</p> <p>Titles and Descriptions: When filling in the titles and descriptions, please remember to provide the correct titles and descriptions for the CMF to use for publicity purposes, should the project receive funding.</p> <p>ISAN: The ISAN root number should be supplied for <u>all audio-visual projects</u>, if available. Please be advised that the full ISAN number for all episodes and versions is included in the CMF Financing Agreement as a mandatory requirement at final costs. ISAN is not required for non-audio-visual projects such as application software.</p> <p>Self-Distribution or Name of 3rd Party Market Channel Partner: Required for Production and Marketing & Promotion applications, but for Development applications, it is required only if available.</p>
2. Applicant Information	<p>General: If there is insufficient space on the form, please attach a separate sheet.</p>
3. Key Creative Personnel	<p>General: Please insert the name of all persons filling the listed positions and their citizenship. If a position is not yet filled, please insert "TBA" and indicate their citizenship and Aboriginal Nation, if applicable. Include any key Project participants not already listed on the form.</p> <p>Name: First name followed by last name and separate each individual with semi colon.</p>
4. Financing Plan Information	<p>CMF Contribution Request: Please refer to Section 2.3.1 of the Experimental Guidelines for more specific information.</p>
5. Document Checklist	<p>General: At the time of application, together with the completed Application Form, the Applicant(s) <u>must provide all the documentation</u> listed in the attached Document Checklist. Please be advised that during the CMF's review of the application, the Applicant(s) may be required to provide additional information or documentation. The CMF reserves the right to request any document, which, directly or indirectly, relates to the Applicant, or to any matter pertinent to the eligibility of the Applicant(s) and/or the Project for CMF funding.</p> <p>Creative Materials: Ensure that all creative materials address CMF eligibility requirements.</p> <p>Corporate Information: Please note: each corporate information document is only required if it has been updated or modified since the Applicant's last funding application. The CMF reserves its right to request from the Applicant(s), at any time and at the CMF's absolute discretion, Corporate Information documents for the Ultimate Parent company(ies) (as applicable).</p> <p>Distribution plan or exploitation plan: Required for Production and Marketing & Promotion applications, but for Development applications, only a preliminary distribution or exploitation plan is required.</p> <p>Letter of Intent from a 3rd party market channel partner (or self-distribution proposal, subject to applicant's necessary experience): Required for Production and Marketing & Promotion applications, but for Development applications, it is required only if available.</p> <p>Production & Budget Information: Budget - When using this budget template, please note that for the purposes of CMF calculations, at least 75% of the Eligible Costs must be Canadian costs. Please refer to Section 2.3.2 of the Experimental Guidelines for more specific information regarding Eligible Costs.</p>
6. Applicant Declaration	<p>Signature: The Application Form must be signed by the appropriate Applicant prior to submission to the CMF.</p>

1. Project Information



PROJECT FUNDING QUESTION

Please note that you must submit a separate application for each stage for which you are applying. Also note that, in order to apply for Production funding, the development of your project must be completed (or about to be completed). In other words, you cannot apply for Development and Production funding at the same deadline.

The funding request is for: Development **OR** Production **OR** Marketing & Promotion

Project Title (the "Project"): _____ ISAN (root number, if applicable): _____

CMF HISTORY:

Has the Project previously been submitted to the CMF Experimental Stream? No Yes

Previous project title (if applicable): _____ File #: _____

PROJECT TYPE (SELECT ONE):

Interactive Content Application Software Game Other (specify): _____

PROJECT CATEGORY (SELECT ONE):

Interactive Web series or narrative Software as a service Web portal
Social networking AAA game Multiplayer online game
Casual game Desktop software Other (specify): _____

DISTRIBUTION PLATFORM (SELECT ALL THAT APPLY):

- Web PC Smartphone
- Tablet Console Handheld console
- Terminal/Kiosk Interactive TV (ITV) Other (specify): _____

TARGET AUDIENCE

Canadian Cultural Industry **OR** General Public (for projects connected to the Canadian Cultural Sector):
Specify for General Public: Children Youth Adult Family/General Public

LINGUISTIC MARKET(S)

English French Aboriginal (specify): _____ Other (specify): _____



Project Website Address /URL (if applicable): _____

Self-Distribution or Name of 3rd Party Market Channel Partner: _____

IS THIS AN INTERNATIONAL CO-PRODUCTION?

No Yes Percentage of participation from: Canada _____ %
Co-producing country: _____ %

Deliverable(s) for this funding request (e.g. market research, prototype, final product, etc.):

1. Project Information (continued)

Project Description (concise summary of the project, 150 words or less. N.B. this information will be used for CMF publicity purposes if the project receives funding.):

Logline (140 characters or less.):

2. Applicant Information



APPLICANT

Legal name of Applicant: _____ On behalf of a company to be incorporated
(“Applicant”)

Applicant(s) is/are a Canadian: For-profit Production Company Broadcaster

Address: _____ City: _____ Province: _____

Postal Code: _____ Phone: _____ Fax: _____ Email: _____

Web: _____ GST/HST Reg #: _____ QST Reg. # (QC only): _____

Legal name of Parent Company(ies): _____
(as applicable)

Address: _____ City: _____ Province: _____

Postal Code: _____ Phone: _____ Fax: _____ Web: _____

Legal name of Ultimate Parent Company(ies): _____
(as applicable)

Address: _____ City: _____ Province: _____

Postal Code: _____ Phone: _____ Fax: _____ Web: _____

CO-APPLICANT (IF APPLICABLE)

Legal name of Co-Applicant: _____ On behalf of a company to be incorporated
(“Co-Applicant”)

Co-Applicant(s) is/are a Canadian: For-profit Production Company Broadcaster

Address: _____ City: _____ Province: _____

Postal Code: _____ Phone: _____ Fax: _____ Email: _____

Web: _____ GST/HST Reg #: _____ QST Reg. # (QC only): _____

Legal name of Parent Company(ies): _____
(as applicable)

Address: _____ City: _____ Province: _____

Postal Code: _____ Phone: _____ Fax: _____ Web: _____

Legal name of Ultimate Parent Company(ies): _____
(as applicable)

Address: _____ City: _____ Province: _____

Postal Code: _____ Phone: _____ Fax: _____ Web: _____

3. Key Creative Personnel



KEY CONTACT INFORMATION

Name

Email

Telephone

Corporate Contact: _____

Administrative Contact for File: _____

Publicity Contact: _____

Position Name

Citizenship (or Aboriginal Nation)

Producer(s) _____

Executive Producer(s) _____

Co-Producer(s) _____

Project Manager _____

Interactive Director _____

Director(s) _____

Art Director _____

Designer _____

Technology Director _____

Programmer/Developer _____

4. Financing Plan Information



Budget (\$): _____
 Budget must equal financing
 Canadian costs: _____ % (must be at least 75%)

Dated (yyyy-mm-dd): _____

FINANCING	Amount	Confirmed?
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CMF CONTRIBUTION REQUEST	\$ _____	
TOTAL CMF CONTRIBUTION REQUEST:	\$ _____	(A)

FUNDING AGENCIES		Yes	No
Specify: _____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
Specify: _____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
Specify: _____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
TAX CREDITS			
Provincial (specify province): _____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
Provincial (specify province): _____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL FUNDING AGENCIES:	\$ _____		(B)

OTHER FINANCING	Name of the participants	Type of contribution		Yes	No
Licence Fees (if applicable):	_____	_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
Services (specify type):	_____	_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
Services (specify type):	_____	_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
Services (specify type):	_____	_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
Distributor(s) (if applicable):	_____	_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
Publisher(s) (if applicable):	_____	_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
Producer Investment:	_____	_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
Producer Deferrals:	_____	_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
Other Financing (specify):	_____	_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
Other Financing (specify):	_____	_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
Foreign participants in the Canadian Financial Structure:	_____	_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL OTHER FINANCING:			\$ _____		(C)

TOTAL OF THE CANADIAN FINANCIAL STRUCTURE (A + B + C): \$ _____ (D)

FOREIGN FINANCIAL STRUCTURE (IN CASE OF COPRODUCTION ONLY)			Yes	No
Name of the participants	Type of contribution			
_____	_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL OF THE FOREIGN FINANCIAL STRUCTURE:		\$ _____		(E)

TOTAL FINANCING (D + E): \$ _____

5. Project Schedule

Stages	Location (City, Country)	From (yyyy-mm-dd)	To (yyyy-mm-dd)	Number of Days
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OVERALL SCHEDULE

Development _____

OR Production _____

OR Marketing & Promotion _____

Total Number of Days _____

DETAILED SCHEDULE

Project Milestone(s) (specify):

Final Release _____

Distribution & Marketing _____

(Only required for Production and Marketing & Promotion applications)

Total Number of Days _____

6. Document Checklist



Enclosed

1. PROJECT INFORMATION

1. **Experimental Application Form** Completed and signed.



CREATIVE MATERIALS

2. **Executive Summary** (Document not to exceed 1 page, using 10 point font)

Answer the following questions:

- What does the product do; what kind of user experience does it offer?
- How is the product innovative?
- What is the targeted market?
- How is the product different than existing products?
- How are you planning to generate revenue?

3. **Project team** (Document not to exceed 5 pages, using 10 point font)

3.1 Summarize the experience and achievements of this team while at the same time demonstrating why they are suited for the best results for the project:

- The producer and project management team
- The creative and technical teams
- The sales and marketing team (if this applies)
- The post-launch team

3.2 Enclose resumes of all key personnel, indicating citizenship & Aboriginal Nation (for self-declared aboriginal person)

4. **Innovation and advancement** (Document not to exceed 15 pages, using 10 point font)

Clearly outline the following:

4.1. Innovation

- Originality of the content and the form (architecture, navigation, interface, graphic design, creative elements, etc.) and quality of the user experience
- Development of new technologies
- Distinctiveness of the Business Model. Demonstrate the distinctiveness of the business model and include revenue models and potential for revenue generation.

4.2. Advancement

- Legacy to the cultural industry (i.e. project's contribution to the renewal or improvement of the industry)

5. **Business Plan** (Document not to exceed 5 pages, using 10 point font)

Demonstrate and substantiate the viability of the Project with details:

- the financial stability of the Applicant in relation to the size of the Project
- a market competitive analysis

6. **Distribution strategy** (Document not to exceed 4 pages, using 10 point font)

A Marketing and Promotion plan that describes how the Project will be distributed and demonstrates and includes:

- projections for targeted audience (industry, general public) in Canada and in international markets
- the level of interest (advances, pre-sales, licences, etc.) from the market channel partner(s).

Note: Required for Production and Marketing & Promotion applications, but for Development applications, only a preliminary strategy is required.

7. **Support Material** (Recommended but not required)

Prototype or electronic samples can only be accepted in the following formats:

- Screen shots (.jpg file - not to exceed 15mb)
- Video walk through of interactive product (.wav or .mov files – not to exceed 150mb)
- DVD (3 copies)

UNDERLYING RIGHTS INFORMATION

8. **Written summary of the Project's complete development history** (conception to application) including complete Chain of Title demonstrating proof of rights ownership.

2. FINANCING PLAN INFORMATION



9. Eligible Projects must have a **Letter of Intent from a 3rd party market channel partner** committing to take the Project to market and to actively promote the Project. Alternatively, projects can also be submitted with a self-distribution proposal if the applicant can demonstrate their experience for such a distribution. (Required for Production and Marketing & Promotion applications, but for Development applications, it is required only if available.)

PRODUCTION & BUDGET INFORMATION



10. **Signed and dated Budget** showing breakdown of all anticipated costs. When completing the budget, please clearly identify all Non-Canadian Costs (specify all amounts paid to Non-Canadian companies or individuals). Please use the applicable Development or Production or Marketing & Promotion budget template for your Project.

6. Document Checklist (continued)

On
File Enc.

3. APPLICANT INFORMATION



CORPORATE INFORMATION *(If the corporate information remains unchanged since the last application, please select the On File check box)*

- 11. **Complete incorporation documents** for all Applicants, Co-Applicants and Parent Companies, as applicable.
- 12. **List of directors and shareholders** including nationality and ownership share for all Applicants, Co-Applicants and Parent Companies, as applicable.
- 13. **Corporate financial statements for the past three years must be provided for all Applicants, Co-Applicants and Parent Companies. Notwithstanding the below requirements, the CMF reserves its right to request from the Applicant(s), at any time and at the CMF's absolute discretion, consolidated and audited annual financial statements.**
- **Consolidated and audited annual financial statements**, if consolidated annual gross revenue of the Applicant and its Related Parties is equal to or greater than \$10 million; OR
- **Consolidated annual financial statements**, together with a review engagement report if consolidated annual gross revenue of Applicant and its Related Parties is equal to or greater than \$5 million but less than \$10 million; OR
- **Non-consolidated annual financial statements**, together with a notice to readers if consolidated annual gross revenue of the Applicant and its Related Parties is less than \$5 million.

Please note that the following documents listed below are not required at the application stage. However, please be advised that during the analysis of the Project, the Applicant may be asked to provide the CMF with some or all of the following documents.

Furthermore, in the event that the Project is approved for CMF funding, please be aware that the Applicant will be required to submit the full list of documents listed below in order to proceed to the contracting stage.

1. UNDERLYING RIGHTS INFORMATION

Clean and complete chain of title for the Project including:

1. **All Rights Documentation**, including but not limited to: transfer of rights agreements, writer's and director's agreements, option/purchase agreements, publisher's releases, quit claims, assignment consents and all other agreements or documents demonstrating that the Applicant(s) holds the requisite rights to the concept and underlying creative material necessary to produce, distribute and exploit the Project in the target markets.
2. **Co-production and/or joint venture agreement(s)**, if applicable.
3. For International Co-Productions: please provide **information regarding the co-production split** between Canada and the co-producing country(ies).

2. FINANCING PLAN INFORMATION

4. **Licence Agreements** (if applicable).
5. **Development Financing Agreements** (if applicable).
6. **Fully executed financing and distribution agreements** for all committed sources.
7. **Description of interim financing** (including lender name, conditions and amount of loan required) including commitment letter from lender (if available).
8. **Detailed calculation page(s) for Provincial Tax Credits** (if applicable).

PRODUCTION & BUDGET INFORMATION

9. **Projected cash flow**
10. **Related Party Transactions Form**
11. **Standard insurance certificates** for the Project
12. **Recoupment Schedule** that complies with the CMF's policies.

3. APPLICANT INFORMATION

13. **Corporate profile** (including company mandate) for all Applicants, Co-Applicants and Parent Companies, as applicable.
14. **Shareholder's or partner's agreement** (if applicable).
15. **Corporate secretary's certificate** naming the officers and indicating their signing authority.

7. Applicant Declaration

The undersigned authorized representative of the Applicant and Co-Applicant (if applicable) hereby:

- acknowledge(s) that Telefilm Canada is the CMF's authorized administrator for all funding applications and that Telefilm Canada is subject to the *Access to Information Act*, and accordingly, any authorization granted to CMF herein shall also be granted to Telefilm Canada as CMF's authorized administrator;
- authorize(s) the CMF to discuss and disclose any and all information and documentation which relates in any way to the funding application, the Project, any previously completed Project, the agreement to be executed with the CMF, the Applicant(s) and any Co-Applicant (s) and any company which is related (within the meaning of Chapter 3840 of the *Canadian Institute of Chartered Accountants Handbook*) to the Applicant or any Co-Applicant, with one another and with every entity connected (in the CMF's opinion) with the funding application, the Project, any previously completed Project, the Applicant(s) or any Co-Applicant(s) and any company which is related (within the meaning of Chapter 3840 of the *Canadian Institute of Chartered Accountants Handbook*) including, but not limited to the broadcaster(s), auditor(s), legal counsel, actual or proposed financier(s) and interim financier(s), CAVCO, CRTC, the Department of Canadian Heritage and other governmental entities (collectively, the "Entities"). The Applicant(s) and Co-Applicant(s) further authorize the Entities to discuss and disclose to the CMF any information related to the foregoing;
- acknowledges that the materials submitted in connection with the application may be reproduced and distributed to an external party as part of the project assessment in the selective evaluation process under the Experimental Stream;
- authorizes the CMF to include in a press release and also to disclose on their website any and all information pertaining to the application and/or the Project;
- agrees to notify the CMF immediately if and when any changes occur to any of the submitted documents or information and shall provide written details of same;
- authorize(s) the CMF or their authorized representative(s) to perform audits of the production of the Project;
- agree(s) that neither Telefilm Canada nor the CMF will act as a depository or be responsible in any way for the holding or return of any material submitted at any time in connection with the application or the Project and such material may be destroyed at any time;
- declares that the Applicant(s) and Co-Applicant (s) has/(have) not entered into any oral or written agreement or side deal that conflicts with any of the provisions of this application form, the CMF 2011-2012 Experimental Guidelines and applicable CMF Business Policies;
- declares that the information provided herein and in any attached documentation is accurate and complete, and that the Project complies and will continue to comply with the CMF 2011-2012 Experimental Guidelines and applicable CMF Business Policies;
- has/have made and shall make without delay full disclosure to the CMF of any dispute, and actual or potential litigation in connection with the Project;
- declares that all persons specified as being Canadian in the application and all accompanying documentation, are Canadians, in accordance with the *Investment Canada Act*, the *Immigration and Refugee Protection Act* or the *Citizenship Act*;
- acknowledge(s) that the CMF has full discretion in administering its Programs and in the application of its guidelines to ensure that its funding is provided to those Programs that meet its mandate. The Applicant(s) and Co-Applicant (s) further acknowledge(s) that in all questions of interpretation of the CMF 2011-2012 Experimental Guidelines or of the mandate and the objectives of the CMF, the CMF's interpretation shall prevail.

The undersigned hereby solemnly declares and warrants that the information and documents submitted for this application are accurate, true and complete, and makes this solemn declaration knowing that it is of the same force and effect as if made under oath. This document must be signed by the Applicant and all Co-Applicants.

7. Applicant Declaration (continued)

APPLICANT



Signature: _____
I am duly authorized

Signature: _____
I am duly authorized

Name: _____
(please print)

Name: _____
(please print)

Title: _____

Title: _____

Date: _____
(yyyy-mm-dd)

Date: _____
(yyyy-mm-dd)

CO-APPLICANT

Signature: _____
I am duly authorized

Signature: _____
I am duly authorized

Name: _____
(please print)

Name: _____
(please print)

Title: _____

Title: _____

Date: _____
(yyyy-mm-dd)

Date: _____
(yyyy-mm-dd)