



INCAA
INSTITUTO NACIONAL
DE CINE Y ARTES
AUDIOVISUALES

**CANADA-ARGENTINA
CO-DEVELOPMENT
INCENTIVE FOR
ANIMATED
TELEVISION SERIES
AND DIGITAL MEDIA
CONTENT
GUIDELINES
2019**

The Canada-Argentina Co-Development Incentive for animated television series and other digital media content

The Canada-Argentina Co-Development Incentive for animated television series and other digital media content (the “**Incentive**”) is a collaboration between the Canada Media Fund (**CMF** or “**Party**”) and the Institute of Cinema and Audiovisual Arts from the Argentine Republic - (“**INCAA**” or “**Party**”) (the CMF and INCAA) (collectively the “**Parties**”) to fund the co-development of eligible projects between producers from Canada and Argentina.

The total amount of funding available through the Incentive is \$100,000 USD with \$50,000 USD contributed by the CMF and \$50,000 USD contributed by INCAA. Such funding will take the form of a non-repayable contribution.

An amount of \$50,000 USD will be reserved for animated television series.

The other \$50,000 USD amount will be reserved for digital projects for multimedia platforms.

The total maximum contribution for each project funded through the Incentive shall be \$25,000 USD. However, the CMF contribution shall not exceed 75% of the Canadian development budget and the INCAA contribution shall not exceed 75% of the Argentine development budget.

To be considered for funding through the Incentive, projects must comply with both Parties’ general funding criteria, with the CMF determining eligibility for the Canadian portion of a project and INCAA determining eligibility for the Argentine portion of the project.

Projects will be evaluated and chosen by a committee comprised of representatives from the CMF and INCAA through a selective process (using the Evaluation Criteria listed below). It is important for Applicants to note that eligibility to or financing through the Incentive does not guarantee the Applicant eligibility or financing for further CMF or INCAA funding in development or in production.

The total contribution from each of the CMF and INCAA for each project will be determined on a case-by-case basis.

While the ownership, financial control and creative contributions shall be determined in the co-development agreement between the applicable international co-producers, the minimum minority co-producer share shall not be less than 20%. As a general guideline, the CMF and INCAA encourage that such elements be proportional to each Party’s respective funding contributions.

Project Eligibility

Eligible projects must meet the following criteria:

- Involve at least,
 - one (1) Canadian producer (eligible under CMF criteria), and
 - one (1) Argentine producer (eligible under INCAA criteria).
- Is either:
 - An animated co-development television series that meet the CMF's genres of Drama, Documentary, or Children & Youth programming (found in [Appendix A](#)). For clarity, eligible television series must have secured a letter of interest from the CMF's definition of a Canadian Broadcaster (see 2.1.1 of the Development Program Guidelines).

OR

- A fiction, documentary and/or animation co-development project created for digital platforms (including but not limited to web series, narrative digital content, transmedia projects¹, virtual or extended reality) that is developed on an appropriate platform with regards to content and audience and meant to encourage knowledge sharing and technology transfer.
- For clarity, any eligible project that is a linear series, for television or the web, must be between 5 and 15 minutes long and have at least 4 episodes.

Ineligible projects include:

- video games;
- projects made for theatrical release;
- projects including pornographic or racist material or advocating violence;
- works of a promotional nature;
- institutional productions to promote a specific organization or its activities.

Key Dates

Funding will be awarded to eligible projects in accordance with the following application process:

July 16, 2019: Call for applications.

October 31, 2019: Deadline for submissions.

December 2019: Notification of the decisions to applicants.

May 2, 2020: Deadline to finish the development project and to submit final deliverables for selected projects.

¹ Transmedia is a form of storytelling that deploys the content across multiple digital platforms. A transmedia project proposes stories across multiple forms and platforms and delivers unique, but related, user experiences on each channel.

Application – Important Information and Required Documentation

- Applications must be submitted according to the deadlines published above and on the Parties' websites and in accordance with the stipulations noted in the application form.
- For Argentine producers, there are specific dates and requirements for the eligibility of the company and the application of the eligible company with a project. Please refer to the previous section Key Dates above and check the website (<https://extranet.incaa.gob.ar/>) to comply with INCAA's guidelines.
- The period of eligibility of costs will start on the date the application has been submitted and no funding will be applied to costs which occurred prior to the application submission date. Only the costs related to the acquisition of author right is eligible retroactively for a period of 12 months preceding the date of the submission.
- Each coproducer will be responsible to submit the complete application to the authority (CMF or INCAA) 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. **An application that is not complete on both sides will be automatically rejected.**
 - Canadian Producers should submit the complete application through <https://telefilm.ca/en/log-in>. The application should be submitted in English or in French.
 - Argentine producers should submit the complete application at <https://extranet.incaa.gob.ar/>. The application should be submitted in Spanish AND in English.
- Applications must include the following **Administrative** information:
 - Argentine company resume, including a list of projects produced by the company
 - Canadian company resume, including a list of projects produced by the 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
 - Preliminary estimate of the production budget with potential sources of funding
 - For the Argentinian producer, attach the deposit receipt of unpublished work granted by the registry of the Copyright National Office for the plot summary and/or treatment.
 - For the Argentinian company, a copy of the BY-LAWS where it is stated that the entity deals with audiovisual activities.
- Applications must include the following **Creative** information:
 - CV of screen writer(s)
 - CV of the director, if already attached to the project, and Vimeo or YouTube links with selection of audiovisual work previously done by the director
 - Script writer's notes
 - Director's notes (if applicable)
 - Producer's notes (must include the target audience of the project)
 - Brief project summary (maximum 1 page)
 - Treatment (maximum of 20 pages)

- o List of deliverables: material that will be submitted by the applicants to the CMF and INCAA during the development process:
 - Creative Deliverables: including but not limited to: script, creative material, storyboard, character design, etc.
 - Final deliverable: As a result of the development process the applicants should produce a Minimum Viable Product (“MVP”) which specifications may vary according to the content’s nature and the jury’s recommendations. The MVP may include a short demo, teaser, prototype among others and should reflect the story’s narrative geometry, the technology involved, the platforms used, marketing strategy, audiences, etc.

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

Evaluation criteria

Projects will be evaluated by a jury of the CMF and INCAA based on the following criteria:

Creative value of the project: 50 points

- Originality and creativity of the proposal (max. 30 points)
- Universality and pertinence of the proposal (max. 20 points). The universality of the project pretends to engage audiences for all over the world, beyond the local concepts of culture or community. Within this criteria is included the commercial potential and the coherence of the project’s content with its target audience.

Track record and target audience: 30 points

- Track record, experience and achievements of the creative team (max. 12 points)
- Track record, experience and achievements of the production company (max. 12 points)
- Target audience described in the producer’s notes (max. 6 points)

Viability of the project: 20 points

- Coherence of the budget with the scope of the project and viability of the development financial plan (max 10 points)
- Realism of the agenda/timeline of the project (max 10 points)

Contacts for the program

For the Canada Media Fund, in Canada:

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For INCAA, in Argentina:

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The CMF has created an online tool to help facilitate introductions between Canadian and Argentine producers. If you’d like to find someone to work with on your project, please [sign up here](#) and create a profile.

Please note: these Guidelines may be changed or modified as required, without notice. Please consult the CMF website at www.cmf-fmc.ca and for the latest Guideline news and documentation.