



**CANADA-COLOMBIA  
CO-DEVELOPMENT  
INCENTIVE FOR WEB  
SERIES AND OTHER  
DIGITAL MEDIA  
PROJECTS  
GUIDELINES  
2018**

## The Canada-Colombia Co-Development Incentive for web series or other digital media projects

The Canada-Colombia Co-Development Incentive for web series or other digital media projects in fiction, documentary or animation (the “**Incentive**”) is a collaboration between the Canada Media Fund (**CMF** or “**Party**”) and Proimágenes Colombia with the support of MINTIC - Ministry of Information Technologies and Communications of Colombia - (“**Proimágenes**” or “**Party**”) (the CMF and Proimágenes, collectively the “**Parties**”) to fund the co-development of eligible projects between producers from Canada and Colombia.

The total amount of funding available through the Incentive is approximately CDN \$240,000 (approximately \$540,000,000 COP) with CDN \$125,000 (approximately \$280,000,000 COP) contributed by the CMF and \$115,000 (approximately \$260,000,000 COP) contributed by Proimágenes. Such funding will take the form of a non-repayable contribution.

The total maximum contribution for each project funded through the Incentive shall be CDN \$60,000 (approximately \$135,000,000 COP). However, the CMF contribution shall not exceed 75% of the Canadian 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 Proimágenes determining eligibility for the Colombian portion of the project. Projects will be evaluated and chosen by a committee comprised of representatives from the CMF and an external evaluation committee hired by Proimágenes 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 Proimágenes funding in development or in production.

The total contribution from each of the CMF and Proimágenes 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 Proimágenes 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) Colombian producer (eligible under Proimágenes criteria). The Colombian producer has an additional eligibility process; please refer to the Colombian call guidelines at [newmedia.proimagenescolombia.com](http://newmedia.proimagenescolombia.com) for further information.
- Is a fiction, documentary and/or animation project created for digital platforms (including but not limited to web series, narrative digital content, transmedia projects<sup>1</sup>, virtual or expanded reality).
- Is developed on an appropriate platform with regards to content and audience.
- Meant to encourage knowledge sharing and technology transfer.

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<sup>1</sup> 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.

Ineligible projects include:

- video games;
- projects made for television or 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:

**March 14, 2018\***: Call for applications

**May 18, 2018\***: Deadline for Submission

**July 13, 2018**: Notification of the decisions to applicants, during the Bogota Audiovisual Market (BAM).

**December 7, 2018**: Deadline to finish the development project and to submit final deliverables for selected projects.

\* The call divides the applications in two phases. The first phase only applies to Colombian producers.

*The first phase* only applies to Colombian companies and is open from **March 14 to March 24, 2018**. The Colombian companies apply with a specific documentation:

- Online registration with acceptance of terms and conditions
- ID of the legal representative of the production company (PDF document both sides)
- Certificate of incorporation and legal representation, issued no later than thirty (30) days at the time of sending the project.
- The producer must be active and have valid business registration (PDF document)
- Colombian production company CV, with a list of previous works produced
- Vimeo or YouTube link with a selection of audiovisual work previously produced

Within 48 hours, if the company complies with these requirements, it can go forward to the next step.

*The second phase* applies to all projects and is open from **March 28 to May 18, 2018**. The eligible companies can apply with a project that will be codeveloped by a Canadian producer and a Colombian producer.

## 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 Colombian 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 [newmedia.proimagenescolombia.com](http://newmedia.proimagenescolombia.com) to comply with Colombia'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 Proimágenes) 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.
  - Colombian producers should submit the complete application at [newmedia.proimagenescolombia.com](http://newmedia.proimagenescolombia.com). The application should be submitted in Spanish AND in English.
  
- Applications must include the following **Administrative** information:
  - Colombian 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<sup>2</sup>
  - Development budget
  - Development financing plan
  - Preliminary estimate of the production budget with potential sources of funding
  
- 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)
  - List of deliverables: material that will be submitted by the applicants to the CMF and Proimágenes 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. **Please refer to each Institutions open call and criteria.**

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<sup>2</sup> Please note that the final deliverables will be required by December 7, 2018.

## Evaluation criteria

Projects will be evaluated by representatives of the CMF and Proimágenes<sup>3</sup> (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:

Jill Samson  
[jill.samson@telefilm.ca](mailto:jill.samson@telefilm.ca)

For Proimágenes, in Colombia:

Mia Rodriguez Sarmiento  
[newmedia@proimagenescolombia.com](mailto:newmedia@proimagenescolombia.com)

The CMF has created an online tool to help facilitate introductions between Canadian and Colombian 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 <http://www.cmf-fmc.ca> and [newmedia.proimagenescolombia.com](http://newmedia.proimagenescolombia.com) for the latest Guideline news and documentation.

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<sup>3</sup> Proimágenes will call upon external resources to evaluate the projects.