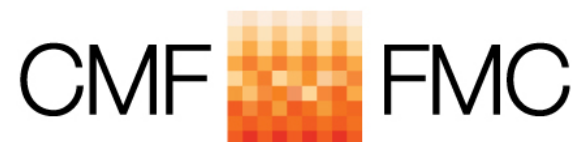




LIST OF REQUIRED DOCUMENTS 2019-2020

Experimental stream

WEB SERIES PROGRAM



Step 1

Please read the Program Guidelines available on the CMF's website. The budget templates and the Directors and Shareholders Form are available on the CMF website.

Step 2

The Canada Media Fund (CMF) accepts applications exclusively through an online platform called Dialogue. If you have a technical problem with your account or any other element of the platform, contact services@telefilm.ca

Step 3

Once in the Dialogue platform, go to the *Actions* menu and select the *Submit an Application* submenu. Choose the appropriate program (CMF Experimental Stream –Web Series Program). See the Program Guidelines for the definition of each of these activities.

A guide to help you complete the application form can be found in this document following the list of required documents. For the *Required Documents* section, pay attention to the *Helpful notes*. For the nomenclature, please follow the Description and Type provided to ensure proper analysis of your project.



**No compressed files
(e.g. zip or rar)**

**No document sharing
sites (e.g. Dropbox)**



**Maximum size of file:
20 MB**

REQUIRED DOCUMENT	HELPFUL NOTES	DESCRIPTION (Name of file and description to input)	TYPE FORMAT (to be selected from the dropdown menu in Dialogue)
APPLICANT INFORMATION			
Project Description (max. 5 pages)	Provide a Creative Document for the web series in a maximum of five (5) pages, including a complete synopsis of the series themes and subject matter, a story arc over the season, a typical episode format and outline, detailed series bible, etc.	Creative document_ Name of document	Outline/Proposal/Treatment/Synopsis
Draft Script	Submit a Final draft, (if available), for each episode.	Draft Script	Outline/Proposal/Treatment/Synopsis
Cast and Crew List, indicating citizenship		Cast and Crew List	Cast and Key Personnel
C.V. for all Producer(s), Writer(s), Director(s) and Actor(s)	Provide complete histories of work, education, certifications, awards and nominations to date, as well as hyperlinks on Vimeo or YouTube of previous work(s) from Directors whose works is unknown to the CMF. Includes the track record, experience and achievements of the production team, the director(s), screenwriter(s), actor(s), and any key creative roles that play a significant role in the project.	CV_ Individual's full name	CV/Resume
Awards and Festival Summary Form	List Awards and Festival Participation, if applicable	Awards and Festival Summary_ Company name	CV/Resume
Distribution Strategy	<ul style="list-style-type: none"> a) Describe the targeted market and audience (describe its characteristic including anticipated size). b) Describe the marketing and promotional strategy for your web series (including distribution modes, planned promotional activities and monetization strategy). c) Is there interest demonstrated by one or more webcasters for your web series? 	Distribution Strategy	Marketing Plan

<p>Support Material and Market Interest from Previous Season(s)</p>	<p>a) URL(s) of at least three episodes of the first season (of at least two minutes in duration per episode) of the web series which must have been posted online and available to the Canadian public, with traffic statistics viewable.</p> <p>b) A document clearly demonstrating success factors such as: revenues generated, third-party financial partners and distribution partners, crowdfunding campaigns, critical acclaim, reviews, festival selections, awards, etc.</p> <p>c) Audience metrics data for the previous season(s) from recognized measurement services such as Google Analytics and Adobe Analytics and metrics such as YouTube views.</p> <p>d) Financial structure(s), outlining third party contributions for previous season(s).</p> <p>e) Information on revenues earned to date for previous season(s).</p> <ul style="list-style-type: none"> - <i>There is no restriction in terms of type of documents; however, please ensure that documents are created in familiar formats. Also make sure that each document does not exceed the maximum size of 20 MB.</i> - <i>Videos should be submitted via hyperlinks leading to video-sharing websites. Dialogue allows you to submit hyperlinks as support material. <u>Hyperlinks should be functional for at least 4 months</u></i> 	<p>Support Material_Name of the document Or link towards the material with <i>Password:</i> <i>Instructions:</i></p>	<p>Support Material</p>
<p>Project's Development History</p>	<p>a) Written summary of the Web Series' complete development history.</p> <p>b) All Rights documentation including but not limited to: transfer of rights agreements, option/purchase agreements, publisher's releases, quit claims, assignment consents and all other agreements or documents demonstrating that the Web Series Applicant(s) holds the requisite rights to the</p>	<p>Development History</p> <p>Chain of title_Option agreement</p> <p>Chain of title_Transfer of rights_Parties names</p>	<p>Chain of title & development history</p>

	<p>concept and underlying creative material necessary to produce, distribute and exploit the Web Series in the target markets. Please note that if there is a legal opinion that exists regarding the chain of title which confirms, to the satisfaction of the CMF, that the Applicant owns all the rights for production and exploitation of the Web Series then the legal opinion may be submitted in place of these separate documents.</p> <p>c) Signed writer(s) and director(s) agreements that are currently available, for Web Series.</p> <p>d) Co-production and/or joint venture agreement(s), if applicable. (Co-productions are eligible if they comply with the Framework for international digital media coproduction).</p>	<p>Agreement_Name of person</p> <p>Coproduction agreement_Parties names</p>	<p>Key Personnel Agreement</p> <p>Co-Production Agreement</p>
Confirmation of Non-convergence	<p>Please confirm in writing that your project is in no way associated with a film or a television production *</p> <p>* Note: Projects using character(s) or brand(s) that are associated, or have been associated, with a film or TV production are not ineligible merely because of the character/brand's association.</p>	Confirmation of Non-convergence	Chain of title & development history
FINANCING PLAN INFORMATION			
Letter of intent from a 3rd party support	<p>Will include a financial commitment from funding agencies, webcasters, distributors, crowdfunding campaigns and other participants in the financial structure of the project (exclusive of tax credits).</p>	<p>Letter of intent from a 3rd party support_Source's name</p>	Financing Agreement
Commitment letters or Long Form Agreements	<p>Agreements confirming the sources of financing, including webcasters.</p>	<p>Commitment letters or Long Form Agreements_Source's name</p>	Financing Agreement

BUDGET INFORMATION			
Signed and Dated Budget	Showing the breakdown of all anticipated costs. The Excel Production budget template is available on the CMF website and must be used.	Budget_ Date	Budget
CORPORATE INFORMATION- <u>If not yet submitted or if changes have occurred since the last application</u> Documents under this section to be submitted under Records/My Organizations; select company; select Manage Documents button on top right; click on Add and then Submit. Not Required for in-house Productions			
Complete incorporation documents	Articles of Incorporation and By-laws for all Television Component Applicants, Television Component Co-Applicants and Parent Companies, as applicable	Incorporation Documents_ Name of the Document	Incorporation documents
Signed and dated directors and shareholders Form	For all applicants, co-applicants and parent companies, as applicable. The form is available on the CMF website.	Directors and Shareholders Form	Incorporation documents

The documents listed below are NOT required at the application stage

In the event that the project is approved for CMF funding, please be aware that the applicant will be required to submit the documents listed below in order to proceed to the contracting stage.

APPLICANT INFORMATION AND FINANCING PLAN INFORMATION:

- 1) Shareholder's Agreement
- 2) Financial Statements
- 3) Fully Executed Financing Agreements, for all financing sources.
- 4) Detailed Calculation for Tax Credits
- 5) Signed Distribution Agreements
- 6) Projected Cash Flow
- 7) Agreements for Interim Financing
- 8) Related Party Transactions Form
- 9) Standard Insurance Certificates

The CMF reserves the right to require other documentation from applicants for the completion of the assessment of the project.

APPLICATION FORM

To save and continue later, click SAVE at the bottom of the page.

To retrieve a saved and not yet submitted application form, click on **Tasks** and then on [Complete Application | Compléter la demande](#) (the title of the application will not appear on this page).

COMPLETE APPLICATION

Summary

Program:

Make sure you have chosen the appropriate program (Web Series). See the Program Guidelines for the definition of each of these activities.

Application Year:

This field automatically populates with the CMF fiscal year in which you apply. The Program Guidelines, the List of Required Documents and the budget template you use should be in the same year.

Applicant

Select Applicant Company:

Select the company (Applicant) for which you are making an application.

Correspondence Language:

Select the correspondence language.

Are you applying on behalf of a company to be incorporated?

If the company for which you are making an application is not yet incorporated, answer “yes”.

Do the Applicant, the Co-Applicant and/or their parent company have a director or shareholder that is not a Canadian citizen or a director or shareholder that has been a permanent resident for more than 4 years?

If there is a non-Canadian shareholder or director in your company, parent company or co-applicant's company, whatever the number of shares, please answer "yes" to that question. If the person has been permanent resident of Canada for more than 4 years and not yet a Canadian citizen, answer "yes" as well. Be aware that should your project receive a positive decision, we will require further information at that time. Please read the *Program Guidelines* available on the CMF's website, notably section 3.1 on *Eligible Applicants*.

Canadian Co-Applicant(s)

If you are applying jointly with another company who will share the rights to the project with you, add their information in the fields under this section. A co-applicant must meet the same eligibility criteria as the applicant and will be jointly responsible for the project for the CMF. If you will be working with subcontractors, do not add their name here.

International Coproduction

If your project is an international codevelopment or coproduction, indicate yes. Make sure that you meet the requirement of the [Framework for International Digital Media Co-Production](#) available on the CMF's website.

Previous Applications

Has the Project been submitted for Pre-application Consultation?

If you have submitted your project for a pre-application consultation via *Dialogue* prior to applying, answer "yes".

Has the Project been previously submitted to the CMF?

Previous Application Number(s)

Previous Title

If you have submitted your project to the Experimental Stream in the past, indicate to which activity (the latest), the application number and the previous title if it is not the same as the current one.

Project

Title:

Indicate the title of the proposed project; this title may be a working title.

Previous Title:

If your project was initially created under a different title, please enter it in this field.

Content Type:

Select the content type that best represents your project. For definitions on content types listed in the dropdown menu, please consult the [Digital Media Definitions](#) document available on the CMF's website.

Delivery Method:

Select the method by which your project will be accessed by the end user.

Language:

Select the language in which the project will be delivered. Keep in mind that if you select “English-French”, the project will need to be made available in both languages to the end user, and the CMF will accordingly require deliverables in both languages. It will not be necessary however to provide documentation – reports and documents – in in both languages.

Website URL:

Enter website URL specific to the project here. If you do not have one, leave the field empty.

Target Audience:

Select the principal audience that you are targeting with your project.

Description:

Enter a short description that summarizes your project.

Material to be delivered for this Application:

List the deliverables that you will do with the proposed budget i.e. what you will deliver by the end of the proposed project as part of this request if it is funded.

Business Model:

Select the principal business model that you are adopting for your project. It is understood that more than one model may apply, but select the most important one.

Requested Amount (CAD):

Web Series Program: the maximum amount requested to the CMF is the lesser of 60% of the project’s eligible costs – see *Program Guidelines* on the CMF’s website).

% Canadian Costs:

Indicate the percentage of Canadian costs here as per the budget submitted. The project’s eligible costs indicated in the budget must be at least 75% Canadian

Commercial Distribution Method:

Indicate here how the user will access the project, i.e. on which platform(s) (e.g. Xbox, PlayStation, Steam, App Store, GooglePlay, Web site, etc.). Separate multiple entries by commas.

Distributor Name:

If your company is self-distributing the project, leave the field empty. If you have a distributor, indicate its name. Separate multiple entries by commas.

Self-distribution:

If your company is self-distributing the project, check the box.

Market Channel Partner:

If you have a publisher or a marketing agency working with you, indicate its name. Separate multiple entries by commas.

Development Financing Application Number:

If you have received funding in the past, please indicate the number of the application.

Contacts

Please fill out the fields for the two types of contacts.

Key Personnel

Click on “Add” to enter names. Add a line for each member of your team (key personnel only). In the « Role » dropdown menu, select the option that is closest to the person’s role. Enter the person’s citizenship information. Be sure to identify the gender in key roles. Please read the *Program Guidelines* available on the CMF’s website, notably the Evaluation Grid in section 2.4 (“Team (Gender)” criterion) and section 3.2.1 on Canadian Elements. Make sure that the name and role of the individuals identified here and in the budget are identical. It should be noted that for the evaluation of the parity criterion within the team, the information provided in the budget will take precedence.

Financial Structure

The amount requested to the CMF for the proposed project appears on the first line. This amount matches the Requested Amount (CAD) entered above.

If you have not received any prior funding for the project from the CMF to date, enter zero on the second line (the field should not be left empty).

Select the country for each of the funding sources entered. If your project is not an international co-production, enter Canada for all sources. If your project is a coproduction, select the country for each coproducing country’s funding sources. Please note that international co-productions must comply with the [Framework for International Digital Media Co-Production](#) available on CMF’s website.

Select the type of funding sources in the dropdown list. If you cannot find the type of funding source in the list, it might be that it is an ineligible type of funding. Ineligible types of funding include, but are not limited to: credit margin or loan, sweat equity, work done for free or volunteer work, future revenues, and deferred salaries from non-shareholders.

Tick the checkbox in the “Confirmed” column if the funding source is indeed confirmed. If the funding source is pending, do not tick the checkbox.

Click on “Add” to add your other funding sources for the project.

The total financial structure must match exactly the total amount of the budget submitted in the Required Documents section. If you have received prior funding from the CMF for the project, all the sources must appear in the Production financial structure.

Budget

Dated:

The date of the budget entered should match the date of the budget template that you will submit in the Required Documents section.

Category:

Enter the budget summary according to the completed Excel budget template to be submitted in the Required Documents section. The template for the budget is available on the CMF website. Make sure that you are using the template for the correct program activity and the current fiscal year.

Enter zero in the fields where you have no costs (fields should not be left empty).

Make sure that you are within the allowed caps for producer fees, corporate overhead and contingency. Please carefully read the notes regarding those accounts in the budget template.

Schedule

Click on “Add” to add milestones to the schedule according to the following instructions:

Enter one line for “Production”, enter the start date of the Production phase and in the Description field, indicate that this is the start date.

The start date for Production cannot be more than 6 months prior to the deadline date to which you are applying. Start and end dates should correspond to the period covered by the budget.

Enter one line for “Rough Cut”, enter the start date of the Rough Cut phase and in the Description field, indicate that this is the start date.

Enter a fourth line for the “Final release”, and enter the date when the project will be released to the targeted audience for the first time. Note that for games the CMF considers an *Early Access* release or a live beta to be the Final release. Accordingly, the Final release date should correspond to the first date the project

List of Required Documents 2019-2020 – Experimental Stream – Web Series Program

is released to the public, regardless of whether or not the project is in its final form. It is as of the “Final release” date that you will have to start submitting exploitation reports if the project is selected.

Required Documents

Click on the link to see the Required Documents Checklist associated to the program activity to which you are applying.

Upload each document separately according to the list on the last page of the Required Documents Checklist by clicking “Add”. Select a file on your computer to add it.

You are responsible for submitting the documents requested in the list; the system will not provide a warning if a required document is not submitted. **Once your application is submitted in full, you will not be contacted for more information, and the evaluation of your application will be based only on what you have provided.** Out of fairness to all applicants, documents other than those requested in the Required Documents Checklist or exceeding the allotted page counts will not be considered. Note that the submission of a complete application does not guarantee its financing.

Documents will not be accepted by mail; everything including supporting material must be submitted online. We will not accept documents or updates after the deadline.

Statement (and submit)

When your application is final and you are ready to submit, at the bottom of the form, tick the Statement and click on the « Submit » button. A confirmation that you have successfully submitted your application will appear and you will no longer have access to the application because it is under evaluation. A confirmation message will also appear in the News menu.

If you do not see the message confirming that you have successfully submitted your application, this probably means that errors remain in your application. Correct the errors and click on the “Submit” button again.

A decision letter will be sent to you via the portal under the *News* menu approximately 2 to 3 months after the deadline date. You will also receive an email alerting you to the decision in the portal.