



WEB DRAMA SERIES PROGRAM

GUIDELINES

Deadline for Proposals: March 1, 2016 (Phase 1)

Deadline for Production Applications: May 2, 2016 (Phase 2 – by invitation only)

The Independent Production Fund was established in 1991 as a private Foundation with an endowment now valued at \$36 M from Maclean Hunter Ltd. The revenues generated by the endowment and recoupment from investments are used to support the production of Canadian web drama series.

Objectives

The intent of the Fund is to assist independent producers/creators to finance the production of original drama series created *initially* for the web.

The focus is on the development of high quality, story-driven drama.

Successful properties may subsequently be exploited on other platforms such as television, either in their original format or through the exploitation of derivative rights.

Project and Applicant Eligibility

To be eligible for support, projects must:

1. be new and original;
2. in the case of web series previously funded by the IPF, requests for second or subsequent “season” funding are eligible; however, applications must include clearly demonstrated success factors such as audience size for Season 1, financial partners, distribution, awards, revenues, etc. Second and subsequent season applicants may proceed directly to Phase 2 of the application process, and must notify the IPF of intent to apply by March 14, 2016.
3. be scripted, dramatic content¹
4. originate and remain under the control of an independent Canadian producer/creator and have, without any limitations regarding formats, media, territories and duration, all rights, title and interest including copyright in the completed production beneficially owned by an individual resident in Canada, by a corporation incorporated under the laws of Canada or a province of Canada, or by any combination of these,
5. be limited to one (1) application per production company/producer per year,

¹ “Drama” includes drama for all demographics, including children, as well as scripted comedy with a story arc and performers. Series may be live action or animation.

6. Proposals previously submitted to the IPF web series program that were not approved for funding, may re-apply only IF there is a *significant* change to the project, which must be clearly identified within the Phase 1 Application.
 7. Web series that have been produced without IPF financing are NOT eligible to apply to this program.
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Financial Participation

Investments will be made in the form of equity and the Fund seeks a pro rata share of recoupment of its investment and profit participation in the project and through its derivative subsidiary rights and subsequent works.

The terms and schedules of payment and recoupment, the producer's responsibilities and reporting conditions will be negotiated on a case-by-case basis.

Application Procedures

There is a two-phase application process:

Phase 1: Proof of Concept

1. **Deadline for Proposals:** March 1, 2016.

Includes:

- a completed application form (found in the application portal at www.ipf.ca)
- a Creative Pitch for the web drama series in a maximum of two (2) pages,
- one (1) page Audience Engagement Strategy
- URL(s) of demo/trailer/video content (no more than 2 minutes running time) which must be posted online and available to the public, with traffic statistics viewable or enabled **March 1 – 31, 2016**
- All material must be submitted electronically, through the online application portal at www.ipf.ca

2. Evaluation Process:

A short-list of finalists will be selected by April 6, 2016 by a Pre-Selection Committee.

Projects will be assessed based on written material submitted, as well as the online videos, traffic and audience feedback and the creative and production team.

Short-listed finalists will be invited to prepare a detailed Production Application for Phase 2 evaluation for potential funding

Phase 2 (Short-list, by invitation only):

3. **Deadline for Production Applications:** May 2, 2016.

Include a completed Phase 2 Production Application Form (found at www.ipf.ca)

All material must be submitted electronically, **method to be confirmed by IPF by end of February.**

Applicants are encouraged to consult with the IPF in the creation of their Production Proposals, if required.

4. Evaluation Process

An international jury and the Board of Directors will evaluate the Production Proposals and notify successful applicants by the end of June 2016.

Projects are assessed based on analysis of creative materials, audience engagement strategy, traffic metrics and audience feedback resulting from the Video Content posted online in Phase 1 of the application process; production strategies; scheduling; budget and financing; distribution and web strategies; marketing and promotion plans; projected traffic; business model and revenue projections; maintenance strategies, third party financing and endorsements, associated interactive activities, recoupment, etc.

The primary criterion for acceptance by the Fund will be the quality of the project.

The Independent Production Fund reserves the right to request additional information relating to the production, as required, in order to make its decisions.

All interpretations of these Guidelines and all decisions are made by the Board of Directors and are at the Board's absolute discretion. All Board decisions are final.

Definition of an Independent Canadian Producer

For purposes of this Fund, an independent Canadian Producer is defined as:

1. a Canadian-controlled corporation as defined in the tax credit regulations of the Income Tax Act; and
2. not a holder of a CRTC television broadcasting licence or an "affiliate" of such a broadcaster as defined in the Canada Business Corporations Act.