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**Please consider the following when completing your Phase 2 Web Drama Series application in the online application portal:**

1. When developing your production schedule, keep in mind preference will be given to projects that will be online by January 2017 at the latest.
2. If applying to OMDC or other Provincial Agency for tax credits, please review their latest eligibility requirements. Please note that if you are planning on applying to the OMDC Interactive Digital Media Fund for the production financing of your project, you **must** apply on the **May 9th, 2016 deadline. Only OMDC IDM funding applied for at this deadline will be considered eligible in your production financing scenarios.**
3. If you are intending to use ACTRA members, please contact your ACTRA representative to determine performer fees, etc.
4. Only use the categories that are relevant to your project when completing the Budget Template.
5. If you are intending to finance through some deferrals, letters of commitment from the deferring persons/companies should be included for confirmation.
6. If a broadcaster or portal is licensing your project, an Agreement outlining all of the terms and rights and obligations should be included.
7. When submitting creative documents into the application portal, please note that we require Scripts for at least **two** episodes
8. Recoupment. Note: Standard IPF recoupment percentage for web series is calculated as the IPF’s investment as a percentage of the approved budget, not to exceed 50%, until full recoupment. If this is not acceptable, describe an alternative.
9. Proof of ownership of ALL rights to the project to produce and exploit it in all markets and all territories in all media. (Note: this is a *required* document.)[[1]](#footnote-1)

**PLEASE ANSWER THE FOLLOWING QUESTIONS:**

**1. Analyse your traffic, demographics, audience feedback, referral sources and any other relevant metrics during Phase 1 of this application process. Explain how this has informed your plans for your project.**

**2. Identify the audience engagement strategies you will undertake that are specific to this project (be specific, not general with your plans and examples). What is compelling about your project?**

**3. Do you have any confirmed or potential platforms or partners? What is your distribution strategy?**

**4. Compare this series to a similar project (if possible; cite different projects as examples if necessary): traffic, audience engagement, longevity, etc. Are there things you will do similarly? Or differently?**

**5. Outline your monetization strategy.**

**6. Describe your additional and/or auxiliary content strategy (as applicable).**

**7. What are your strategies for future seasons? Please consider both Creative as well as business / distribution plans or ideas.**

**8. Discuss information about co-producer or Service Company (if applicable):**

1. A document, signed by the producer/creator which states that you, an individual resident in Canada, or a corporation incorporated under the laws of Canada, or a province of Canada, or any combination of these,. have all rights, title and interest to produce, distribute and exploit the project and all ancillary products, without any limitations whatsoever regarding formats, media, territories and duration, including all underlying rights and the copyright in the completed production. [↑](#footnote-ref-1)