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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 2018** 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 **April 10, 2017 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. Include a commitment letter from your Mentor, if you are using one.
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? Compare your project with other similar web series. Are you using additional or interactive content?**

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

**4. Describe the need you have identified for a Mentor and the role the Mentor will play; OR, describe the professional development opportunities you will provide to New Talent on your production team.**

**5. Outline your monetization strategy.**

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

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)