



Independent  
Production  
Fund

## SHORT FORM SERIES PRODUCTION PROGRAM

Deadline for Production Applications: **October 5, 2023**

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### Objectives

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

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

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

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### Project Eligibility

Only those series that were selected to participate in the Development Packaging Program: Short Form Scripted Series, and submitted all required deliverables ***within the same calendar year*** are eligible to apply to the Production Program.

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### Application Procedures

An application form must be submitted electronically, through the online application portal at <https://application.ipf.ca/Login.aspx>

The following documents/materials must be uploaded in the Portal:

1. Deliverables already provided in development must be resubmitted:
  - Synopses of the series and for each episode of the first “season”, including story arc, character descriptions, locations, etc.
  - 3 episode scripts
  - Produced and released a video or audio proof-of-concept with a robust analysis of audience analytics
  - A preliminary production budget
  - A preliminary financing plan
  - Outlined production schedule
  - A list of potential or confirmed lead performers and other key creative positions
  - Audience identification and preliminary engagement plan
  - A list of distributors and specific platforms/channels which have been, or will be pitched

2. The following documents must also be uploaded:

- Proof of financing committed
  - Distribution/Platform Licensing Agreements
  - Tax credit calculations
  - Credits of applicant company
  - Strategies for production, distribution, promotion/marketing and revenue generation (please upload in the “Additional Documents” line)
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### **Financial Participation**

A select number of series will be approved for production financing in the form of an equity investment in the amount of up to \$200,000 per project.

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.

All projects must be contracted by the IPF within 6 months of final financing commitment.

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### **Evaluation Process**

An industry jury and the Board of Directors will evaluate the Production Proposals and notify successful applicants in November, 2023.

Projects are assessed based on analysis of creative materials and production team, production strategies, scheduling, budget and financing, business and distribution strategies, marketing, promotion and audience engagement plans, revenue projections and recoupment potential and any confirmed financing, distributors or streaming platforms.

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

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

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

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