



Independent
Production
Fund



CANADA
MEDIA FUND

SHORT FORM SERIES PRODUCTION PROGRAM

Deadline for Production Applications: **October 3, 2024**

Objectives

The intent of the Independent Production Fund (IPF) and the Canada Media Fund (CMF) is to assist independent producers/creators in financing 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.

Project Eligibility

Only those series that were selected to participate in the Short Form Series Development Program and submitted all required deliverables on October 1st ***within the same calendar year*** are eligible to apply to the Production Program.

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 ([template available here](#)) ***Note:** Producer Fees and Corporate Overhead combined must not exceed 20%;
- 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;
- A sustainability plan for writing and production;
- Draft carbon footprint.

2. The following documents must also be uploaded:

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

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 \$250,000 per project.

IPF and CMF seek a pro-rata share of recoupment of their 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.

For clarity, 75% of the project's eligible expenditures must be Canadian costs¹.

Evaluation Process

An industry jury and the Board of Directors will evaluate the Production Proposals and notify successful applicants in November, 2024.

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 Funds will be the quality of the project.

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

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

¹ For clarity, with the exception of the specific business and financial requirements listed in these Guidelines, the CMF reserves the right to apply all relevant sections of the CMF's [Appendix B](#) Business Policies to projects funded through this program.