



GUIDELINES

OnLine to OnTV Adaptation Program

January 2015

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OnLine to OnTV Application Deadlines: February 1, October 1

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1. Mandate

The Bell Fund (formerly The Bell Broadcast and New Media Fund) advances the Canadian broadcasting system.

The Bell Fund:

- Encourages and funds the creation of excellent Canadian digital media,
- Promotes partnerships and sustainable businesses in the broadcast and digital media sectors,
- Engages in research and sharing knowledge,
- Enhances the national and international profile of industry stakeholders

2. Structure

The Bell Fund is a not-for-profit organization. It has been certified by the CRTC as an independent production fund eligible to receive and administer contributions from broadcast distribution undertakings under section 29(2) of the *Broadcasting Distribution Regulations*.

The Fund is governed by a nine member Board of Directors which operates as an arm's-length corporation with representatives from broadcasting, the television and digital media production sectors and from Bell TV and its affiliates.

The Fund is administered through the facilities and services of the Independent Production Fund, with offices in Toronto and Montreal.

3. Program Overview

Objective:

This Program is designed to maximize the opportunities for *existing* digital media projects (such as web series, games, e-books) to be adapted for the broadcast platform.

Rationale:

Web/mobile projects that have achieved recognition on digital platforms may be of potential interest to traditional broadcasters. The digital media producer may need to develop pitch materials and strategies to demonstrate how their content could be adapted for traditional television time-slots and audiences.

This funding program is designed to support digital media producers who have not had significant relevant television production experience to partner with an experienced television production company in order to create suitable material to pitch to broadcasters in order to encourage their participation in further development.

4. Applicant Eligibility

1. Applicants must be independent producers. The definition of "independent producer" shall be as set out in Appendix A.
2. Applicants must be Canadian-controlled within the meaning of the Investment Canada Act and as defined under section 1106(1)(c) of the Regulations under the Income Tax Act. The individual Producer applicant must be a Canadian citizen or permanent resident.
3. Applicants must demonstrate a sound financial position and the required expertise and relevant experience to successfully complete the respective components of the project.
4. Digital media producers (without relevant TV production experience) with an eligible digital project are encouraged to partner with a television production company that has successfully produced broadcast television in the related genre (eg. drama series, documentary, children's television, etc.) to jointly submit an application. If a legal partnership is established, the digital media producer must maintain at least 51% ownership of the project to be developed for television.
5. Applicants must have creative control over the content to be developed for television and hold the rights for linear and interactive productions on all digital platforms and for television.
6. A production company is eligible for funding for one project per year.

5. Project Eligibility

1. The eligible project must have been released on a digital platform and not developed or licensed for TV broadcast.
2. The eligible project must be available digitally for review.
3. Projects may be of any genre, format or for any demographic, excluding news, current affairs or sports programming.
4. Content that is eligible includes, but is not limited to, web/mobile distributed video, games, apps, interactive e-books, etc.
5. The content to be developed and funded must be intended for television broadcast.
6. Potential broadcasters must be identified.
7. Applicants must identify the creative and business activities that will be undertaken during this adaptation stage.
8. Producers must have, or be able to obtain, all the necessary rights and clearances for television broadcast in Canada and internationally.

9. The content must be intended to meet Canadian content certification with at least eight out of ten points as certified by CAVCO, or be an official Canadian treaty co-production.
10. All content must be in compliance with the laws, regulations, standards and policies applicable to broadcasting and to intellectual property, and it will not infringe on any public or private rights nor contravene any civil and criminal laws in effect.
11. A project is eligible for adaptation funding one time only.

6. Eligible Expenses

Eligible expenses under this program may include (but are not limited to):

- Fees for a creative executive/writer
- Fees for a producer mentor
- Fees for an interactive content strategist/interactive writer
- Legal fees
- Travel to pitch Canadian broadcasters
- Pitch materials

7. Financial Participation

1. The Bell Fund's contribution will be in the form of a grant.
2. The Bell Fund may contribute up to 100% of the cost of "OnLine to OnTV" approved adaptation expenses, to a maximum of \$10,000.
3. Disbursements will be made in 2 instalments:
 - 75% on execution of Financing Agreement between the producer and the Bell Fund;
 - 25% on completion of the adaptation phase as per the agreement and after at least one broadcaster has been pitched. This may be no later than 6 months after the Agreement has been executed, or the funding commitment will lapse.

8. Evaluation Process

1. Applications are reviewed to ensure that all eligibility criteria are met and that the required documentation is complete.
2. Applications are assessed by industry consultants who evaluate the training opportunity for the digital media producer/creator as well as the current audience success of the project and its potential for broadcaster interest and proposed activities. All final funding decisions are made by the Board of Directors of the Bell Fund.
3. It is the intent that funding decisions are made by the Board of Directors six to eight weeks after the deadline for application.

4. Successful applicants must finalize financing of their projects within 90 days or the Bell Fund's commitment may be cancelled at the Board's discretion.

All interpretation of these Guidelines and all policy decisions are at the Board's discretion and the Board reserves the right to final judgment in this regard.

Appendix A / Eligible Applicants

Access to the Bell Fund is limited to corporations, partnerships and joint ventures which are independent production companies:

1. *Independent Producers*

An "Independent Producer" is a production company that is not an "affiliate" of any licensed Canadian broadcaster or programming undertaking (a "Canadian Broadcaster"). The Bell Fund uses the Canada Business Corporations Act ("CBCA") definition of the word "affiliate" when assessing the relationship between a production company and a Canadian Broadcaster. The production company should operate principally as a Television or Digital Media production entity. Eligible applicants to the Bell Fund must be a Canadian-controlled corporation as defined in subsection 1106(1) of the *Income Tax Regulations* under the definition of "Canadian" with its head office based in Canada.