

1. Is a stand-alone website without a television program eligible for funding?

No. The Bell Fund's specific mandate is to encourage the convergence of traditional broadcasting and new media production. Therefore all projects **MUST** have 2 components: a television program licensed by a Canadian broadcaster as well as an associated new media project.

2. What is your definition of “new media”? Are games eligible? What about DVD content?

The Bell Fund supports new media projects where the content is useable and/or downloadable to: personal computer (via Internet), and/or ITV, and/or cell phones, and/or other handheld devices. Games run on those platforms are eligible. Games for “gaming platforms” (ie, PS2, XBox), and DVD-only content are not eligible for funding. (They may be extensions of the project, but may not be a part of the budget/financial structure/application).

3. Are 2 different companies required to produce the television and new media projects?

Both components may be produced by the same production company, by two different production companies, or as co-productions. If ownership/rights are shared, it is considered a co-production and both companies are the producers.

4. Is my project eligible if I have already started principal photography on the television show?

Yes, both the new media component and the television component are eligible for funding. However, the television component will not be eligible for any licence fee "top-up" if principle photography has been completed by the time of application.

5. Can I apply for development and production at the same time?

No. A project must be fully developed in order to make a proper production application to the Bell Fund. The purpose of the development fund is to help prepare a project for a production application. Therefore, the applications must be made at separate deadlines.

6. What does the average web site cost?

There really is no "average" web site. The Bell Fund will fund up to 75% of the costs of production, to a maximum of \$250,000, plus a bonus to a maximum of \$100,000 to match any broadcaster(s) cash contribution to the new media project. The projects funded recently have been budgeted between \$100,000 and \$1,000,000, with an “average” budget at \$300,000-\$400,000. For more information, please read the “Production Budget FAQs”

7. How do I fund the other 25% of the new media budget?

Typical funding scenarios to date include the Bell Fund, sometimes Telefilm, broadcasters, Telus, Le Fonds Videotron, some provincial agencies, provincial tax credits, producer investments, producer deferrals, distribution advances, corporate sponsors and advertising. Please see the Finance chapter in New Media, New Business ("Publications") for other potential sources of content funding.

8. How are projects evaluated?

The Bell Fund contracts new media industry experts to evaluate each of the applications based on a list of criteria. The evaluators then discuss the projects together, prioritize them, and make recommendations to the Board of Directors. The Board makes all final decisions.

Download the Production Program – Evaluation Information document for further information ("Application Forms")

9. When will I know if I am to receive funding?

Board meetings are generally held 6 to 8 weeks after each deadline for application. All applicants are informed of decisions the day after the Board meeting.

10. If the Bell Fund does not award funding for my project, can I have the material sent back?

Yes. You may indicate in your application cover letter that you would like us to return the proposal if it does not receive grant funding, or you may notify us by phone or e-mail after the decisions are made. When decisions are announced, we can discuss how you would like it returned (e.g. courier at producer's expense, mail, office pick up).

11. Can I apply again if my project has been rejected?

Yes, but with some requirements: There must be significant changes to the project, and these changes must be clearly outlined/documented in your reapplication.

12. This television series has been supported before by the Bell Fund. Can I apply for subsequent seasons? Do I have to do anything different with the application?

Yes, new media projects are eligible for funding in second and/or subsequent seasons of production. The application, evaluation process, and financial participation are the same as a first season application. Note that the television series is not eligible for funding in second and/or subsequent seasons.

13. Can you recommend good new media production companies?

Have a look at the web sites we have funded ("Funded Recipients") and at our annual reports to see which companies have received funding and which sites you like.

14. How can I purchase a copy of New Media, New Business and/or Create A Winning Proposal?

These two comprehensive handbooks should be required reading for everyone applying to the Bell Fund! They may be downloaded for free in pdf version from this website ("Publications"), or you may purchase a hard copy of New Media, New Business from Theatre Books, the CD-ROM Store, some provincial funding agencies, or send a cheque for \$22.00 to: Independent Production Fund, 2 Carlton Street, #1709, Toronto, Ontario M5B 1J3. If you live in Toronto, you may want to pick up a copy from our office for \$19.95.