

## **Bell Fund**

**(updated May 2011)**

Update to Information Bulletin For Producers Re: Ontario Tax Credits For New Media Products

### **Notes on Web Series:**

#### **Is a Web Series eligible to receive the Ontario Interactive Digital Media Tax Credit (OIDMTC)?**

##### **Yes it is possible but please note the following:**

- ❖ In the past products that were primarily (more than 50%) made up of streaming video/audio content were not considered to be interactive enough to qualify for the OIDMTC. This policy has since been re-evaluated and now products that are made up of more than 50% streaming video or audio content may be eligible for the OIDMTC as long as the user has a choice of information to be presented and the sequence and form in which it is presented, e.g. there is more than one video clip or audio clip to choose from, and/or there is other content that the user can access in the product.
- ❖ If applying with a website that contains streaming video based on a television property, please read over the requirements regarding corporate relationships with interactive producers. For the OIDMTC the applicant is the corporation that developed/produced 90% of the interactive digital product.
- ❖ An eligible interactive digital product consists of content and technology – not just the content created by the television producer.
- ❖ Costs for the web series may be eligible to be claimed for an OIDMTC if the applicant corporation can demonstrate that they developed 90% or more of the interactive digital media product which includes any film or video footage created for the web-series. In other words, the company applying for the OIDMTC has to demonstrate that they incurred labour costs associated with the development of the web series that is incorporated in the interactive digital media product (i.e., the website). Please note: Labour costs reimbursed to a related corporation would not be eligible.

## **Is a Web Series eligible to receive any other Ontario tax credit?**

The other Ontario tax credits that deal with screen based content are the Ontario Computer Animation and Special Effects Tax Credit (OCASE); the Ontario Film & Television Tax Credit (OFTTC); and the Ontario Production Services Tax Credit (OPSTC).

To be eligible:

- ❖ Costs claimed under these credits must be directly attributable to the production of an eligible film or television production. If the Web Series is created specifically for the internet, and not intended for traditional broadcast as a television series, the Web Series would not be eligible for OFTTC, OPSTC, or OCASE.