



DEVELOPMENT PROGRAM Evaluation Information

The following are some 'guiding principles' of what makes a proposal successful at obtaining a Bell Fund DEVELOPMENT grant:

1. The proposed digital media project includes elements that need to be explored to ensure the viability of production.
2. There exists a clear need for development, beyond traditional or typical development in order to demonstrate feasibility when applying for production.
3. There exists a very clear path and description of what exactly will be developed, specific deliverables and anticipated outcomes (ie; research, prototype, etc.)
4. There exists a high probability that by successfully completion of development will lead to an eligible Bell Fund Production Grant.

Other criteria to consider:

- Degree of broadcaster support, both for the TV and DM projects
- Will the schedule of development allow for production and launch with the first broadcast of the associated television program
- Track record of Producer
- Business plan (e.g.: financial structure, budget, etc.)
- Other financial partners contributing to the development activities (e.g.; cash contributions)

Evaluation Grid:

1. Content: excellence, deliverables, integration (TV and DM), legacy potential	/25
2. Business assessment, financial, budget, marketing analysis, business plan	/20
3. Feasibility: company's track record, potential to proceed to production	/25
4. Broadcaster support (TV and NM)	/10
5. Overall, intangibles	/20
TOTAL	/100