



**PRODUCTION PROGRAM  
Evaluation Information  
April 2011**

**Following are some “guiding principles” that make a proposal successful at obtaining a Bell Fund PRODUCTION grant:**

1. The new media content includes some outstanding features that are unique and exciting. The user experience and engagement are described. Audiences for the television program will be driven to the new media component and vice versa to enhance their experience of each medium. The degree to which the television and new media projects are linked together is important. The description of the individual components of the project is clear and precise.
2. The design and technology to be used are appropriate and enhance the digital experience.
3. The experience levels of the production team and the work that has already been on the development of the project serve to assure evaluators that what you say you are going to do can actually be done.
4. Accurate budgeting which is appropriate for the project you have designed is essential. Reasonable forecasting of other sources of revenue and alternative funding possibilities assures the evaluator that the project can be financed. Other committed funding is an important indication of 3<sup>rd</sup> party interest in the project.
5. The Bell Fund looks for projects that recognize their audience in Canada and internationally, and know how to attract traffic. Producers are encouraged to develop business plans that will result in revenue to the project, international distribution, and possibilities for long-term maintenance.
6. The level of commitment to the new media component by the broadcaster is measured by the broadcaster’s cash contribution, services and facilities, their involvement in the creative material, their promotional support and their enthusiasm for the project.

**Evaluation Grid**

1. Content – creative excellence, compelling content and concept, NM/TV integration, user engagement	/20
2. Design – architecture, navigation, graphic design, creative elements, interactivity	/10
3. Technology – production, deployment, programming/software sophistication, broadband usage	/10
4. Feasibility - company’s track record, key personnel, development to date	/10
5. Financial assessment – budget, financial structure, confirmed financing, 10% third party cash contribution	/10
6. Business assessment – business plan, distribution strategies, marketing/promotion plan	/15
7. Degree of broadcaster support (for new media project)	/10
8. Potential for legacy – industry, company, Bell Fund, advancement	/5
9. Other - overall assessment, including innovation	/10

**TOTAL /100**