

Short-Form Digital Series Assessment Criteria (Production Non-Fiction)

Assessment Criteria	Overall Points	Points details
Team	15	<ul style="list-style-type: none"> - Track record of applicant company and production team - Key personnel (eg. Writer, Video Production Team and Community & Content Manager for Discoverability) (experience and achievements) - Key partners/ service companies - Degree to which expertise is complementary and capacity to work together as a team
Creativity	35	<ul style="list-style-type: none"> - Originality, professional quality, production values (script & teaser) - Audience Appeal (why does the audience want this?)
Feasibility	25	<ul style="list-style-type: none"> - Allocation of resources - Applicants financial stability in order to deliver the project - Budget analysis (appropriateness of budget to creative) - Financing Plan - Alignment between allocation of resources and project plan - Development to date - Appropriate rights to agreements
Potential for Success	25	<ul style="list-style-type: none"> - Release Strategy (what digital platform(s), content plan including # videos) - Level of contribution and support of digital platform or distributor - Appropriateness of digital platform (fit with the target market/ understanding of the audience/ level of support provided by the platform/ reach including but not limited to the reach of the Canadian audience) - If previous episodes – audience metrics and critical success - Potential for revenue generation - Plan for Search Engine Optimization and analytics - Discoverability (audience engagement - how will content stand out?) - Creation of a digital brand
TOTAL	100	