



Bell Fund Short-Form Digital Series Assessment Criteria

Assessment Criteria	Overall Points	Points details
Team	15	<ul style="list-style-type: none"> - Track record of applicant company and production team - Key personnel (experience and achievements) - Degree to which expertise is complementary and capacity to work together as a team
Content	30	<ul style="list-style-type: none"> - Originality & Excellence (treatment, script, themes, format, creative/artistic direction) - Audience Appeal (why does the audience want this?) Knowledge of target audience - Appropriateness of casting (hosts, guests, interviewees, actors) - Development to date
Feasibility	20	<ul style="list-style-type: none"> - Budget analysis (appropriateness of budget to creative) - Financing Plan - Alignment between allocation of resources and project plan
Potential for Success	15	<ul style="list-style-type: none"> - Release Strategy, content plan including # videos) - Appropriateness of digital platform (fit with the target market/level of support provided by the platform/ reach including but not limited to the reach of the Canadian audience) (Note: if this is a subsequent season, then audience metrics and critical success will be assessed.) - Evidence of performance measures for commercialization (i.e. strategies for distribution and monetization)



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Discoverability	20	<ul style="list-style-type: none">- Effective use of platforms- Quality, suitability of proposed activities- Feasibility of the activities with respect to scope, budget and schedule- Clearly defined objectives and measurable outcomes (KPI's)
TOTAL	100	