



## Bell Fund Short-Form Digital Series Assessment Criteria

Assessment Criteria	Overall Points	Points details
<b>Team</b>	15	<ul style="list-style-type: none"><li>- Track record of applicant company and production team</li><li>- Key personnel (experience and achievements)</li><li>- Degree to which expertise is complementary and capacity to work together as a team</li></ul>
<b>Content</b>	30	<ul style="list-style-type: none"><li>- Originality &amp; Excellence (treatment, script, themes, format, creative/artistic direction)</li><li>- Trailer (quality &amp; alignment with production budget)</li><li>- Audience Appeal (why does the audience want this?) Knowledge of target audience</li><li>- Key creative talent (hosts, guests, interviewees, actors)</li><li>- Development to date</li></ul>
<b>Feasibility</b>	20	<ul style="list-style-type: none"><li>- Budget analysis (appropriateness of budget to creative) Financing Plan (ability to cash flow production)</li><li>- Alignment between allocation of resources and production schedule</li></ul>



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<b>Potential for Success</b>	15	<ul style="list-style-type: none"><li>- Release Strategy, content plan including # videos)</li><li>- 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, audience metrics and critical success will be assessed.)</li><li>- Evidence of performance measures for commercialization (i.e. strategies for distribution (and monetization, if applicable)</li></ul>
<b>Discoverability</b>	20	<ul style="list-style-type: none"><li>- Effective use of social media platforms</li><li>- Quality, suitability of proposed activities</li><li>- Feasibility of the activities with respect to scope, budget and schedule</li><li>- Clearly defined objectives and measurable outcomes (KPI's)</li></ul>
<b>TOTAL</b>	<b>100</b>	