



DIGITAL PLATFORM PRE-APPROVAL FORM

FOR ALL NON-BROADCASTER DIGITAL PLATFORMS/STREAMING SERVICES/CHANNELS (HEREINAFTER REFERRED TO AS THE "PLATFORM") TO BE COMPLETED BY APPLICANT AND PLATFORM AND EMAILED TO INFO@BELLFUND.CA UPON RECEIPT OF COMPLETED FORM, THE BELL FUND WILL PROVIDE A DECISION WITHIN TWO BUSINESS DAYS

TITLE OF SHORT FORM DIGITAL SERIES	____X
PRODUCTION COMPANY (APPLICANT)	____X
DIGITAL PLATFORM NAME	____X
CHANNEL URL (IF AVAILABLE)	____X

Please confirm the following:

- ✓ The platform is a destination where Canadians consume premium quality short-form series entertainment.
- ✓ The platform content is available in English-language or French-language.

PROJECT PLANS: IN ORDER TO BE ELIGIBLE, THE FOLLOWING FOUR QUESTIONS MUST BE FILLED OUT BY THE PLATFORM IN AS MUCH DETAIL AS POSSIBLE.

Summarize the platform's history with this Project and the Production Company.

____X is a streaming platform that features Lifestyle Digital Series and our mission is to showcase content that is entertaining, of high production value, and reaches ____X as our target demographic. ____X fits well with our current mix of programming and is a good fit for our audience.

Describe the target audience for this platform.

____X currently has ____X subscribers worldwide, with ____X users within Canada. The predominant age group of subscribers is between ____X and ____X years old. Across a content library of ____X number of videos, the channel has generated ____X number of views within the past ____X time frame.

Why is this project a good fit for your platform?

(Describe similar content that has seen strong results for the target audience)

Is there anything else we should know about the platform that supports the Company's application?

MEASURED SUCCESS FOR THIS PROJECT IN CANADA (COMPLETED BY PRODUCER/PLATFORM)

Briefly describe the Key Performance Indicators for this Project, including the forecast target objectives.

KPI's	FORECAST TARGET IN CANADA
Examples may include: <ul style="list-style-type: none"> • Increase number of subscribers/building viewership • Watch time/Retention • Number of views per episode • Target audience (demographic, gender, niche) 	<ul style="list-style-type: none"> • Generate ____X video views per episode. • Increase subscribers on the ____X channel by ____X % • Maintain an average watch time of ____X% across episodes • Reach new users in our target demographic of ____X year olds



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PROJECT MARKETING CAMPAIGN PLANS **IN CANADA**

AREAS OF INTEREST	DESCRIBE THE <u>PLATFORM'S</u> SUPPORT Limit response to support provided during production and launch of the project	ESTIMATED \$\$ VALUE, IF ANY
MARKETING & PROMOTION, INCLUDING SOCIAL MEDIA		\$X,XXX
OTHER		\$X,XXX
TOTAL VALUE OF PLATFORM'S SUPPORT TOWARD CURRENT STAGE OF PROJECT		\$ X,XXX

PLATFORM NAME:	_____ X		
Address:			
City, Province, Postal Code:			
Corporate Signatory:	signature	Date:	yyyy-mm-dd
Print Name:		Title:	
Primary Contact Name:		Title:	
Telephone:			
E-Mail:			

PRODUCER'S NAME:	_____ X		
Address:			
City, Province, Postal Code:			
Corporate Signatory:	signature	Date:	yyyy-mm-dd
Print Name:		Title:	
Primary Contact Name:		Title:	
Telephone:			
E-Mail:			

FOR INTERNAL USE ONLY:

Is this platform/channel pre-approved by Bell Fund?	YES: <input type="checkbox"/>	NO: <input type="checkbox"/>
NAME:	DATE:	