



Bell Fund Short-Form Digital Series Assessment Criteria

Assessment Criteria	Overall Points	Point Details
Team*	20	<ul style="list-style-type: none"> - Track record of applicant company and creative team (experience and achievements) (15 points) <p>*Strength of the creative team includes an assessment of whether key members of the team are representative of our diverse communities, including but not limited to, persons with disabilities, lgbtq2s+ and racialized communities (indigenous, black and people of colour)</p> <p>AND</p> <p>*Strength of the creative team includes an assessment of whether key positions of the creative team are occupied by women</p> <p>(these assessments will account for a combined total of 5 points)</p> <p><small>*Note: Diversity and Gender Parity: At this time, we are not being prescriptive, but these guidelines may change without notice.</small></p>
Content	35	<ul style="list-style-type: none"> - Originality & Excellence (treatment, script, themes, format, creative/artistic direction, development to date) (15 points) - Trailer (quality/production values appropriate to size of budget) (10 points) - Key creative talent (hosts, guests, interviewees, actors) (10 points)
Feasibility	15	<ul style="list-style-type: none"> - Budget analysis (appropriateness of budget to creative) (5 points) - Financing Plan (ability to cash flow production) (5 points) - Alignment between allocation of resources and production schedule (5 points)



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Market Interest	20	1st Season <ul style="list-style-type: none">- Third party support- Alignment between digital platform/channel, streaming service ("platform") and the target audience for the series- Level of support provided by the platform- Reach and track record of the platform including but not limited to the reach of the Canadian audience. 2nd or subsequent season <ul style="list-style-type: none">- Audience metrics from previous season- Third party support- Critical acclaim for previous season- Support of platform
Preliminary Audience Development Plan	10	<ul style="list-style-type: none">- The Plan is sufficient as a foundation for building a well-researched, comprehensive and measurable plan.- Objectives- Target Audience- Marketing Expertise (internal or external)- Platform Plans
TOTAL	100	