



WEB DRAMA SERIES PILOT PROGRAM

GUIDELINES

Deadline for Proposals: March 31, 2010



In partnership with Film Nova Scotia -

Where stories come to life

Objectives

The intent of the Fund is to assist independent producers/creators to finance the production of original drama series created *initially* for the web.

The Independent Production Fund intends to explore the potential for high quality, story-driven drama with new and innovative narrative forms.

Successful properties may subsequently be exploited on other platforms such as television and mobile either in their original format or through the exploitation of derivative rights.

Project and Applicant Eligibility

To be eligible for support, projects must:

1. be new and original; and
 2. be scripted, dramatic content
 3. originate with an independent Canadian producer/creator and have, without any limitations regarding formats, media, territories and duration, all rights, title and interest including copyright in the completed production beneficially owned by an individual resident in Canada, by a corporation incorporated under the laws of Canada or a province of Canada, or by any combination of these,
 4. have a Canadian-owned URL or be hosted on a Canadian portal or Canadian online webcasting service
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5. be limited to one (1) Request for Proposal (RFP) for this Pilot Program

Financial Participation

Investments will be made in the form of equity and the Fund seeks a pro rata share of recoupment of its investment and profit participation in the project and through its derivative subsidiary rights.

The terms and schedules of payment and recoupment, the producer's responsibilities and reporting conditions will be negotiated on a case-by-case basis.

Application Procedures

For the purposes of this Pilot Program, there will be a two-step application process:

1. **Request for Proposals (RFP)** due March 31, 2010.

This should be an Executive Summary of the proposed web drama series in a maximum of six (6) pages, including creative "pitch" material or a demo.

All material must be submitted electronically to info@jpf.ca.

A limited number of RFP's will be selected by April 21, 2010 by a Pre-Selection Committee and will be invited to prepare a detailed Production Proposal for evaluation for potential funding.

2. **Production Proposals** due May 10, 2010.

The Independent Production Fund intends to work closely with applicants in the creation of their Production Proposals.

The Board of Directors will evaluate the Production Proposals and notify successful applicants by mid-June, 2010.

Up to two (2) proposals from eligible¹ Nova Scotia based producer/creators will be funded through contributions made by Film Nova Scotia to this Pilot Program.

¹ Applicants and key creative positions must be filled by Nova Scotia residents with a minimum of 75% of the budget spent in Nova Scotia.

Evaluation Process

1. The primary criterion for acceptance by the Fund will be the quality of the project.

The Board will assess projects based on the creative materials; creative and production team; production strategies; scheduling; budget and financing; distribution and web strategies; marketing and promotion plans; projected traffic; business model and revenue projections; maintenance strategies, third party financing and endorsements, associated interactive activities, recoupment, HD, etc.

The Independent Production Fund reserves the right to request additional information relating to the production, as required, in order to make its decisions.

2. All interpretations of these Guidelines and all decisions are made by the Board of Directors and are at the Board's absolute discretion. All Board decisions are final.
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