

Frequently Asked Questions (FAQs) about the Skills and Screens Program (SASP) - Digital Media event funding

General Questions:

- What happened to the Canada New Media Fund (CNMF)?
 - The funding program that Telefilm administered until March 31, 2010, the Canada New Media Fund (the “CNMF”) was combined with the Canadian Television Fund (the “CTF”) and reformed under the creation of the Canada Media Fund (the “CMF”) to better reflect the fact that Canadians consume more and more content across multiple platforms.

- If Telefilm no longer administers the Canada New Media Fund, why does it want to continue supporting digital media events?
 - Telefilm’s mandate is the development and promotion of the Canadian audiovisual industry. With convergence and transmedia content development, the audiovisual industry as a whole is being transformed. Telefilm recognizes the importance and the fast evolution of the digital environment; it remains committed to its mandate. This is a very good opportunity to expand the SASP to seamlessly integrate selected digital media events into its portfolio.

- What kind of Digital Media activities will be supported by Telefilm Canada within the SASP?
 - Applicants and activities have to be eligible under the SASP Guidelines. Eligible Digital Media events will be limited to those which contain elements and strong themes related to Feature Film AND to the development of multiplatform business strategies and which have a strong impact on the industry in terms of business opportunities and/or professional skills development.

- Is it possible to apply to both Telefilm Canada and the CMF for industry support?
 - Yes, it is possible to apply to both organizations simultaneously.
 - Both organizations will continue to strive to establish efficient and effective cooperation mechanisms regarding support to the audiovisual industry.

- What will happen to events which don’t meet the eligibility criteria and which were previously funded by CNMF-SAW?
 - Telefilm is unable to support these events at this time. It is strongly recommended that other potential sources of funding be considered.

- How much funding is allocated to Digital Media events? Is this a separate envelope for digital activities?

- This is not a separate envelope for digital activities. For this fiscal year, Telefilm Canada has made a corporate decision to add approximately \$500 K to the SASP from its internal resources. This amount is dedicated to digital activities only.
- Is this funding recurrent? What will happen next year?
 - We cannot confirm at this time that this funding will be made available in Fiscal 2011-2012. This information will be communicated as soon as possible.

Eligibility requirements:

- How can I check if my event is eligible to apply for SASP funding?
 - Applicants and activities have to be eligible under the SASP Guidelines. Eligible Digital Media events will be limited to those which contain elements and strong themes related to Feature Film **AND** to the development of multiplatform business strategies and which have a strong impact on the industry in terms of business opportunities and/or professional skills development.
- Where can I find all information about SASP?
 - <http://www.telefilm.gc.ca/en/funds-and-programs/festivals-performance-program-skills-and-screens-program>
- I previously received funding from CNMF-SAW. Can I now apply through SASP?
 - All applicants who wish to apply for SASP funding must first contact their local Regional Director, Business Development to discuss eligibility of a proposed digital media event or activity.
- Can an organization apply more than once for different activities (within the same fiscal)?
 - Yes. However, the SASP has certain constraints which will allow only a limited number of previously financed events to be considered for funding.
- How can I determine if my project/company is eligible?
 - All applicants who wish to apply for SASP funding must first contact their local Regional Director, Business Development to discuss eligibility of a proposed digital media event or activity.
 - Company eligibility: please consult Guidelines of the SASP (Eligible Applicants).
 - Project must:
 - Contain elements and strong themes related to Feature Film **AND** the development of multiplatform business strategies, **AND**;
 - Demonstrate its viability and its national impact on the industry in terms of business opportunities and/or professional skills development, **AND**;
 - Meet priorities and eligibility criteria of the SASP.

- To be noted: the eligibility of a company and project is not a guarantee for funding. It is important to note that, considering available funds, Telefilm will choose to support events and activities that meet its corporate objectives.
- What documents do I need to submit to apply to this fund?
 - Please consult the [SASP](#) Application form.

Program specific:

- Are there deadlines?
 - November 15 is the closing date for applications.
- How long will it take before Telefilm Canada announces its funding decisions?
 - According to Telefilm's Client Charter, decisions should be communicated within 10 weeks after all relevant and requested documents have been received.
- Is this a grant or an advance? Do I have to repay the funding?
 - Funding through the SASP is a grant that is not required to be repaid.
- What is the maximum level of participation?
 - Maximum funding per application is \$125K but most SASP commitments are lower. For digital media activities, with a limited resources available, funding will also be much lower than it was with the CNMF.
- What is involved in the decision making process? What criteria are considered when Telefilm is making a funding decision?
 - Telefilm will support events and activities in accordance with its corporate objectives in terms of digital media. Essentially, selected events and activities will have to:
 - contain elements and strong themes related to Feature Film and to the development of multiplatform business strategies, **AND**;
 - a strong impact on the industry in terms of business opportunities **AND/OR** professional skills development.
 - For details regarding selection criteria please refer to the SASP guidelines, Section 5.
- Are there any collaborations/complementarities between TFC and the CMF in terms of decision making?
 - Telefilm and the CMF are independent of each other in terms of decision making. However, both organizations will strive to establish efficient and effective cooperation mechanisms regarding support to the audiovisual industry.
- Once financing is confirmed, what are Telefilm's expectations and main deliverables? What are the key performance indicators?

- Main deliverable at the end of the project consists of a detailed activity report. Key Performance Indicators (KPI) should include the impact of the event in terms of business opportunities and/or professional skills development. Audience (industry professional and/or general public) is also evaluated since applicants must provide an official audience performance report ([See Useful Tools](#)).