



DIGITAL READINESS PROGRAM GUIDELINES 2007-2008

WHAT IS THE DIGITAL READINESS PROGRAM?

The Digital Readiness Program is intended to provide entertainment companies with support for the creative and business planning necessary to take advantage of new markets and platforms and meet audience expectations in an increasingly digital environment.

The Digital Readiness Program will assist with the development of a company's strategic digital business plan. Applicants must work in consultation with an industry expert or experts who will provide advice, direction and assistance in the process. The proposal can request support for the pre-development of either a specific project or slate of projects with convergent or multi-platform properties, or seek to address internal company knowledge gathering or fact finding. Submissions will be adjudicated on a competitive basis.

Whether your objective is to prepare your company to meet digital challenges, to produce new forms of digital entertainment or to build internal digital capacity, British Columbia Film's Digital Readiness Program is designed to help you strategically define your own digital entry-point.

APPLICANT ELIGIBILITY

The applicant company must meet the following minimum eligibility criteria:

- Primary business is film, television and/or digital media content production;
- Incorporated in British Columbia or Canada and whose head office is located in British Columbia. A majority of the issued common voting shares must be held by residents of British Columbia and Citizens or Permanent Residents of Canada (a BC resident will have resided in BC for at least 200 of the 365 days immediately preceding the date of receipt of the application and is able to establish that he/she filed income tax as a BC resident);
- Principals, directors, officers and shareholders ("Key Personnel") of the applicant company are in good standing with British Columbia Film.

The eligible applicant must also demonstrate either:

- a) The key personnel have a proven track record within the Canadian film and television industry demonstrated as follows:
 - a minimum of two years industry experience in producer-related capacities;
 - a minimum of three producer-related credits (producer or executive producer) on projects that each are not less than a broadcast half-hour in length,

Or

- b) The company has secured third party financing commitments (excluding co-producing partners, BC Film and/or tax credits) for project(s) owned and controlled by the company totaling at least \$50,000. This can include broadcasters, distributors, and other funding agencies (including the Bell New Media Fund or Telefilm Canada New Media Fund). Arm's length third party financing will be considered on a case-by-case basis and must be genuinely at risk. Verification will be requested.



FINANCIAL PARTICIPATION

British Columbia Film will award up to \$10,000 to a successful applicant, subject to negotiation and execution of a Non-recoupable Advance Agreement. The amount requested from British Columbia Film must at minimum be matched by the applicant company. Conditions may apply and will be based on proposed outcomes of the recipient's "Digital Strategic Plan". 100% of British Columbia Film's advance must be used for third party consulting.

APPLICATION PROCEDURE

The application deadline is **Monday February 25, 2008 by 5pm.**

Applicants must submit a completed application form (available on the website at www.bcfilm.bc.ca) together with the required support materials and a \$105 application fee (includes GST). Incomplete applications may be returned and subsequently not considered in this competition.

The applicant's submission must include a viable proposal to develop a "Digital Strategic Plan" that may include:

- Exploration of digital landscape, opportunities, and/or partners;
- Corporate or creative needs assessment; and
- Preparation of a comprehensive strategy for digital readiness and deployment.

Proposals may include both general corporate consultation and/or consultation on a specific set of corporate needs. Companies new to the world of digital media are encouraged to consider a more general approach. Companies who have some experience with digital content production and delivery may present proposals that are more specific to a particular topic, project or platform. Types of digital media consulting may include (but are not limited to) general digital media strategy or more specifically, legal, business development, business/revenue modeling, content development and/or management, agency submission(s), advertising, sponsorship, or e-commerce related to digital ventures. Hardware/software upgrades or website development/maintenance are not eligible areas of study.

If the proposal is project specific, it should read similar to a project treatment, and demonstrate how the company plans to explore the early development of that project. If the proposal is more general/knowledge gathering based, then it should outline the current status of the company and industry, its intended use of the knowledge gathered and how the completion of this plan will benefit and propel the company's digital growth strategy.

APPLICATION EVALUATION

Applications will be reviewed in competition taking the following into consideration:

- Experience of applicant company and key personnel;
- Proposed workplan and timeline for activities;
- Expectations and outcomes of proposed Digital Strategic Plan;
- Ability and willingness to follow through on proposed next steps; and
- Level of involvement from senior management and company leadership.



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ADVANCES

Should the applicant be successful, the award will be paid out over two drawdowns:

- The first drawdown (90%) is payable following review and acceptance of the consulting contract between the successful applicant and the digital media expert (who must be approved in advance by British Columbia Film);
- The second drawdown (10%) is payable following review and acceptance of the successful applicant's completed Digital Strategic Plan.

It is expected that all work will be completed and a copy of the Digital Strategic Plan provided to British Columbia Film by the end of December 2008 in order to complete the contractual obligations. All information submitted to British Columbia Film will be kept in the strictest confidence.