

### Micro-Budget Production Program - 2016-17

Here is an overview of the main changes for the 2016-2017 Micro-Budget program.

- The definition of eligible projects has been extended to include, in addition to feature films, digital short-form content of under 75 minutes in length. Note that for these types of projects, Telefilm's contribution will be prorated based on the total length of the project. As before, all projects must be intended for digital distribution;
- Telefilm's maximum contribution amount is now set at \$127,500. Of that amount, \$7,500 must be reserved for the hiring of a digital marketing expert that will help applicants elaborate and put in place a digital marketing/social media strategy for their project;
- Telefilm's contribution must be allocated as follows:
  - o A maximum of \$107,500 for the development, production and post-production costs (including the digital expert fees);
  - o A minimum of \$20,000 for the promotion and distribution costs;
- At the recommendation stage, creative teams must submit their project proposal to Telefilm through a microsite;
- Partners' recommendations and applicants' requests for funding will have to be submitted through Telefilm's new eTelefilm portal. Instructions on how to apply and how to submit a recommendation will be communicated shortly;
- The main focus of this program remains the same: encouraging the use of new digital distribution platforms and fostering innovativeness and creativity at all stages of the development, production, distribution and promotion processes.

Telefilm is also in discussions with Technicolor and the NFB to form partnerships that will help increase audience access to the works of new Canadian talent. The projects that will receive financing under the Micro-Budget program will have to be made available on a Telefilm-branded digital platform at the end of their distribution cycle.

The final changes to the Micro-Budget Program will be announced in January 2016 and will be set out in Telefilm's guidelines and industry advisory.

Please note that partners should submit their recommendations to Telefilm by February 15<sup>th</sup>, 2016.

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