

# INTERACTIVE FUND / GUIDELINES

## 2017-2018

### WHAT IS THE INTERACTIVE FUND?

The Interactive Fund is a program created in partnership between Creative BC and the BC Arts Council. The program is intended to support the production of high quality, original, interactive digital media content and software applications owned and controlled by BC companies or individuals.

### ELIGIBLE APPLICANT

Applicants may be incorporated companies, non-profit organizations or individual creators. An applicant company must be a company incorporated in British Columbia or Canada (whose head office is in British Columbia) with a majority of the issued common voting shares held by BC residents\*. A non-profit organization must be incorporated under the Society Act. An individual applicant must be a BC resident\*.

All applicants, be it a company, society or an individual, must meet the following minimum eligibility criteria:

- Be primarily in the business of producing or creating digital or screen-based media for interactive platforms, exhibitions, networks or devices; and
- 100% of the copyright of the project being developed must be owned and controlled by the lead applicant. Exceptions may be granted where co-productions or partnerships exist demonstrating that the copyright ownership granted to the BC applicant is commensurate to the BC applicant's financial, technical and creative contribution and control.

Applicants are limited to one application to the Interactive Fund per company, subsidiary, and/or individual. Ineligible applicants include those who have received the Interactive Fund in the 2015 and or 2016 competitions and those who have not completed the terms of their existing contract with Creative BC.

### DEFINITION OF INTERACTIVITY

For the purpose of this fund, interactivity is defined as:

"A method of communication in which the program's outputs depend on the user's inputs, and the user's inputs in turn affect the program's outputs. Interactive media engage the user and interact with him or her in a way that non-interactive media do not. Websites and video games are two common types of interactive media. Movies and most TV shows are generally not considered interactive media; however, shows that require audience participation could be considered interactive media."

Definition source: <http://www.investopedia.com/terms/i/interactive-media.asp>

Note: \*A BC resident is defined as a Canadian citizen or Permanent Resident who has resided in BC for at least 200 of the 365 days preceding the date of application and who have filed income tax in BC in the taxation year prior to the date of application.

## ELIGIBLE PROJECTS

Eligible projects should be primarily digital and interactivity should be central to all applications. Projects should be:

- Intended for experience by the end user on a digital media platform, network or device that is capable of interactivity;
- Interactive and intended to allow users to make decisions and have control over content where making choices has an impact on the user's experience of the content;
- Intended for use by individuals or group of individuals;
- Intended to educate, inform or entertain; and
- Suitable for commercial exploitation and/or broad dissemination.

Eligible projects include, but are not limited to:

- Interactive websites;
- Interactive narrative content;
- Virtual Reality/Augmented Reality experiences;
- Mobile /tablet applications and games; and
- Art Installations.

Creative BC recognizes that new technologies and ways of connecting with an audience change rapidly. If a project genre does not strictly fall in the above list, but is innovative, new and provides diverse content which meets the intentions of the program, applicants are encouraged to apply.

Ineligible projects include:

- Creating video content for streaming services (i.e. YouTube, Vimeo);
- Productions primarily intended for broadcast ( i.e. Television, Netflix) or theatrical release;
- Projects which at the time of application are primarily intended to be convergent to previously exploited film or television production;
- Projects with a specific corporate, industrial or mainly promotional focus; and
- Catalogues or compilations of repurposed material, without benefit of new, value added original content.

## APPLICATION EVALUATION

Applicants must submit a completed application form, together with the required support documents, and a Work Plan. Your six page Work Plan should answer the following questions:

- What is the project concept?
- How will the funds be used?
- Who is your target audience? How are they behaving online?
- If you are developing a commercial property, what is your strategy for commercialization?
- If you are developing an artistic property, how are you going to reach your audience?
- Who are your competitors?
- Who is on your team? How many jobs will this project create (if any)?

Applications are decided through a competitive, subjective process by an independent jury. Applications will be reviewed in competition based on the following criteria:

- Experience of applicant individual or company and key personnel;
- Creativity and originality of content;
- Viability of the project;
- Proposed project budget and financing structure;
- Marketing and distribution strategy; and
- Goal Statement.

It is anticipated that the total request for funding will greatly exceed the funding available. Applicants should ensure that their application material clearly conveys the strengths of their application with respect to the program guidelines.

Note: no matching funding or outside investment will be required at the time of application. However, the presence of other confirmed funding, including cash investment from the company and/or applicant, will benefit an application.

### **FINANCIAL PARTICIPATION**

Creative BC will provide a non-recoupable advance (the “Advance”) to successful applicants up to \$50,000.

Creative BC reserves the option to reduce the amount of funding per successful application should we choose to award funds to more applicants.

### **ELIGIBLE COSTS**

Eligible Costs include costs directly related to the project, such as but not limited to:

- Research and preparation of content;
- Market research;
- Labour and personnel;
- Technology content and design;
- Expenses required to put content online, including copyright clearance, documentation, design and development;
- Technical and administrative expenses; and
- Marketing and promotion.

All costs associated with the project do not have to be incurred in BC, however, featuring BC talent may benefit an application.

Ineligible Costs include:

- Purchase of equipment not essential to the project;
- Travel costs (i.e. accommodation, air fare, per diem); and
- Corporate overhead and administrative expenses not associated with the project.

## **APPLICATION PROCEDURE**

The application deadline is **Tuesday, December 12<sup>th</sup>, 2017**.

Applicants must submit a completed online application together with the required support documentation. Applications must be received by 5:00pm on December 12<sup>th</sup>, 2017. Additional documents over and above the requested materials will not be forwarded to the jury. Incomplete applications will not be considered.

## **ADJUDICATION PROCESS**

The Interactive Fund uses a peer adjudication system. A jury of up to five members is selected to review all applications in a funding competition. For each competition, assessors are identified from a variety of disciplines and expertise giving particular consideration to the diversity of the applicants. The Jury meets and carefully evaluates each application. In the event of a conflict (for example, if a jury member has a professional working relationship with an applicant), that member is required to recuse himself/herself, and will not participate in the final funding decision for that applicant. This process ensures companies and individuals are treated fairly and impartially.

## **TIMELINE AND ADVANCE OF FUNDS**

The jury will convene at the end of January 2018. Decisions will be announced by March 2018. Successful applicants will enter into an agreement with Creative BC (the "Agreement"). The Advance is non- recoupable (except as noted below under Forfeiture and Default and within the Agreement) and will be released over two drawdowns, as outlined in the Agreement.

## **FORFEITURE AND DEFAULT**

A completion date is noted on the Agreement by which all deliverables will be submitted. Should the successful applicant not provide all materials by this date, the successful applicant may forfeit any outstanding drawdown amounts and the commitment will be reduced.

Should a successful applicant be placed in Default according to the terms of the Agreement, this limits the applicant individual or company, its principals and any parent or subsidiary companies from accessing further funding from Creative BC. In addition, Creative BC reserves the right to request immediate repayment of any funds advanced.