



Rogers Development Fund - Alberta & Manitoba

FAQ's

1. In Stream I, can I submit an application where the projects are in different formats?

Yes. You can submit an application where, for example, you might have a feature film project, a television project and a digital media project, or any combination thereof. The caveat is that you must have previously commercially produced in all of those formats.

2. In Stream I, can I submit an application where the projects are all the same formats?

Yes, with the same caveat that you must have previously commercially produced in that format. So for example if all three of your projects are theatrical feature films, then you must have previously commercially produced at least one theatrical feature film.

3. What do you mean by "commercially produced"?

Our definition of commercially produced is a project that has received third-party, arms-length financing and upon completion has been made available to the general public through a distribution undertaking with the intention to generate revenue.

4. What do you mean by "generate revenue"?

It means that the exploitation of the project has generated revenue from sources such as advertising, subscription fees, direct sales or other revenue streams.

5. In Stream I, can the loan be secured by fewer or more than three projects?

No.

6. In Stream I, what if the budget of the first project to commence production will not support the repayment of the entire development loan?

Then do not move ahead with the project until you can increase its budget. **There will be no exception or pro-rating of the repayment of the loan.** It must be repaid in full either upon commencement of production of the first of any of the three projects or upon the sale/transfer of any of the three projects to an arms-length, third party.

7. In Stream II, can I submit an application for a project in a format in which I have previously produced commercially?

No. Stream II applicants **cannot** have previously produced a broadcast television program or a theatrical feature film or a digital media project involving an arms-length third party investor and made commercially available to the public.

8. *Who is responsible for the loan?*

In the case of an unincorporated producer, they are responsible for the loan. In the case of a production company, it is the parent company that is responsible for the loan.

9. *What do you mean by "unaffiliated"?*

It means a Producer that is not affiliated with any distribution undertakings such as broadcasters, cable/satellite providers, distributors or internet service providers or portals.

10. *What percentages of the Program funds are allocated between Stream I and Stream II?*

85% of the Program funds are allocated to Stream I and 15% to Stream II.

11. *What percentages of the Program funds are allocated between Alberta and Manitoba?*

None. Selection is based solely on the quality of the Applicants and their projects.

12. *How many projects will be chosen in Round One and Round Two?*

Each project is evaluated on its own merits. We will not be following a quota system.

13. *How much of the Fund will be expended in Round One and Round Two?*

The Fund will continue to be available until it is fully maximized, after which time the Fund will revolve as projects go into Production. We will not be following a quota system.

14. *Will Rogers have any control over a Project after completion of Development?*

No. However, Rogers will have a first right of negotiation (subject to Article 3 of the Terms of Trade) with respect to the production of any of the Project(s) which receive development funding from the Loan, provided there is no Broadcaster already attached.

15. *Will I be able to apply for a Development Loan if I have a Broadcaster other than Rogers attached?*

Yes.

16. *What type of project is the Committee looking for?*

We are looking for all types of projects, including documentaries (series or one-offs), dramatic series, lifestyle series, feature films, MOWs and digital projects. HOWEVER, it is important that you do your research and make yourself aware of other projects similar to yours. If you are applying with a format that has already been produced, you need to demonstrate what it is that makes your project different.

17. Can I alter my budget afterwards if I have been successful with my application?

No. You must use the funds as specified in the budget. Otherwise you will be in default and the full amount of the loan will be forfeit and immediately repayable.

18. How do you define eligible Producer Fees/Corporate Overhead?

We follow the Telefilm definition: (<http://www.telefilm.ca/document/en/03/PP/fees.pdf>), HOWEVER, please note that even though you can include up to 20% PF/CO fees in your development budget, **only 10%** of the Rogers Development Funding can be used for this purpose. Otherwise, you must demonstrate confirmation of other funding sources.

19. Can I submit other materials, such as first draft of a script, marketing materials, etc?

No. Each application will be judged on the information provided in the application form. The only exception are the two attachments, 1. copies of CV's of key creative personnel and 2. Development Budget.

20. If my application is unsuccessful will I be provided feedback as to why?

No. Unfortunately, the Committee is unable to provide feedback regarding specific applications. The Committee is an independent arms-length body that includes representatives of Rogers Broadcasting and AMPIA. However, the Committee alone decides its own policies, and represents neither AMPIA nor Rogers Broadcasting.
