



No More Bets - Applicants Wait For A Decision On CMF's Experimental Stream

December 9, 2010 by Paul Chodirker

All funding applications for the CMF's Experimental Stream program have been submitted and now the waiting begins. According to the CMF, the fund received almost 200 applications for digital media and interactive software applications.

As applicants wait patiently, a jury of Canadian and international experts and the CMF Program Administrator at Telefilm Canada will sift through hundreds of applications and base their decisions on the following Evaluation Matrix:

15% - Production Team: Experience and achievements of producer and management team.

40% - Innovation & Originality: Originality of the content and potential for legacy to the industry.

30% - Business Plan: Viability of the project and financial stability of the applicant.

15% - Distribution Plan: Marketing and promotion plan.

(Note: The complete Evaluation Matrix can be found at Article 2.4 of the Experimental Stream Guidelines 2010-2011)

The CMF hopes that projects selected for funding will be announced by the end of February 2011.

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