

# South Australian Film Corporation Program Guideline

## 2.0 PROJECT AND BUSINESS DEVELOPMENT

### 2.04 DIGITAL MEDIA PROJECT DEVELOPMENT

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- › Supporting the development of original and ambitious narrative and interactive digital media projects.

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<b>what is the scheme?</b>	This scheme invests in the development of digital media projects in order to support them to attract market attachments for production.
<b>what projects are eligible?</b>	<p>Digital media projects including but not limited to:</p> <ul style="list-style-type: none"><li>/ interactive online and/or mobile dramas and documentary</li><li>/ narrative rich websites</li><li>/ webisodes</li><li>/ narrative rich computer games</li><li>/ narrative driven cross-platform projects*</li></ul> <p><u>*Eligibility criteria for cross-platform projects:</u></p> <p>Digital media projects that are associated with a broader cross-platform franchise including a speculative film or television component are eligible under the following terms:</p> <ul style="list-style-type: none"><li>/ Only eligible digital media components of a cross-platform project will be considered for funding under the digital media program</li><li>/ Other components of a cross-platform project, including film and television properties, will be considered under the eligibility guidelines of the relevant SAFC drama or documentary funding programs</li><li>/ In the absence of a market attachment for adjunct film and television components of a cross-platform project, the digital media component will be assessed on its creative and business merits as a stand-alone project</li></ul> <p>Digital media projects attached to a speculative film or television project will be assessed on the creative and business merits of the digital media component as a stand alone project</p> <ul style="list-style-type: none"><li>/ Digital media projects attached to an already existing film or television project with a market attachment are eligible where the digital media component offers an innovative and genuinely interactive dimension</li></ul>
<b>who is eligible?</b>	<p>In addition to the eligibility criteria detailed in the General Guidelines, applicants must be a South Australian producer with:</p> <ul style="list-style-type: none"><li>/ a significant and appropriate track record or</li><li>/ an appropriately experienced team</li></ul>
<b>what is offered?</b>	<p>The South Australian Film Corporation provides development investment funding under three key areas:</p> <ul style="list-style-type: none"><li>/ project scoping funding of up to \$5,000</li><li>/ detailed project development funding for up to \$15,000</li><li>/ prototype development funding for up to \$50,000.</li></ul>

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<b>what special conditions apply?</b>	<p>The South Australian Film Corporation will prioritise digital media projects that exhibit high levels of narrative and interactivity however, it will consider the merits of other digital media projects that have strong marketplace attachment.</p> <ul style="list-style-type: none"> <li>/ The South Australian Film Corporation invests in the development of digital media content rather than the enabling technology, hardware or software that delivers the content. As such, funding will not support purchasing of hardware or software.</li> <li>/ Under this program the South Australian Film Corporation does not invest in projects that are primarily educational in their content.</li> <li>/ Only two (2) projects per applicant can be considered in any funding round.</li> <li>/ International co-productions will require matched funds from the international co-producer.</li> <li>/ Funding is available for one development stage at a time and is not provided retrospectively.</li> </ul>
<b>how do I apply?</b>	<p><b>Digital Media Expression of Interest Form</b></p> <p>Prior to submitting an application to the SAFC, prospective applicants are required to submit a Digital Media Expression of Interest (EOI) Form to the relevant SAFC Project Officer by the date advertised on the SAFC website (or at least one month prior to the application deadline).</p> <p>Prospective applicants for all SAFC funding programs are required to discuss their application with an SAFC Project Officer prior to submission. Due to the diverse creative and technical scope of digital media projects and the relevant market considerations, the EOI Form acts as the initial point of contact regarding a project enquiry prior to the submission of a formal application.</p> <p>This informal process provides clarification as to the nature of the project and the eligibility for funding under the guidelines. The process also enables the Project Officer to advise the type of application materials that will be required and make arrangements to engage the specific expertise for the assessment and committee process.</p> <p>Further information about the application process is detailed in the General Guidelines. EOI Forms and Application Forms are available online at <a href="http://www.safilm.com.au">www.safilm.com.au</a>.</p>
<b>what are the minimum requirements?</b>	<p>The minimum requirements and the level of detail required for each application will be determined according to the nature of the project, the stage of development for which funding is being sought and the amount of funds being sought from the SAFC.</p> <p>In general the South Australian Film Corporation will require as a minimum:</p> <ul style="list-style-type: none"> <li>/ a project summary highlighting the originality, quality and creative ambition of the project; and providing an evaluation of the chosen medium;</li> <li>/ a treatment (typically 10-15 pages) providing an outline of the content, characters, style and approach of the proposed project;</li> <li>/ an audience and market evaluation report addressing factors such as the appeal of the project to the target demographic, demonstrating a detailed knowledge of the trends and behaviours of the audience demographic and demonstrating the marketability and market potential of the project;</li> <li>/ a preliminary outline for a transmedia marketing and distribution plan;</li> <li>/ a budget and schedule for development;</li> <li>/ audiovisual material in support of the project.</li> </ul>
<b>when can I apply?</b>	<p>Digital Media Project Development funding applications will be considered on a rounds basis as follows:</p> <ul style="list-style-type: none"> <li>/ up to three (3) rounds per year</li> </ul> <p>Applications with market attachment will be accepted throughout the year.</p> <p>Applicants are encouraged to visit <a href="http://www.safilm.com.au">www.safilm.com.au</a> for application dates.</p> <p>Please note Expressions of Interest (EOI) must be submitted four weeks prior to the</p>

	advertised application deadline.
<b>where do I submit my application?</b>	South Australian Film Corporation 3 Butler Drive Hendon South Australia 5014
<b>where can I find more information?</b>	<ul style="list-style-type: none"> <li>/ Read the South Australian Film Corporation General Guidelines</li> <li>/ Visit <a href="http://www.safilm.com.au">www.safilm.com.au</a></li> <li>/ Contact an Industry Development and Production project officer on +61 8 8348 9300.</li> </ul>

## SPECIFIC TERMS OF TRADE

### Funding information and conditions

1. Development funds are made available as a development investment. Recoupment of the development investment, and a 10% premium, must be paid to the South Australian Film Corporation from the production budget no later than the first day of commencement of production for that project.
2. If the South Australian Film Corporation provides production finance, the South Australian Film Corporation may deduct the amount due from the first drawdown of its investment into the production. Recoupment will be on the basis of the project being funded, and will not involve a lien on other works by the applicant.
3. The South Australian Film Corporation will take a 10% share in the present and future copyright in the work until the investment is repaid, at which point the South Australian Film Corporation will reassign its interest.
4. The South Australian Film Corporation receives a development credit on the draft script cover page or treatment cover page (in the absence of a script, as negotiated with the SAFC) and script or project delivery materials as well as in the credits for the prototype and/or complete produced work, as appropriate and as agreed upon in the SAFC Development Investment Agreement (DIA).
5. The Development Pathway and Delivery materials will vary from project to project and according to the stage of development that has been funded. All delivery materials are listed in the DIA, but could include:
  - one sentence project pitch and one paragraph project synopsis
  - paper-based scripts / story development / episode outlines
  - art bible including detailed environment and character designs
  - interactive online design documents (if applicable) in hard copy or DVD, incorporating:
    - i. paper-based “walk-through” or electronic prototype of user experience
    - ii. integration of narrative elements across various platforms and properties
    - iii. character architecture
    - iv. detailed art bible (characters, environment, additional graphics)
    - v. online graphic user interface (GUI)
    - vi. technical design document - including functional specifications and a detailed “walk-through” (paper based or DVD)
  - business plan for the project, incorporating
    - i. detailed market research - environmental scan of current projects in the market that are of a similar nature, identification of primary audience, audience testing, and analysis of project marketability
    - ii. detailed development/production schedule (outlining staged roll-out if relevant)

- iii. detailed production budget
  - iv. financing plan
  - v. detailed marketing and commercialisation strategy (including the proposed revenue model)
- where appropriate, a prototype – eg. online EPOC, teaser widget for web or mobile or pitch video (including software to run prototype)
  - applicant's report on development – including technical specifications for further development/ production and description of how the development materials will be used to secure funding
  - acquittal of expenditure (how the investment funds were spent)

**The fine print**

As with all South Australian Film Corporation programs, the following guidelines must be read in conjunction with the South Australian Film Corporation General Guidelines, Terms of Trade and application form. Applicants are required to discuss their applications with a South Australian Film Corporation project officer prior to submitting an application.

General Guidelines and application forms can be found at [www.safilm.com.au](http://www.safilm.com.au)

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