



Canada-Denmark Co-Development Incentive for Digital Media Projects

Memorandum of Understanding

2018-2019

CANADA – DENMARK

Co-Development Incentive for Digital Media Projects

MEMORANDUM OF UNDERSTANDING

This **MEMORANDUM OF UNDERSTANDING** (“**MOU**”)

made as of this 6th day of June 2018 (the “**Effective Date**”),

BETWEEN:

Canada Media Fund

50 Wellington Street East, Suite 202, Toronto, ON M5E 1C8 (hereafter called “**CMF**”)

and

Danish Film Institute

Gothersgade 55,
1123 Copenhagen K (hereafter called “**DFI**”)

WHEREAS:

- A. CMF and DFI wish to encourage development of eligible digital media projects between producers from Canada and Denmark;
- B. The parties wish to renew their joint funding incentive to encourage such co-development of projects for a period of one year.

NOW THEREFORE in consideration of the premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree to the following:

Incentive

1. The parties shall establish a Canada – Denmark co-development incentive (the “**Incentive**”).
2. The combined total budget for the Incentive will be of CDN\$300.000 or DKK 1.500.000, with each party contributing CDN\$150.000 or DKK 750.000.

3. The project is an international co-development of new digital content, is innovative and is developed on appropriate platform(s) with regards to content and audiences.
4. A project must receive approval by both CMF and DFI in order to receive funding from the Incentive.
5. The nature of the contribution by each party to eligible projects shall be a non-repayable contribution.
6. The evaluation and selection of the projects will be done through a selective process composed of 2 or 3 representatives in each country. Selection committee will comprise representatives of the CMF and DFI. Evaluation criteria will be part of the program guidelines.
7. The total maximum contribution for each funded project in development shall be CDN\$75,000 or DKK 375,000. Contribution from each country in each project will be determined on a case by case basis.
8. A reciprocity approach will be adopted to ensure a fair balance between majority and minority projects for each country.
9. The maximum contribution by each partner shall be 75 % of the respective countries portion of a project's development budget.
10. Key dates:
 - June 6 2018: Signing of MOU
 - June 12 2018: Call for projects and Publication of the Guidelines
 - December 12, 2018: Application deadline
 - January 22, 2019: Selection Committee
 - Mid-February, 2019: Decisions released to applicants
 - End of February, 2019: Press release

Funds for 2018-2019 should be allocated as of March 31, 2019.

11. Eligible projects must meet the following criteria:

- i) The digital media project targets cultural markets;
- ii) The project must involve at least one Denmark producer eligible under DFI's criteria, and one Canadian producer eligible under CMF's criteria;
- iii) The minimum share of a minority co-producer is 20 %. However, CMF and DFI encourage a 50/50 split between the co-producers;
- iv) The ownership, financial control and creative contributions (based on key creative positions) are to be determined in the co-development agreement between producers; however, the CMF and DFI encourage that these elements be proportional to each party's funding contributions;
- v) Funding from this incentive may be combined with support from CMF's Experimental/Convergent streams or other DFI funding programs if conditions of these programs are also met. Applicants cannot

simultaneously apply for development funding for the same development activities of a project under more than one DFI subsidy scheme.

- vi) The Canadian portion of the project must respect other criteria established by the CMF and the Danish portion of the project must respect other criteria established by DFI.

Term

- 12. This MOU commences as of the Effective Date and continues until March 31, 2019 (the "Term"). The Term may be extended by the parties on such terms and conditions as the parties may negotiate.

General Provisions

- 13. Excusable Delay. The time by which a party is required to perform any step or action hereunder is postponed to the extent and for the period of time that any party is prevented from meeting same by reason of any causes beyond its reasonable control provided that the party prevented from rendering such performance notifies the other party immediately and furnishes details of the commencement and nature of such a cause.
- 14. No Assignment. Neither party may assign this MOU without the prior written consent of the other party.
- 15. Binding. This MOU is binding upon and inures to the parties hereto and their respective successors and permitted assigns.
- 16. Counterparts. This MOU may be executed and delivered in any number of counterparts with the same effect as if all parties had signed the same document. All counterparts are to be construed together and constitute one and the same original instrument.

IN WITNESS WHEREOF the parties have executed this Memorandum of Understanding as of the Effective Date.

CANADA MEDIA FUND

DANISH FILM INSTITUTE



Name: Valerie Creighton

Name: Claus Ladegaard

Title: President and CEO

Title: CEO