

## **EXPORT ASSISTANCE PROGRAM**

### **ESSENTIAL INFORMATION GUIDE**

#### **1. What is meant by “effective exploitation in theatres”?**

The commercial success of a production being intimately connected to the quality of the distribution, the applicant must be able to proceed with the effective exploitation in theatres of the project in the territories included in the funding application, which means that the applicant must be able to ensure an optimal distribution for the project on the territory and this, without resorting to the services of a sub-distributor.

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#### **2. The purchase price paid for the acquisition of the exploitation rights is not in Canadian currency. How to proceed?**

When completing the application form, the applicant must enter the amount paid for the acquisition of rights for the territories included in the application in **Canadian currency**. If the currency used for the acquisition and the payment of exploitation rights is not in Canadian currency, the applicant will have to use the Bank of Canada's [currency converter](#). The exchange rate used for the conversion of currencies will be the one in effect as of the date of payment of the purchase price of the rights to the seller by the applicant.

Telefilm reserves the right to verify any amount submitted by the applicant in the application form and make the necessary adjustments.

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#### **3. Who will receive Telefilm's financial contribution?**

Telefilm's contribution will be paid to the distributor of the eligible project who meets the Program's eligibility criteria.

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#### **4. Must the project be intended for theatrical release?**

Yes. Telefilm's contribution is meant exclusively for theatrical releases and related promotional costs.

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#### **5. Is it possible to incur promotion expenses other than those listed in Telefilm's Eligible Costs Matrix?**

No, the types of expenses and eligible amounts in the Matrix are set.

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#### **6. Are travel expenses covered under this Program during the COVID-19 Pandemic?**

Yes. Telefilm encourages all applicants to familiarize themselves with the [Government of Canada's travel advice and advisories](#) before undertaking any travel activity and to follow the instructions therein.

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#### **7. What are the languages of communication of Telefilm?**

Telefilm communicates with its partners in both official languages of Canada, English and French. Therefore, any communication and any documents submitted to Telefilm must be in one of these two languages.

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