

INTERNATIONAL PROMOTION PROGRAM – DISTRIBUTION SUPPORT

ESSENTIAL INFORMATION GUIDE

1. Why has the Export program been integrated into the International Promotion Program and why is it no longer automatic?

This change is aligned with Telefilm's corporate plan and will allow for a more coherent and harmonized international support strategy. By shifting the program to a selective process, our intent is to allow for more flexibility and intentionality in the decision-making.

2. Who can apply to receive Telefilm's financial contribution and what should this contribution be used for?

Applicants must be the Canadian producer (either the parent company or the shell company created specifically for the production) of projects that meet the Program's eligibility criteria.

Telefilm's contribution must be used to cover eligible costs relating to the promotional campaign for the release of the project in the territory included in the funding application and the travel of the Canadian members of the project's key creative team in said territory, if applicable.

3. When should an application be submitted?

Applications must be submitted prior to the release of the project in the territory listed in the application. We encourage you to apply no later than 4 to 6 weeks prior to the release.

As a temporary measure for fiscal 2025-2026, projects released since June 1st, 2025, will be eligible to apply.

4. Do I have to submit separate applications for each territory in which a sale is made?

Yes. If the sale is made to a foreign distributor with one MG that covers a group of territories, please contact the International Promotion team before submitting your application.

5. Can the applicant claim costs that are not listed in the application form (eg: administration fees)?

No. Only the costs listed in the application form can be claimed.

6. How is the maximum funding amount determined for this program?

It is based on the sum of (i) the total eligible costs, as defined in the guidelines, and (ii) the minimum guarantee paid for the applicable territory. It cannot exceed \$35,000 per territory and \$90,000 per project cumulatively.

Example 1:

\$10,000 MG and \$60,000 in eligible promotion costs = \$70,000

50% of \$70,000 = \$35,000

This project would be eligible for \$35,000 as it does not exceed the \$35,000 cap per territory.

Example 2:

\$20,000 MG and \$80,000 in eligible promotional costs = \$100,000

50% of \$100,000 = \$50,000

This amount would be capped at \$35,000 per territory.

7. Can I apply for less than the maximum amount of funding for a specific territory?

Yes, it is possible, and it should be discussed with your sales agent and international distributor prior to application. The requested amount should be indicated in the *International Sales Strategy* document.

8. What information should be included in the 'Outcome of Activities' section of the application form?

The goal of this section is to provide details on the projected release at time of application such as the date of release, the number of screens on which the film will be shown, the projected box office, the digital release plan if applicable, or any festival selections and awards known at the time of application.

Any sales in market segments other than theaters made on the applicable territory should also be identified by market segment, value and buyer (eg: market segment: VOD; value of sale: \$30,000 buyer: Name of buyer).

Note that you will be asked to provide final numbers on these projected elements at the time of final

reporting.

9. How will my application be evaluated?

Each application will be evaluated based on the quality and viability of the international distribution strategy, the distribution potential of the film and its ability to reach audiences abroad, the contribution of the foreign distribution company (including the level of the minimum guarantee) and alignment of the promotional budget with the proposed activities.

The track record of the Canadian producer, the foreign distribution company, and the creative team will also be considered.

The decision-making process will also take into consideration Telefilm's objective to foster a diversity of voices in the industry to ensure that Telefilm funds a balanced portfolio of projects reflecting a variety of genres, budgets and company sizes, regions across the country, and different viewpoints.

10. What type of final reporting will be required in this program?

Applicants will be required to report on the final outcome of their promotional activities in the applicable territories as well as the final costs of these activities. It is the applicants' responsibility to ensure that the international distributor provides this information.