



**Call for Entries**  
(Feature-length films, narratives and documentaries)

## **Perspective Canada at Berlin**

Market screenings organized by Telefilm Canada  
at the European Film Market (EFM)

February 15 to 25, 2018  
Berlin, Germany

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**Perspective Canada at Berlin** is a Telefilm Canada initiative showcasing recent Canadian films at the European Film Market (EFM) during the *Internationale Filmfestspiele Berlin* (Berlinale) with the objective of increasing their international exploitation.

**Entry deadline:**  
**November 20, 2017**

The selection process will be conducted by Telefilm Canada.  
Telefilm Canada will render its decision by **November 29, 2017**

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### **PERSPECTIVE CANADA\_BERLIN**

The 12th edition of Perspective Canada\_Berlin will take place during the EFM that runs parallel to the Berlinale. The showcase strives to increase the international exploitation of Canadian feature-length films and to spotlight Canadian companies, films, and talent to the over 8,000 potential buyers, sellers, and producers from more than 100 countries accredited by the EFM.

**Every film selected will be screened once at the EFM between February 16 and 20, 2018. The Applicant must cover 50% of the screening costs at the market.** Should the Applicant wish to present the film twice, he or she will have to cover 100% of the cost for the second screening.

The rate for the EFM screening slots will be confirmed once the screening rooms have been attributed to the films. Hourly screening costs at the EFM range approximately between 600 – 1350 Euros.

In the case of a foreign-based international sales company representing an invited Canadian film, Telefilm Canada will invoice the Canadian-controlled production company for the screening costs at the market.

## PROMOTIONAL CAMPAIGN

In 2018, Canada will be the 'Country in Focus' at the European Film Market. Perspective Canada\_Berlin participants will also benefit from a promotional campaign developed and entirely funded by Telefilm Canada to guarantee the best possible exposure for the invited Canadian films. The complete programming will be announced in January 2018.

## ELIGIBILITY CRITERIA FOR SUBMISSION

To be considered eligible, a film must meet the following basic criteria:

1. Be eligible under the [CFFF guidelines](#):
  - CFFF-funded Canadian films;
  - or
  - non-CFFF-funded Canadian films selected at the 2018 Berlin, Sundance or Rotterdam Film Festivals;
  - or
  - a Canadian official coproduction directed by a Canadian;
2. Be produced in the 12 months prior to the EFM;
3. Films may have screened in only one other major market, such as the American Film Market in Los Angeles. Films previously screened at the EFM, or at the 2017 Berlinale, are inadmissible.

To be considered eligible, Applicants must:

- Be a Canadian owned and controlled (within the meaning of the *Investment Canada Act*) distribution or production company as defined in the [CFFF guidelines](#).

## SELECTION CRITERIA

The final selection will be conducted by Telefilm Canada. Telefilm Canada will assess the eligible Canadian productions using an evaluation grid. The selection of the film productions into a Perspective Canada screening series will be made according to the sliding priority scale below until the slate has been filled.

- Eligible films that are officially selected by the Berlinale 2018, Sundance 2018 or in the Official Competition at Rotterdam 2018;
- CFFF-funded films which have a sales agent attached;
- Eligible films that have won a recognized award, a special mention or recognition on the national or international festival circuit in the 6 months leading up to the market;

- Eligible films with the most distinguished track record of performance at the Canadian box office in the 6 months leading up to the market.

On a case-by-case evaluation, other films may participate on an invitation-only basis by Telefilm Canada:

- Non-CFFF Canadian film which have garnered recognition on the national or international festival circuit or that have a distinguished track record of performance at the Canadian box office in the 6 months leading up to the market.

Telefilm Canada shall seek to maintain an appropriate regional balance, so as to encourage films and distribution and production companies from all regions of Canada.

#### APPLICANT OBLIGATIONS

**Films selected must be represented at the EFM by the international sales company** or, if the film is not attached to an international sales company, by the Canadian production company.

The Applicant agrees to cover 50% of the theatre rental costs for the presentation of the Applicant's film as part of the Perspective Canada\_Berlin. In the case of a foreign-based international sales company representing an invited Canadian film, the Applicant agrees that **Telefilm Canada will invoice the appropriate screening fees to the Canadian-controlled production company for the theatre rental at the market.**

The Applicant also agrees, after the market screening, to complete a survey for Telefilm Canada regarding the satisfaction and outcomes of the initiative. These surveys are strictly confidential and are essential performance indicators for Telefilm Canada. Failure to comply with this requirement will limit the applicant's access to the future Telefilm Canada's activities.

Applicant must meet the EFM's deadlines for print copy delivery, market accreditation form, and [market screening registration form](#) (**December 6, 2017**).

Applicant must meet Telefilm Canada delivery deadlines of the materials for the production of the promotional campaign (December 6, 2017) as well as shipment of materials to Berlin.

#### REGISTERING YOUR FILM TO THE SELECTION

**If you already are an eTelefilm user**, please [click here](#) to fill the PERSPECTIVE CANADA AT BERLIN form.

**If you are not already registered as an eTelefilm client**, you must first open a temporary eTelefilm account. Click on this [link](#) for details regarding the procedure, and then you will be able to fill the PERSPECTIVE CANADA AT BERLIN form.

**FURTHER INFORMATION**

If you have any questions about Perspective Canada\_Berlin or the European Film Market, you may contact **Danielle Bélanger** ([danielle.belanger@telefilm.ca](mailto:danielle.belanger@telefilm.ca)) or **Myriam Blais** ([myriam.blais@telefilm.ca](mailto:myriam.blais@telefilm.ca)) at 514 283-0838 or 1 800 567-0890, ext. 2066 or 2204.