

## ELEMENTS OF TRACK RECORD

As part of its programs, Telefilm evaluates projects it receives based partially on the score of the applicant production company, and key members of the creative team. This score provides Telefilm with basic quantitative data for assessing applications.

The score is just one of the elements Telefilm takes into account in making its decisions in its selective programs; qualitative data also comes into play when evaluating a project.

Here are the elements that are taken into consideration for the score:

### SCORE ALLOCATED TO PRODUCTION COMPANIES

This score is obtained by adding up the scores for the films produced and theatrically released by a production company of the last five years (since January 1 of that year). Telefilm calculates both total and average score, which can be found in the applicant's eTelefilm account. Each film's score is calculated based on the following components:

#### COMMERCIAL – maximum 60 points

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- **Maximum 40 points** > Box-office receipts
- **Maximum 10 points** > Gross domestic sales excluding box office
- **Maximum 10 points** > Gross international sales

#### CULTURAL – maximum 30 points

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- **Maximum 10 points** > Selections at certain international festivals and events
- **Maximum 10 points** > Prizes received at certain international festivals and events
- **Maximum 10 points** > Certain awards won at national competitive events and festivals

Conversion tables are used to allocate a certain number of points for each component result. A final score is determined by adding up the component results.

### CREATIVE SCORE

This score is derived from the project points allocated to the filmography of the past five years or more (as per available data) of key creative individuals, e.g. producer, director, writer.

**In short**, the score allocated to a film in turn generates a company's score along with an individual's filmography cumulative score (e.g. producer, director, writer).

For more details on eligibility and evaluation criteria, please refer to the programs' guidelines, available on our [Website](#).

## Where does Telefilm get the data on which the scores are based?

- The box-office receipts come from The Motion Picture Theatre Associations of Canada (MPTAC) on a weekly basis.
- The national and international sales are sent to Telefilm via the exploitation reports submitted by our clients every six months.
- The selections and prizes at certain national and international festivals are updated quarterly by Telefilm.

## What is the difference between *Telefilm's Success Index* and the track record of the applicant and key members of the development team?

[Telefilm's Success Index](#) is a benchmark that has been established to measure the overall performance of projects Telefilm finances over a one-year period (calendar year). As such, it provides a snapshot of the success of the film portfolio funded by Telefilm during the course of a year based on the following components: commercial (box-office receipts and other sales), cultural (nominations and prizes) and industrial (participation of private and international sectors). These components are also used to determine the score of applicants and key creative individuals, based on the films they have produced, but over a rolling 5-year period.

