

Frequently Asked Questions

Export Assistance Program 2017-2018

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 Qualified Project in an Eligible Territory, which means that the applicant must be able to ensure an optimal distribution for the Qualified Project on an Eligible territory and this, without resorting to the services of a sub-distributor.

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 in Canadian currency. If the currency used for the acquisition and the payment of exploitation rights is not Canadian currency, the applicant will have to use the Bank of Canada's [currency converter](#). The exchange rate used for the conversion of currencies shall 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 check any amount submitted by the applicant in the application form and make the necessary adjustments.

3. Who will receive Telefilm's Contribution?

Telefilm's Contribution will be paid to the Distributor(s) of the Qualified Project filing a request who meet the criteria established in the Program guidelines.

4. Are applicants guaranteed to receive the financial assistance for which they are eligible?

No. Each Qualified Project is eligible to receive financial assistance of up to \$45,000. Telefilm's contributions will be allocated until funds are exhausted.

5. Must the Qualified Project be intended for theatrical release?

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

6. What rights must be held by the applicant in a Qualified Project?

The applicant must hold the exploitation rights, including the theatrical release

rights, to the Qualified Project in one or more of the Eligible Territories.

7. 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.

8. Is it possible to spend less in an eligible cost category and use the savings to increase the expenses in another cost category?

No, the amounts allocated to each eligible cost category are set. If an applicant spends an amount that is less than the eligible amount stipulated in the Eligible Costs Matrix, the difference will have to be reimbursed to Telefilm.

9. What is included in the travel and accommodation costs covered by Telefilm?

These costs include all transportation expenses (plane ticket, train, car rental, taxi), accommodation expenses (hotel room or apartment rental) and per diems.

10. What are the languages of communication of Telefilm?

Telefilm communicates with its clients and 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.