



AN INVITATION

from **NORDISK FILM & TV FOND**

HIGH FIVE CROSS MEDIA CONTENT FOR KIDS

WHY?

The Nordic region has a proud tradition of producing high quality film and TV programs for children. However, content is no longer consumed in cinemas and on TV screens only. Mobile phones, consoles and online platforms are new arenas for storytelling. Our vision is to ensure that innovative and adventurous Nordic universes are available for children in cinemas and on TV as well as on various new platforms.

WHAT?

Nordisk Film & TV Fond wishes to support the development of Cross Media Content For Kids within the target groups: 3-6, 7-10 and 11-13 years of age.

- 6 development supports are in play - each being NOK 250.000.
- International experts will consult the development process.
- A Pitching Workshop and a Financing Forum will wrap up the process.
- Nordic Film and TV-production companies may apply and we strongly encourage collaboration with Nordic game suppliers.

VISION

The vision is to develop six new and strong Nordic cross media film and TV projects for children, that unfold on at least one other media platform besides Cinema, DVD and TV. The projects must be possible to broadcast on the Nordic TV-stations. The Fund encourages collaborations across the Nordic borders as well as across the film, TV and gaming industries, to ensure the best possible and most innovative and adventurous universes for children. The goal is that at least two of the developed projects will go into production.

GENRE / THEME

There are no specific requirements to genre and theme. The Fund wishes to receive a wide range of projects; animation, live action, drama and documentary.

TARGET GROUPS

"Children" is a broad range of age. Therefore, the Fund categorizes three indicative target groups:

3-6 year olds (pre-school children)

The child typically cannot read and write and parents manage children's media consumption. Public Service content is strong.

7-10 year olds (school children)

The child can read and write and begins to have own media habits. Starts to go online, play games and use social networks and mobile phone.

11-13 year olds (tweens)

Towards independence from parents - friends are important. Tweens are very active media users.

FINANCING

The Fund invites projects in the early development phase (that have no financing in place) as well as projects that have started development (and have financing partly in place) to apply. It is not mandatory that own or other financing is raised at the time of application, and there is thus no requirement for a budget higher than the development amount provided by High Five Cross Media Content For Kids. However, other financing is considered positive for the project.

DEVELOPMENT PROCESS

As part of the High Five Kids initiative the selected projects will participate in a development process (two workshops) with input and coaching from international experts and a presentation of the completed projects for Nordic financiers at a Nordic financing forum. The development process will run from October 2010 to February / March 2011.

DATES

- **6 September 2010:** Deadline for submission of application
- **27 September 2010:** Selected projects will be announced
- **Mid October 2010:** Workshop 1
- **February / March 2011:** Workshop 2 (incl. Nordic financing forum)

MORE INFO: Please see High Five Kids Guidelines (www.nordiskfilmogtvfond.com)