



## GUIDELINES

### HIGH FIVE CROSS MEDIA CONTENT FOR KIDS

#### 1. SUPPORT FOR PROJECT DEVELOPMENT

MAY BE APPLIED FOR BY NORDIC FILM & TV PRODUCTION COMPANIES

#### 2. CONDITIONS FOR GRANTING OF SUPPORT

Nordisk Film & TV Fond provides support for the development of cross media projects for children under the following conditions:

The project must be suitable for distribution on Cinema (DVD and TV) or directly on TV and must in addition be an innovative and adventurous universe that can unfold on at least one other media platform: Console, internet, mobile, radio, print etc.

The project must have a defined target group; 3-6, 7-10 or 11-13 years of age.

Nordic Film and TV production companies may apply and preferably in collaboration with Nordic game production companies.

The project must participate in two workshops, respectively in mid October 2010 and February / March 2011.

The project should be suitable for versioning (if necessary) hence broadcasting is possible on at least two Nordic TV channels.

### 3. SUPPORT GRANT

Six development support grants are in play - each grant is NOK 250.000

### 4. APPLICATION

Applications must be submitted via [www.nordiskfilmogtvfond.com](http://www.nordiskfilmogtvfond.com).

**Please notice** that application with annexes must be written in English.

- Synopsis
- Treatment, manuscript, drawings, character descriptions (if available)
- Project description (including description of the cross media universe and how the platforms together create synergy and added value to the universe as such as well as to the respective platforms)
- Plan for execution of the development work
- Budget for the project development. Only expenses directly associated with the forth-coming development phase may be included
- Financing plan showing confirmed financing (if any). Amounts shall be given in national and Norwegian currency, and including conversion rate
- Documentation of confirmed financing
- Documentation of specified own financing
- Confirmed financing is not mandatory. If no confirmed financing, please document no confirmed financing and no specified own financing by pdf documents where needed in application template
- The estimated production cost of the final project
- Presentation / CV of creative staff and partnerships
- Presentation of the project's distribution potential across territorial borders

### 5. DEADLINES AND EVALUATION PROCEDURE

The Fund will make a comprehensive evaluation of the project on the basis of artistic, content related and production- and distribution-related criteria, as well as those obligations that result from the latest Statutes and the Agreement in force between the Fund and the Partners of the Fund.

Projects will be evaluated with assistance from an expert group, but the final selection will be made by the Fund.

The Fund has the right to reject applicants who do not meet the criteria.

The evaluation of applications is based on the following criteria:

- The innovative cross media idea
- Distribution potential in regards to more or all the Nordic Broadcasters
- Precision in relation to audience / target group
- Achievability

**Deadline for application is 6 September 2010**

All applicants will receive response no later than 27 September 2010.

## **6. DEVELOPMENT PROCESS**

As an essential part of the High Five Cross Media Content For Kids initiative the selected projects will participate in two workshops. The first workshop will generally focus on cross media content and children as a target group. International experts (and the projects respectively) will coach and define the strengths and challenges for each project before the development process begins. The second workshop will, among other things, focus on pitching and presentations and concludes with a financing forum.

## **7. COMMITMENT**

The production company will receive a Letter of Commitment from the Fund.

## **8. DRAFTING OF CONTRACT**

The Fund will draft a Contract for a project that has been granted support.

After the Contract has been signed, the production company may not make substantial changes in economic or right-related conditions, unless these have been presented in writing to and accepted by the Fund.

## **9. PAYMENT OF INSTALLMENTS**

Conditions for the payment of the Fund's support will be determined for each project. Normally the Contract will stipulate payment in 2 instalments.

Material associated with the payment of instalments is submitted via [www.nordiskfilmogtvfond.com](http://www.nordiskfilmogtvfond.com) (Digital application form, step 5, other material)

The first instalment will be paid when the following items have been submitted

- Signed Contract
- Invoice

Payment of the last instalment will be paid when the following items have been submitted:

- Report of expenditure showing final spend compared with budget
- Status report for the project and the development work
- Deliverable material in accordance with the Contract
- Invoice

## **10. CREDITING AND ACCOUNTS**

On all material from the project development and other film orientated information material, it must be clearly stated that the project is developed with support from Nordisk Film & TV Fond, the initiative High Five Cross Media Content For Kids (including High Five Kids logo). Credits must be approved by the Fund.

The Fund has the right to request documentation for all costs associated with the film project and has the right to audit the producer's accounts as part of the control.

## **11. REIMBURSEMENT**

If the Fund provides support for the production of a project that has previously been granted support for project development, this support shall be included in the Fund's total contribution and be subject to reimbursement in accordance with the Contract for production support.

If the project is produced without the Fund contributes to support the production itself, the support for project development shall be reimbursed in accordance with the rules on reimbursement, as given in General Conditions, item 4.

If the project is not realised, demand for reimbursement is not applicable.

## **12. BREACH OF CONTRACT**

If circumstances that are relevant to the commitment of support, or to the Contract, are significantly changed, or if the production company significantly does not fulfil its obligations in accordance with the Guidelines and / or the Contract, the Fund has the right to terminate the Contract with immediate effect. In such cases, the Fund has the right to demand reimbursement of any contribution paid.

## **13. RIGHTS OF THE FUND**

The Fund has publicity rights to funded projects in all printed material and on the Fund's website.

The Fund has the right to show stills, trailers, TV spots and clips from the project (maximum 5 minutes) and other visual material on the Fund's website and otherwise in connection with events that the Fund initiates or participates in etc.

The production company is responsible for the Fund's use of all the above material is cleared with the respective owners.

## **Contacts**

### **Hanne Palmquist | CEO | Nordisk Film & TV Fond**

Mail: [Hanne@nordiskfilmogtvfond.com](mailto:Hanne@nordiskfilmogtvfond.com)

Tel: +47 6400 6080

### **Kirstine Vinderskov | Editor | High Five Cross Media Content For Kids**

Mail: [kirstine@tvfestival.dk](mailto:kirstine@tvfestival.dk)

Tel: +45 2962 9791

### **Neil Holze Larsen | Project Coordinator | Nordisk Film & TV Fond**

Mail: [Neil@nordiskfilmogtvfond.com](mailto:Neil@nordiskfilmogtvfond.com)

Tel: +47 6400 6080

## **FURTHER INFORMATION AND LOGO**

**[www.nordiskfilmogtvfond.com](http://www.nordiskfilmogtvfond.com)**