



## GUIDELINES

### HIGH FIVE CROSS MEDIA CONTENT FOR KIDS

#### 1. SUPPORT FOR PROJECT DEVELOPMENT

MAY BE APPLIED FOR BY NORDISK FILM & TV PRODUCTION COMPANIES -  
PREFERABLY IN COLLABORATION WITH GAMES AND INTERACTIVE  
COMPANIES

#### 2. CONDITIONS FOR GRANTING OF SUPPORT

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

The project must be suitable for distribution either in cinemas or on TV (broadcast or  
web) and must in addition be an innovative and adventurous universe that can unfold  
on other media platforms: internet, mobile, radio, tablet (iPad), console, print, live  
event, merchandise etc.

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

To apply for High Five Kids, you must be the producer of the project and hold the  
rights to develop the project in all media.

The project must participate in three workshops, planned for November 2012 and around February and March 2013.

### 3. SUPPORT GRANT

Six to eight development support grants will be awarded - each grant is NOK 225.000

### 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.

#### **Applicant information**

- Applicant Name
- Address
- Nationality/Country of Residence (if different)
- Company Name
- Job Title
- Phone & Mobile
- E-mail
- Additional Contact Information eg. Blog, Skype, AIM, Twitter
- Company Website

#### **Project information**

- Project Title
- Production Company/ies
- Language
- Creative Team, Please include writer, director - *5 people max*
- Fiction/Non-fiction/both
- Target Audience
- Media platforms/formats used
- Project stage - *up to 150 words*
- Logline, Please describe your story in one or two sentences
- Synopsis - *up to 350 words*
- Treatment, Please expand on your project's story and explain how the different elements of your project work - *up to 5 pages*
- Audience Engagement Strategy, How will your story engage audiences across multiple platforms - *up to 1 page*
- Distribution and Marketing strategies, Please explain how you intend to market and distribute each element of your project - *up to 1 page*
- Finance Plan for development, Please indicate which partners are confirmed – note that other finance partners are not mandatory
- Development Budget, only expenses directly associated with the forthcoming development phase may be included
- Plan for execution of the development work
- Estimated Production Budget for the whole project
- Supplementary materials relevant to your project: Please provide urls to links labelled with Project Title and indicating what they are e.g. moving image, storyboard etc (*up to 5 urls*)

## **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

**Application opens - 15 June 2012**

**Application closes - 15 August 2012**

Application form will be available at the web-site [www.nordiskfilmogtvfond.com](http://www.nordiskfilmogtvfond.com)

All applicants will receive response no later than 1 October 2012.

## **6. DEVELOPMENT PROCESS**

As an essential part of the High Five Cross Media Content For Kids initiative the selected projects must participate in three workshops.

- 1) The first workshop (a four-day lab in November 2012 – place tbc) 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.
- 2) The second workshop will be a one-day pitch training session (in February 2013 - Copenhagen) to prepare project presentation for the coming financing forum.
- 3) The third workshop (BUFF:ff 2013 - Malmø) will be a one or possibly a two-day session, with focus on a financing forum where the selected projects will be pitched.

PLEASE NOTE: Nordisk Film & TV Fond will cover all training fees, accommodation and certain meals. Travels and other related costs must be covered by the project and should be part of the development budget.

## **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 it's

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**

#### **Nordisk Film & TV Fond**

##### **Hanne Palmquist | CEO |**

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#### **FURTHER INFORMATION AND LOGO**

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

*These guidelines are dated March 2012 and substitutes earlier guideline version*