Narrative Content Market & Audience Programs Frequently Asked Questions (FAQ)

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This is the FAQ for the following programs:

Market & Audience - **Assets**

Market & Audience **- Audience Testing**

Market & Audience - **Channel Management**

How much can I apply for?

Each Market & Audience funding program has maximum amounts of funding you can apply for. In the Assets and Audience Testing programs, the amount you can apply for is dependent on your activity, the scale of the release of your project, and the P&A spend the project's distributor has committed to spend. See below:

Market & Audience - **Assets** you can apply for:

- a maximum of $60,000 for a wide release (200> prints with a minimum P&A spend of $350,000);
- a maximum of $50,000 for mainstream release (100-199 prints with a minimum P&A spend of $250,000);
- a maximum of $40,000 for a specialty release (<100 prints with a minimum P&A spend of $100,000).

Market & Audience - **Audience Testing** you can apply for:

- a maximum of $30,000 for testing in both Australian and International territories with a minimum P&A spend of $250,000;
- maximum of $15,000 for Australia OR International testing.

Market & Audience - **Channel Management** you can apply for a maximum of $20,000.

Screen Australia may determine a different level of funding than that requested based on the assessment of all projects submitted in a funding round.

Screen Australia funding cannot be retrospective.

It is important that when you apply your Budget is substantiated. That is, all activities you are applying for are reflected in your Budget and provide quotes for outside providers, as applicable.

Can I apply for more than one funding program or Market & Audience initiative for the same project?

Yes, if you are applying for support for a theatrical feature film. For example, you may apply for Market & Audience Assets **and** Market & Audience Testing, if your project is a theatrical feature film.

No, if you are applying for support for Online/Direct-to-Audience. The one program you can apply to is Channel Management.

Can I apply if my project does not have Screen Australia production funding? Yes.

You can apply to the Market & Audience programs without having previously received Screen Australia production funding.

If my project is successful in receiving funding from Market & Audience programs, does this funding have to sit within a production budget?

No. Funding, if successful, from Market & Audience programs, sits **outside** of any production investment (or grant) from Screen Australia and **outside** any production budget.

If successful, can I put any funding from Market & Audience programs into my production budget?

No, the intention of funding from the Market & Audience programs is for this funding to sit outside a project's production budget. Screen Australia requires any project with existing budget allocation to market & audience costs to continue to retain any budget line items relating to similar items in the production budget. The intention of Market & Audience program funding is not to replace production budget spend, but to be additional support.

My project has recently received production investment from Screen Australia; can I apply for Market & Audience program funding?

Yes, if your project satisfies the eligibility criteria for the program you are applying for and you can meet all associated requirements in relation to the program/s deadline, including prior to production and/or prior to the project's release for theatrical feature films. If your channel exists and your relevant Screen Australia funded project is Online/Direct-to-Audience and released on your channel, you can apply.

Is there a 'sunset clause' on when I can apply for Market & Audience programs if I was funded in production some time ago, or if my project is already made?

If the activities under the Market & Audience programs are relevant to the stage of your project and you and your project satisfy the eligibility criteria for the program you are applying for, then you can submit your application at the relevant application deadline. It is important to note that for theatrical feature films, your project must either be prior to production and/or not yet theatrically released.

For Online/Direct-to-Audience projects that **have not** received Screen Australia production funding, your channel must exist and have narrative/scripted content. For Online/Direct-to-Audience projects that have received Narrative Content or First Nations production funding from Screen Australia, your channel does not need to exist at application stage.

Screen Australia Market & Audience program funding cannot be retrospective or for costs already expended or activities already undertaken.

My project is a TV project; can I apply to Market & Audience programs and initiatives?

No, the Market & Audience programs are only open to theatrical feature films and online/direct-to-audience projects only.

- Market & Audience - **Assets** – open to theatrical feature films projects **only**
- Market & Audience - **Audience Testing** – open to theatrical feature films projects **only**
- Market & Audience - **Channel Management** – open to online/direct-to-audience projects **only**

Is funding an investment or a grant?

Market & Audience program funding will be provided as a non-repayable grant.

How do I substantiate my Budget?

For activities that you are requesting support for in the relevant program, for example Audience Testing, please provide quote(s) for services from external providers with your application materials. For example, if you are seeking to engage an audience testing service (local or global), or, for example, a provider to work on trailering, your application must supply a quote or quotes for that work.

What does Screen Australia mean by 'platform' and how does Screen Australia define 'Online/Direct-to-Audience'; 'Theatrical Feature Film' and 'Television'?

By Online/Direct-to-Audience we mean projects where:

- Online/Direct-to-Audience (inclusive of VR, XR, AR and social media platforms) is the first and primary release window.
- The creators of the work are in control of self-distributing the work and taking it to audience.

- Direct-to-Audience projects are those that have **not** been commissioned by any third party anywhere and for which the first and primary window is a social or direct-to-audience platform.

By Feature Film we mean projects where:

- For feature-length projects for which theatrically distributed feature film is the first and primary release window and are intended for an Australian and New Zealand territory Distributor and a Rest of World (ROW) sales agent.

By Television we mean projects where:

- Episodic or feature-length projects for which Television (including SVOD or BVOD) is the first and primary release window and are intended for a local commissioning platform and a Rest of World (ROW) distributor.

Can I apply by myself?

Each Market & Audience program has different requirements for applicants or co-applicants.

- Market & Audience - **Assets**

This program is open to production companies and distribution companies as co-applicants for theatrical feature film titles.

- Market & Audience **- Audience Testing**

This program is open to distribution companies and production companies as co-applicants for theatrical feature film titles.

- Market & Audience - **Channel Management**

This program is open to companies.

Why does Screen Australia require certain applicants to be co-applicants?

In recognition of the partnership between the producers and distributors of work and the pathway to audience, Screen Australia values the contribution of both to the value chain. The pathway to audience is shared with each part of the value chain contributing value and leadership.

Can I apply for 100% of my budget?

What you can apply for depends on the program you are applying for.

In the instance of: Market & Audience - **Assets** you **cannot** apply for 100% of your budget. Your funding request needs to sit at or under the allowable maximum funding amount applicable for the program. There is no minimum or maximum amount expectation from Screen Australia. For example, for Assets, an applicant may apply for

$45,000 yet the stage being applied for may cost $55,000 and the co-applicants may be contributing or have other funding for $10,000 as contribution to the budget.

In the instance of: Market & **Audience Testing** you **can** apply for 100% of your budget. Your funding request needs to sit at or under the allowable maximum funding amount applicable for the program.

In the instance of: Market & Audience - **Channel Management** you **can** apply for 100% of your budget. Your funding request needs to sit at or under the allowable maximum funding amount applicable for the program.

How do I and my co-applicants demonstrate we have experience in production or distribution?

As part of the application form for the program to which you are applying, you will be provided with space to provide a company biog or company biogs.

What is a bonafide provider and how do I demonstrate they are bonafide?

In the instance of Market & Audience guidelines, bonafide relates to genuine commercial companies who have a track record in the given field, for example, an ANZ distributor with a track record in ANZ distribution. As part of the application form for the program to which you are applying, you will be provided with space to provide a company biog or company biogs.

Can Screen Australia provide a list of bonafide providers?

Screen Australia provides a list of Sales Agents and Distributors on its website here: Sales and Distribution support - Feature films - Funding and Support - Screen Australia

Is there a minimum amount I can apply for?

$5,000 is the minimum amount you can apply for.

When is the best time to apply?

Market & Audience programs have application deadlines, which are available on the Screen Australia www site.

Late applications will not be accepted.

Screen Australia expects applicant projects to be intending to commence the activity, if successful, **after** contracting with Screen Australia.

Screen Australia does not fund retrospective costs.

Do I have to talk to Screen Australia before submitting an application?

Yes, you do have to talk with Screen Australia staff before submitting an application.

Please read and review the Narrative Content Market and Audience Funding Guidelines, the relevant Application Form and this FAQ.

Can I apply with more than one project at the same time?

There are no limits on the number of projects that you can apply for if you meet the application requirements and eligibility criteria. Projects and the activity should be rigorously thought through, meet all application requirements, and be strong against all stated assessment criteria. In addition to the program's assessment criteria, when assessing Screen Australia will also consider:

- availability of funds;
- range of projects in receipt of funding from Screen Australia inclusive of a project's scale, budget, intended audience, genre and themes;
- range of applicants in receipt of funding from Screen Australia inclusive of applicant, applicant company and geographic diversity;
- extent to which a project is likely to effectively and properly increase and amplify equity, diversity, inclusion and accessibility.

What if I have <u>not</u> submitted all required materials when I submit my application at the deadline?

Once your Narrative Content Market & Audience application is submitted, Program Operations staff will review each application to determine eligibility and ensure that required application materials have been submitted. If and when eligibility has been confirmed, the applicant will receive an email advising that their application has moved to assessment.

After assessment, applicants will be advised of the outcome.

How long will I have to wait for a funding decision?

You will be notified of the outcome of your application within seven (7) weeks of your application moving to assessment.

You will be notified via email and where required, by telephone call from a Screen Australia staff member.

What happens if I'm successful?

Successful applicants will be notified of the outcome of their application verbally by a Market and Audience Investment Manager and will also be advised of any special conditions of Screen Australia's funding, after which the decision will be notified in writing.

Funding will be in the form of a grant and subject to a **non-negotiable** standard contract.

Approved applicants will receive a Letter of Approval detailing the level of Screen

Australia's approved funding, as well as information about the contracting process and any applicable conditions.

Following this, successful applicants will enter into a Market and Audience Agreement with Screen Australia. Your agreement will set out requirements for publicly acknowledged support. Please refer to Crediting Screen Australia.

Please allow sufficient time for contracting with Screen Australia, and where required, with other parties.

A member of the Screen Australia Communications team will be in contact to discuss how and when your funding will be announced. All funding decisions are embargoed until an announcement strategy is confirmed and agreed.

What happens if I'm unsuccessful?

Unsuccessful applicants will be notified of the outcome of their application in writing.

Projects that are unsuccessful in a Market and Audience individual program can reapply in a future funding round for that same program, if announced; however, you will need to provide a Statement of Changes, outlining key changes to the project or activity.

If a project is declined twice in a Market and Audience individual program, it is unable to apply again to that same individual program in which the two declines were received. This does not preclude the project from applying to other Market and Audience programs if the project meets relevant eligibility.

Will my application have a better chance of being approved if I ask for less money?

You should apply for the amount of funding you need to undertake the activities for your project within the context of the funding caps for this program.

What can't I use the funds for?

See the guidelines for a list of projects/activities that are not eligible for funding. If successful, your budget will need to be approved by Screen Australia before contracting.

What do I need to provide in my application?

Review the application form in Smartygrants for application questions.

Through the application form, applicants and/or co-applicants must provide all the information requested and answer the application questions.

You will also need to answer information in the application form about your campaign, any partners/providers and strategy and include, where required, provide a distribution agreement, as well as diversity, equity and inclusion and First Nations plan(s), if

applicable. Screen Australia considers that DEI and First Nations planning continues throughout the full life cycle of a project or channel inclusive of assets, marketing, and audience engagement. More information is available in the application form for the relevant Market & Audience Program.

Submission Checklist

Market & Audience - **Assets**

Applicants are required to upload the following supporting materials with their application form:

- ❑ **plan** – where required a First Nations Plan and/or a Diversity, Equity & Inclusion Plan for the stage and activity being applied for only;
- ❑ **budget** – for eligible project costs which directly relate to the activity of asset collection, creation or completion, and relevant provider quote/s
- ❑ **Finance plan** – the finance plan for the title;
- ❑ **Production budget** – the production budget for the title;
- ❑ provision of a **financial contribution** to the overall budget for the activity being applied for;
- ❑ **biogs** – co-applicant Company Biogs, as applicable;
- ❑ **asset and campaign collection and/or asset creation and/or asset completion strategy & schedule** – an outline of the strategy to collect and/or create and/or complete the assets and the schedule for the activity, with an overview of the campaign strategy that informs and drives the asset collection and/or creation;
- ❑ **quotes** – quotes and/or outreach to external partners detailing their involvement and costs;
- ❑ **audience strategy** – overview of the audience strategy for the title and how the asset collection and/or creation serves the audience strategy;
- ❑ **distribution agreement** – where applicable, the distribution agreement for the title;
- ❑ **sales agreement** – where applicable, the ROW sales agreement with deal terms and sales estimates

Market & Audience **- Audience Testing**

Applicants are required to upload the following supporting materials with their

application form:

- ❑ **plan** – where required a First Nations Plan and/or a Diversity, Equity & Inclusion Plan for the stage and activity being applied for only;
- ❑ **budget** – for eligible project costs, and co-contribution costs, which directly relate to the activity of audience testing and relevant provider quote/s from Australian and/or global audience testing provider/s;
- ❑ **Finance plan** – the finance plan for the title;
- ❑ **Production budget** – the production budget for the title;
- ❑ **biogs** – co-applicant Company Biogs and Audience Testing Provider Company Biog(s), as applicable;
- ❑ **confirmation statement** – confirmation that the distributor, producer, key creatives will be involved in and receive audience testing report/s;
- ❑ **campaign strategy** – an overview of the campaign strategy that informs and drives the audience testing strategy;
- ❑ **audience testing strategy** – overview of the audience strategy for the title and how the audience testing serves the audience strategy;
- ❑ **quotes** – quotes and/or outreach to external partners detailing their involvement and costs;
- ❑ **distribution agreement** – where applicable, the distribution agreement for the title.
- ❑ **sales agreement** – where applicable, the ROW sales agreement with deal terms and sales estimates

Market & Audience - **Channel Management**

- ❑ **plan** – where required a First Nations Plan and/or a Diversity, Equity & Inclusion Plan for the stage and activity being applied for only;
- ❑ **budget** – for eligible project costs which directly relate to the activity of channel management discoverability and audience impact of channel content;
- ❑ **ownership** – evidence of control of the Channel(s) and access to data analytics – and – evidence of appropriate agreements for the content on the Channel(s);
- ❑ **biogs** – applicant Company Biog, as applicable;

- **channel data and analytics** – data and analytics for the channel, inclusive of views, subscribers, geographic, demographic, watch time, average view duration, comments/engagement, growth, for the 12 months up to and before the application date, or for the period of time the channel has been active if less than 12 months;

- **campaign strategy & schedule** – an overview of the campaign strategy that informs and drives the channel, in addition to the list of providers who will work with the applicant, if applicable, on the activity and any relevant quotes, in addition to a schedule;

- **audience strategy & schedule** – overview of the audience strategy for the channel and how the campaign strategy & schedule serves the audience strategy.

- **quotes** – quotes and/or outreach to external partners detailing their involvement and costs.

What if my project or activity changes during the activity I am funded for?

All changes require review and approval from the Screen Australia's Market & Audience Investment Manager. If you are successful in receiving Market & Audience Funding from Screen Australia, your Market & Audience Agreement will outline your obligations.

How do contracting, payment and delivery work?

Successful projects are contracted with a Market & Audience Agreement, and within 7 days of execution of this 95% of the funds are paid on presentation of a valid invoice. The remaining 5% of the funds are paid once Screen Australia accepts the Delivery Materials. Successful projects the Channel Management programs are contracted with a Market & Audience Agreement, and within 7 days of execution of this agreement 100% of the funds are paid on presentation of a valid invoice. Generally, you will be expected to deliver in 12-18 months from the signing of the Market and Audience Agreement.

How is my funding announced?

Successful applications will be contacted by a member of Screen Australia's Communications Team to discuss the announcement. This will most likely take the form of a media release or an announcement in the Screen Australia Newsletter along with multiple other projects or activities. We provide a draft to you for input prior to any announcement. All funding decisions are embargoed until an announcement strategy is confirmed and agreed.

Further questions

If applicants have questions about the Market & Audience Funding programs or

initiatives or accessibility requirements relating to submitting an application contact Screen Australia's Program Operations team at audience.narrativecontent@screenaustralia.gov.au or on 1800 507 901.