



## **APTN PROGRAMMING REQUEST FOR PROPOSALS FOR LICENSING**

**January 18, 2021**

**Webseries for APTN lumi 2020-2021**

**Deadline for submissions: April 19, 2020 by 5 pm PT/CT/ET**

*APTN is sharing our Peoples' journey, celebrating our cultures, inspiring our children and honouring the wisdom of our Elders.*

### **Introduction**

This document constitutes a "Request for Proposals" (RFP) by APTN for licensing. This RFP is limited to:

- We are looking to licence unique creative, edgy, scripted or unscripted Webseries for APTN lumi consisting of three (3) or more webisodes, each of which is no less than six (6) minutes long, with a maximum length of fifteen (15) minutes in length, suitable for a general audience, featuring Indigenous culture in either English, French or Indigenous Language.

### **Submission specifics**

*\*Please see schedules B, C & D for programming general terms & conditions, eligibility and content priorities. Failure to comply with the conditions set out in these schedules will result in automatic rejection of your proposal.*

### **Original webseries for APTN lumi**

**Drama, Children's & Youth, Science Fiction, Horror, Documentary, Variety and Performance Arts**

Request for proposals open: January 18, 2021

Deadline for applications: April 19, 2021 by 5:00 pm **PT/CT/ET**

Decisions to Producers: May 2021

APTN Maximum Licence Fee: **\$50,000**

Total Budget Minimum: **\$50,000**



**What APTN is looking for:**

- An original English, French or Indigenous Language (with English or French subtitles) **Webseries** consisting of three (3) or more webisodes, each of which is no less than six (6) minutes long, with a maximum length of fifteen (15) minutes each.
- Scripted **Webseries** include Drama, Children's & Youth, Science Fiction, Horror, Documentary, Variety and Performance Arts
- Engaging, commercial, audience-driven stories that feature Indigenous culture and people in front of and behind the camera;
- Stories for a general audience and supported by a promotional strategy that effectively targets that audience.

**Please Note:**

- The funding amount is intended as a one-time contribution to the project. APTN will not contribute any additional funds from its commissioning budget or Canada Media Fund Performance Envelope.
- Each Webseries must involve a Promotional Implementation Delivery Strategy. Please see our guidelines for details regarding what promotional materials are needed, and should be included in your budget: [Technical Program Delivery Standards](#)
- Producer must be incorporated.
- Producer must own or otherwise control all rights to the project, including all rights of copyright and intellectual property, and will ensure that the project does not contain any material that violates the laws of Canada (common and statutory) or the codes of the Canadian Association of Broadcasters (including the Equitable Portrayal Code, or the Voluntary Code Regarding Violence in Television Programs). The project will not contain any material that infringes on copyright, trade mark, title, or any other action arising from an allegation that the Producer does not own or control the underlying rights to the project.
- The Webseries must be delivered electronically in HD resolution.
- The **Webseries** must be produced and delivered within six (6) months of securing a fully executed production license agreement with APTN. We are seeking productions that can work during the pandemic without comprising the safety and protocols in place through our various Indigenous communities.
- Projects that have commenced or completed principal photography are ineligible.
- If the project is in an Indigenous language, it must be subtitled in English or French.
- Magazine-style projects are inadmissible.
- Projects or content that are deemed to be in poor taste, offensive or inciting hatred will be rejected.
- Industrial, commercial or promotional projects will be rejected.

### **What to Submit with your Proposal(s)**

*When submitting ensure that components are organized in the following order:*

- 1. Signed [Webseries for APTN lumi RFP 2020-2021 Application Form](#).
- 2. Signed [Proposal Submission Agreement for Producers Form](#).
- 3. Completed **Declaration as to Indigenous Descent Form**.

#### **Individual**

#### **Company**

- 4. Series short synopsis (one paragraph only).
- 5. Series long synopsis (one page maximum).
- 6. Program format, summary, identify the genre, running time, number of episodes, original language of shooting (if original is in an Indigenous language version it should be a complete viewing experience and must include bilingual opening and closing credits, titles, and graphics. Producer must demonstrate that on-screen fonts of the indicated Indigenous language are available - and provide a summary of how the story is structured, how it will be told, its focus, and how it will be treated in its visual and audio presentation).
- 7. Identify your target audience and outline the program's relevance and appeal to APTN's audience.
- 8. Treatment (5 to 15 pages), including, if applicable, episode synopsis, list of shooting locations, list of potential guests, and description of the host/narrator.
- 9. Creative materials (such as storyboards, sketches, photos, DEMO/SIZZLE reel available online via Vimeo or YouTube in support of project, links of Director and/or Producer's previous works).
- 10. Proposed production schedule, including start of principal photography, rough cut delivery, fine cut delivery and master delivery for each episode and target dates for confirmation of funding, completion of production and proposed broadcast.
- 11. Finance Plan (if applicable, provide confirmation of other financing commitments – a second broadcaster is preferred but not required. Provide second window agreement if applicable. Please also include the amount of your financial request to APTN).
- 12. Dated and signed complete budget.
- 13. Cashflow statement. All payments will be payable in 60 days following receipt and approval of deliverables and invoice.
- 14. Description of interim financing.
- 15. Detailed calculation for Federal and Provincial tax credit.



- 16. Corporate information (including past production experience/broadcasting credits). APTN will not consider licencing proposals submitted by individuals or companies that do not have relevant production experience.
- 17. Incorporation documents for all Producer(s), Production Companies and Parent Company(ies), wholly-owned subsidiaries where relevant or other involved corporate entities that have a substantial involvement in the production, as applicable.
- 18. Shareholder register and ownership share.
- 19. List and resumes of key creative personnel/principal crew members
- 20. Complete Chain of Title identifying the following:
  - a) Writer's agreements, option/purchase agreements, transfer of rights agreements and all other agreements demonstrating that the producer(s) holds the rights to the following:
    - o The creative material and concept.
    - o The rights to produce, distribute and exploit the project.
- 21. A detailed and comprehensive training plan for Indigenous personnel clearly outlining the professional and mentorship components as well as the expected outcomes for these individuals.
- 22. Promotional Implementation Delivery Strategy. Please see the APTN Program Delivery Technical Specifications for details regarding what promotional materials are mandatory and optional to factor in your budget. [APTN Technical Standards](#)
- 23. List and resumes of the following working on the Indigenous language version: Translator/Oral, Translator/Written, Participant (if applicable), Indigenous Graphics Creator for Open and Close credits, titles, graphics, Host (if applicable) and Voice over Actor(s) (if applicable).

**PLEASE NOTE: Submissions received after the deadline will not be accepted or considered and incomplete submissions will be automatically declined by APTN.**



### **How to Submit Proposals**

Proposals must be submitted in PDF format via this Dropbox link by **April 19, 2021 by 5:00 pm PT/CT/ET**: <https://www.dropbox.com/request/wFq0Gkuvlzc5G106wgXQ>.

We will not accept submissions sent by courier, mail, e-mail or fax. Submissions received after the deadline will not be accepted or considered and incomplete submissions will be automatically declined by APTN.

### **APTN lumi (Canada wide)**

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## **SCHEDULE A**

### **Background**

#### **ABOUT APTN:**

[APTN](#) launched in 1999 as the first national Indigenous broadcaster in the world, creating a window into the remarkably diverse mosaic of Indigenous Peoples. A respected non-profit, charitable broadcaster and the only one of its kind in North America. *Sharing our stories* of authenticity in English, French and a variety of Indigenous languages, to approximately 11 million Canadian TV subscribers. With over 80% Canadian content, APTN connects with its audience through genuine, inspiring, and engaging entertainment through multiple platforms.

#### **ABOUT APTN lumi:**

APTN lumi launched in 2019 as Canada's first streaming service showcasing First Nations, Inuit and Métis productions by Indigenous storytellers for all Canadians. It is an on- demand streaming service dedicated to providing digital Indigenous content to users across Canada, allowing them to tune in to their favourite shows anytime, anywhere.

### **APTN Mission Statement**

APTN is sharing our Peoples' journey, celebrating our cultures, inspiring our children and honouring the wisdom of our Elders.

### **APTN lumi Programming Mission**

The APTN lumi Programming department commissions and acquires distinctive Indigenous content which reflects our pride and heritage. APTN is committed to enabling Indigenous Peoples to share their stories and convey them to a domestic and international audience.

### **APTN Programming Vision**

APTN strives to be domestically and internationally recognized as the leading source for distinctively Indigenous audio-visual content produced by, for and about Indigenous Peoples.



## **SCHEDULE B**

### **General Terms & Conditions**

Applications are not accepted via fax or email.

Failure to provide all documentation will result in automatic rejection of the proposal. Please note that APTN will not return materials so please retain a copy for your files. APTN is not responsible for damaged materials. Submissions received after the deadline will not be accepted or considered.

A committee of APTN Programming Department members will meet to review complete proposals (outside readers may be engaged to review treatments/scripts for complete applications). This process takes anywhere from 6 to 8 weeks.

APTN is not obliged to select all proposals that are considered and reserves the right to extend the deadline for proposals or add, delete, and/or change the terms of this RFP and issue corrections and amendments to this document. APTN has made every effort to ensure the completeness and accuracy of the information contained in this document. APTN also reserves the right to contact producers to discuss their proposal and to conduct negotiations with a producer.

EXCEPT as provided in the Proposal Submission Agreement, producers who submit proposals will not acquire any legal or equitable rights or privileges whatsoever until a formal licence agreement is signed with APTN.

APTN requests applicants to voluntarily self-identify. APTN requires statistics in these areas for reporting requirements to the Board of Directors and the CRTC. An Indigenous person is defined to include a First Nations, Inuit or Métis person who resides in Canada.

APTN will contact producers whose programs have been selected and, subject to the satisfaction of certain conditions, will extend an invitation to enter into a formal agreement with APTN.

Please note:

- There are no automatic broadcast licences for programs that are currently in development with APTN. Producers must submit a full application.
- APTN requires E&O insurance for all projects. This must be included in the budget (Five (5) years for all genres).
- Program is to otherwise comply with APTN Technical Standards (available to producers at [Technical Program Delivery Standards](#))



## **SCHEDULE C**

### **Content Priorities**

- APTN seeks innovative documentary, children and youth, music, dance and variety, drama, lifestyle, reality, sports, interactive (with digital media content) and talk-show proposals
- We intend to increase programming that originates in Indigenous languages
- We currently broadcast programming in English (56%), French (16%) and Indigenous languages (28%)
- Our program schedule must be 75% Canadian
- Our programming celebrates our rich heritage and shares our unique and diverse stories with all Canadians
- APTN will give a forum to Indigenous artists and producers to exhibit their work, but we will not license more than two series or major productions from one production company within any single broadcast season
- APTN will reflect an appropriate balance among the needs of all Indigenous people including First Nations, Inuit and Métis
- APTN will endeavor to be relevant to all regions of the country
- APTN will broadcast programs in both High Definition and Standard Definition
- APTN seeks proposals that include plans to bring the program to life on the web. A contemporary and competitive web presence that includes unique and innovative digital media technology will be given priority. This includes content-heavy projects that will be able to engage the audience before, during and after the television broadcast.





## **SCHEDULE D**

### **Eligibility and Evaluation of Proposals**

#### *Eligibility Guidelines*

In order for proposals to be eligible for consideration the following conditions must be met:

- 1) Program selection must be of interest to a national Indigenous audience.
- 2) The producer must:
  - a) be an Indigenous Person, if an individual, which is defined to include a First Nations, Métis or Inuit individual who resides in Canada;
  - b) be an Indigenous Production Company, which is defined to include:
    - A sole proprietorship, a limited company, a co-operative, a partnership or a not-for-profit organization in which Indigenous Persons have at least **fifty-one (51%) percent ownership and control; or**
  - c) have submitted a proposal that otherwise qualifies for funding or licensing under the APTN Licensing and Acquisitions Policy.
- 3) The production company must be in compliance, and not in default, with any previous contract(s) with APTN. In the event of a coproduction or new company established between two or more existing companies, all companies must be in compliance with any previous contract(s) with APTN. APTN reserves the right not to review proposals from any company involved in a project that does not meet this requirement.
- 4) APTN will require programs in Indigenous languages to be subtitled in English.
- 5) All projects accessing CMF funding will require an ISAN number.
- 6) The applicant guarantees exclusive distribution for all APTN-branded platforms for three (3) months following the online uploading of web episodes and subsequent non-exclusive distribution rights for the duration of our Term (5 years).
- 7) The APTN logo will be included in the opening title of each webisode.
- 8) Each episode must be Closed Caption or Subtitled, see [\*\*Technical Program Delivery Standards\*\*](#)
  - English or French shows must have Closed Caption
  - Indigenous language shows must be subtitled in French or English
- 9) Closing credit lines will include the APTN signature logo.
- 10) APTN retains right of first refusal for the potential sale of the television licence for broadcast of the episodes.



## Evaluation Criteria

### **Notes:**

Among various criteria, proposals are rated upon (but not limited to) the following conditions:

- Canadian source (please note that for any licensed program APTN will require a [CRTC Certificate of Canadian Program Certification](#) (no CAVCO) for all programs over 5 minutes in duration)
- Creative content including originality, production value, track record of creative team
- Level of Indigenous participation
  - Executive Producer, Producer, Director, Principal Writer
  - Crew
  - Talent
- Indigenous mentorship/training commitments
- Number and value of licenses previously granted
- Shelf life
- Production schedule (target availability for broadcast)
- Primary and Secondary Audience
  - National
  - Regional

Proposals are evaluated on many criteria, including the vision of the APTN; our desire to attract and engage our audience; the terms of our license with the CRTC; the finite financial resources of the network; the quality of the proposal; and the credentials of the production team.

APTN receives more than 250 television proposals, as well as a similar number of Digital Media project proposals each year and is only able to proceed with a small number of these. A rejection of your proposal is not always a creative judgment on your work but merely a reflection of how much we can commit to at any given time.