



# Video

## Component Guidelines

### 2018-2019

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### Eligible Artists

1. To qualify for the Video Component in all Programs, the Artist must:
  - Be Canadian
  - Not be signed under an exclusive artist recording agreement to a non-Canadian label for Canada, nor may the sound recording for the proposed video be directly licensed to a non-Canadian label for Canada

### Funding Limits

2. Video Component funding is a maximum of \$20,000 per Qualifying Album per FACTOR fiscal year, across all Programs.
3. FACTOR funding under the Video Component for all Programs is up to 75% of the Total Eligible Budget.
4. The Artist 2 and Artist 3 limits of \$5000/\$20,000 apply only when the funding is being sought in the [Video Program](#). Those limits do not apply when the funding is requested in a Video component of any full-length sound recording or marketing program.

### Eligible Videos

5. Video Component funding is intended to support the production of high-quality music videos that support sound recordings by Canadian Artists. Lyric Videos are not eligible in the Video Component for any Program. However, they are eligible in the [Marketing Component](#).
6. Please submit one Component per proposed video.
7. Applicants who are approved for the \$20,000 Component stream of the Video Program (see [Video Program Guidelines](#)) must produce at least one video of television broadcast quality, per broadcast standards.
8. In all Programs, the Applicant must be the party that controls and has Commercially Released/or will Commercially Release the related sound recording in Canada. When a Record Label is the Applicant, it is expected to retain control of the title in Canada for a minimum of 5 years from the Release Date.
9. The video production must have TWO of the following elements:
  - a. A Canadian video director
  - b. A Canadian-owned video production company
  - c. A video production company located in Canada (which may be not Canadian-owned)

10. Applicants must submit a production plan and video treatment that outlines the creative direction of the video, including notes on script, action, “look and feel”, and so on.
11. FACTOR must be acknowledged in the end credits, on all digital and physical copies of the video, and/or wherever production credits for the track may be listed, even if the video is being licensed, co-produced, shared or released outside of Canada by a third party. Please review the [Logo and Acknowledgment Guide](#) for specific instructions. FACTOR will require that videos uploaded for public viewing without proper logo and acknowledgment be taken down and revised. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.
12. The funded video must be released for public viewing no later than six months after completion. A later release may be allowed with FACTOR’s express consent.
13. As a condition of funding, FACTOR reserves the right to use all or a portion of the funded video(s) for FACTOR’s own promotional purposes.

## Eligible Costs - Video

14. The Eligible Costs in this section are specific to the Video Component. Please also review [Eligible Costs – General Terms](#) as well as the Eligible Costs – This Program in the [Program Guidelines](#) for the Program under which you are applying. Applicants are strongly advised to read and understand these sections, and to contact FACTOR prior to submitting an Application to ensure eligibility of the proposed costs.
15. Funding under the FACTOR Video Program must be used to pay for the cost of producing a music video; for example, hiring a producer, production company, production personnel and talent, storyboarding, renting equipment and facilities, editing and creating video masters.
16. Applicants must submit a detailed budget on Application. FACTOR will only recognize the costs which it deems Eligible Costs in the budget. FACTOR will remove ineligible costs from the budget, and the FACTOR contribution may be reduced accordingly. Please consult the [Business Policies: Eligible Costs – General Terms](#) for general information. If you have any questions about the eligibility of a particular cost, please contact FACTOR in advance.
17. To be recognized as Eligible Costs, all talent and crew members including the producer and director must be Canadian citizens or Permanent Residents of Canada, except by special permission of FACTOR.
18. Generally, costs must be paid to Canadian companies located in Canada or paid to Canadian citizens/permanent residents for work performed within Canada. However, if the production is taking place outside of Canada, FACTOR may allow, on a case-by-case basis, costs related to Canadian personnel traveling to work on the video production in a non-Canadian location, such as airfare, hotels, salaries and per diems. If you intend to request non-Canadian costs in your application Budget, you are encouraged to either discuss it with FACTOR in advance, or provide a thorough explanation in your application.
19. If a production company is used and charges an “all-inclusive” fee, a copy of their itemized cost breakdown (“top sheet”) listing all in-house and sub-contractors costs is required when turning in your completion to FACTOR. FACTOR reserves the right to audit any of the costs included in that all-inclusive fee, and to reject any costs it deems ineligible. It is advisable to inform the production company of this rule ahead of time, so that proper documentation can be provided when requested by FACTOR.
20. Generally, and unless otherwise explicitly allowed by FACTOR, In-house and/or Related Party Transactions are capped at a maximum of 25% of the total Eligible Costs. This rule also applies to any third-party production company or producer you engage to produce the video(s). Please see [Business Policies: Eligible Costs – General Terms](#) for additional details regarding In-House and Related Party costs.

21. Ineligible costs for Video include:
  - a. Non-Canadian producer fees and related costs
  - b. Non-Canadian production costs such as equipment rentals, facilities fees, and costs related to non-Canadian talent unless pre-approved by FACTOR
  - c. All In-Kind and Donated Services
  
22. Administration Fees for the Video Component will be calculated for all Programs as follows: 15% of total Eligible Costs to a maximum of \$1,500.

## Component Completion

Please review the [Completion Guide](#) for detailed instructions.

23. For every component of the project, Applicants must compile and organize all invoices, receipts and Proofs of Payment, then enter the amounts being claimed into the FACTOR Cost Report which can be downloaded from the Budget page of the Completion. Applicants must then upload the Cost Report and all related expense documentation, then complete and submit all other sections of the online Completion (including Budget, Results, Component Information, Public Funding).
  
24. In addition to the Program completion requirements, to complete the Video Component the Applicant must:
  - a. Complete the online Completion: Goals (Results), Component Information, Public Funding, and Budget. Budget detail applies even if the video(s) were produced by a third-party production house or producer working under an “all-in” invoice. In the event that the Component or Application is audited by FACTOR or by FACTOR’s independent auditor, the Applicant will be expected to provide each and every receipt, invoice, and Proof of Payment; therefore, Applicants are urged to make sure this documentation is passed on to them from their producer or production house.
  - b. Submit a permanent link to streaming copy of the video(s) (e.g. YouTube, Vimeo, artist’s website), provided that the production credit roll must be visible. FACTOR must be acknowledged in the end credits, on all physical copies of the video, and/or wherever production credits for the track may be listed. Please see [Business Policies: Logo and Acknowledgment](#).
  - c. Submit a [Supplier’s Declaration and Undertaking](#) signed by each Video Producer.
  - d. Submit [Letters of Direction to Pay](#) (maximum three per Project). These Letters are voluntary on the part of the Applicant, who may prefer to have FACTOR pay certain suppliers directly.