



## Video Component Guidelines 2024-2025

### Eligible Artists

1. To qualify for the Video component in all programs, the artist must:
  - Be Canadian; and
  - 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. The funding limits for the Video component are as follows:
  - Artist 2 and General\*: \$20,000 per FACTOR fiscal year, across all programs; and
  - Artist 3: \$30,000 per FACTOR fiscal year, across all programs.

\*Note: The Video component is only available to General artists through Juried Sound Recording programs.

3. FACTOR funding under the Video component for all programs is up to 50% of the total eligible budget.

### Eligible Videos

4. The Video component funds the production of high-quality music videos and visual content that supports sound recordings by Canadian artists. Examples of eligible materials and activities include:
  - a. Traditional music videos (i.e. for a single track from a qualifying album)
  - b. Promotional videos
    - i. Documentary or “behind-the-scenes” vignettes
    - ii. Album or tour trailers
    - iii. Electronic Press Kits
    - iv. Other promotional video media intended for online distribution
  - c. Pre-recorded live performance videos
  - d. Lyric videos
  - e. Visual albums (i.e. a single, self-contained video that incorporates two or more tracks from a qualifying album)
  - f. Interactive videos
  - g. Live streaming of performances or other marketing activities
5. The company or individual engaged to create the video content produced within this component must be Canadian. Exceptions may be made for non-Canadian companies that are working within Canada. These cases must be discussed with FACTOR prior to applying.
6. Applicants must submit a production plan and video treatment that outlines the creative direction of the video content, including notes on script, action, and “look and feel”, where applicable. If the video treatment provided upon application does not comply with FACTOR’s policies regarding Offensive Material the application will be rejected.
7. FACTOR must be recognized in the end credits, including the FACTOR logo, acknowledgments, and the Canada wordmark. This includes all digital and physical copies of the video wherever production credits for the track may be listed, even if the video content is being licensed, co-produced, shared, or released outside of Canada by a third party. Read the [Logo and Acknowledgment Guide](#) for the proper formatting as this may affect your funding.
8. The funded video must be commercially released no later than three months after Completion.

9. 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

10. Funding in a Video component must be used to pay for the cost of producing video-based marketing materials, such as hiring a producer, videographer, video editor, production personnel and talent, rental equipment and facilities, and post-production.
11. Applicants must submit a detailed budget on application. FACTOR will remove ineligible costs from the budget, and the FACTOR contribution may be reduced accordingly. Consult the [Business Policies: Eligible Costs – General Terms](#). If you have any questions about the eligibility of a particular cost, please contact FACTOR in advance.
12. 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 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 must discuss it with FACTOR in advance and provide a thorough explanation in your application if approved by your Project Coordinator.
13. 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 submitting 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.
14. In-house and related party transactions are subject to FACTOR approval and capped at a maximum of 25% of the total eligible costs.
15. **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;
  - d. Artist member performance fees; and
  - e. Grant writing, grant administration, and grant management services.

## Component Completion

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

16. 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 upload the Cost Report and all related expense documentation, then complete and submit all other sections of the Completion (including Budget, Results, Component Information, and Public Funding).
17. Once submitted to FACTOR, the Completion will be deemed by FACTOR to be the recipient's true, accurate, and final accounting, and may not be unsubmitted, amended, or deleted.
18. In addition to the program Completion requirements, to complete the Video component the Applicant must:
  - a. Submit a permanent link to streaming copy of the video(s) (e.g. YouTube, Vimeo, artist's website); and
  - b. Submit a [Supplier's Declaration and Under taking](#) signed by each video producer.