

**APTN PROGRAMMING  
REQUEST FOR PROPOSALS FOR LICENSING**



**November 7<sup>th</sup>, 2022**

**English Digital Originals for APTN lumi and APTN 2022-23 Season**

**Deadline for submissions: January 6<sup>th</sup>, 2023 by 5PM PT/CT/ET**

**CONTENTS**

**About Digital Originals**

**RFP Submission Specifics**

**Critical Dates**

**License Fee information**

**Eligibility**

**Other Requirements**

**Evaluation Criteria**

**Proposal Submission Components**

**How to Submit Proposal**

## **About Digital Originals**

Digital Originals for APTN lumi and APTN are short form webseries programs in either scripted or unscripted formats in a variety of genres. The audiences we are serving with this content are expectant of new and transformative storytelling that reflects who they are past, present and future. This is a unique opportunity for storytellers to dig into a unique, creative and even edgy scripted or unscripted short-form series.

These titles may appear on any platform that includes APTN lumi and/or APTN TV. In either case, our programming choices are committed to share a wide range of stories and ideas that represent the diverse perspectives and experiences of our communities. We encourage you to visit our streaming platform [www.aptnlumi.ca](http://www.aptnlumi.ca) or our information site [www.watchaptnlumi.ca](http://www.watchaptnlumi.ca) to learn more about our content that airs on APTN lumi and APTN.

Recent Digital Original projects include:

[Querencia](#)

[Shadow of the Rougarou](#)

## **RFP Submission Specifics**

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

### **License for Digital Original**

- a unique, creative, edgy scripted or unscripted short-form series (webseries) for APTN and APTN lumi that consists of six (6) episodes, each of which is no less than ten (10) minutes long in English and/or Indigenous Language.
- Programs should be audience driven and attract and engage APTN and APTN lumi digital audiences.
- Programs will air on APTN lumi and will require a repackaged format that allows the content to air on APTN TV.
- Program should be focused on telling an Indigenous story in a unique and compelling way in one of the following Genres:
  - Drama, Comedy, Science Fiction, Docuseries, Horror
- Stories will feature Indigenous culture and people in front of and behind the camera.
- Programs to be supported by a promotional strategy that effectively targets the audience.

### **Critical dates**

Request for Proposals Open	November 7 <sup>th</sup> 2022
Deadline for Applications	January 6 <sup>th</sup> 2023 by 5:00PM PT/CT/ET
Decisions to Producers	February 10 <sup>th</sup> , 2023

**Delivery expectation: The program must be produced and delivered within six (6) months of securing a fully executed production license agreement with APTN.**

## **License Fee information**

APTN Maximum license fee: \$50,000

Total Budget Minimum: \$75,000 for unscripted and \$100,000 for scripted fiction

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 (CMF) Performance Envelope.

## **Eligibility**

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) APTN can issue a commitment to either an Individual or a Company. The producer must:
  - a) If an Individual, **be an Indigenous person**, which is defined to include First Nations, Metis or Inuit individual who resides in Canada; **or**
  - b) If a Company, **be an Indigenous Production Company**, which is defined as an incorporated Canadian production company that is owned no less than fifty-one percent (51%) by one or more Indigenous persons.
- 3) Incorporation will be required for financing. A producer applying as an Individual should be aware that they may be required, by APTN or other funders such as CMF, to incorporate once full financing is obtained.
- 4) 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.
- 5) The production company must be in compliance, and not in default with any previous contract(s) with APTN. In the event of a co-production 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.
- 6) Projects that have commenced or completed principal photography are ineligible.
- 7) Magazine-style projects are inadmissible
- 8) Projects or content that are deemed to be poor taste, offensive or inciting hatred will be rejected.
- 9) Industrial, commercial or promotional projects will be rejected.

## **Other Requirements**

- Canadian source: APTN will require a CRTC Certificate of Canadian Program Certification no CAVCO for any licensed programs over 5 minutes in duration.
- Closed Captioning and Described Video will be required for each episode as per our [Technical Program Delivery Standards](#).

- The applicant guarantees World premiere right and exclusive distribution for all APTN platforms for twelve (12) months following the launch or premiere of the first episode and subsequent non-exclusive distribution rights for the duration of our Term (5 years).
- An APTN lumi head credit (“**APTN lumi Original**”) will be provided by APTN to be included at the beginning of each episode. Duration: 2 seconds.
- Closing credit lines will include the APTN animated logo
- APTN will require programs in Indigenous languages to be subtitled in English
- Each program 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](#)
- The program must be delivered electronically in an appropriate format and resolution (ie. HD) as defined in our [Technical Program Delivery Standards](#)
- APTN retains the right of first refusal for the potential sale of the license for tv or online broadcast of the episodes.
- All productions are to be executed without compromising the safety and protocols in place throughout our various Indigenous communities.

### **Evaluation Criteria**

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

- Level of Indigenous participation across all lines of production is of vital importance and is key to ensuring authenticity.
  - Executive producer, Producer, Director, Principal Writer
  - Crew
  - Talent
- Creativity of the content: Originality, production value and uniqueness
- Audience driven: how much has the story considered the desire for our audiences to see themselves. Does the story feed an existing audience’s taste?
- Indigenous mentorship and training: We want to see emerging Indigenous talent across all key creative positions mentored and trained by our seasoned Indigenous production community.
- Shelf life: programs that lose relevancy in a short period of time are not desirable.
- Production schedule: our expectation on these short form series is a shorter turnaround.
- Budget: this proposal sets out a number of parameters and considerations for budget (ie. Minimum budget, maximum contribution, promotional requirements and closed captioning).
- Quality of the proposal submitted, fully completed submission components requested and proposal submission delivered via directions below.

Aside from these items, APTN distributes a finite set of financial and human resources across many RFPs conducted throughout the year. Our teams work diligently in the interest of optimizing these resources across a vast number of projects in the pursuit of content that attracts and engages our APTN and APTN lumi audiences.

If a proposal is rejected, it can merely be a reflection of how much our network has to commit at any given time.

## **Proposal Submission components:**

### **What to Submit with your Proposal(s) - Checklist of Attached Materials for Production**

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

- 1) **Signed English Digital Originals for APTN and APTN lumi 2022-23 Application Form**
- 2) Signed [Proposal Submission Agreement for Producers Form.](#)
- 3) Completed **Declaration as to Indigenous Descent Form.**
  - a. [Individual](#)
  - b. [Company](#)
- 4) Pitch deck including (but not limited to):
  - a. Program format
  - b. Short and long synopsis
  - c. Key details: genre, running time, number of episodes, original language of shooting
  - d. An overview 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. An understanding of what drives the team to tell this story, and how they are connected to it.
  - e. Treatment (5 to 15 pages), including, as applicable, episode synopses, shooting locations, list of potential guests, and description of the host/narrator.
- 5) 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)
- 6) Identify your target audience and outline the program's relevance and appeal to APTN and APTN lumi's audience, highlight how your project achieves some of our objectives to: entertain, inform/educate, celebrate/revitalize culture, and inspire action.
- 7) 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.
- 8) Finance Plan If confirmed sources are in place, include letters confirming financial commitments.
- 9) Dated and signed complete budget.
- 10) Cashflow statement. All payments will be payable in 60 days following receipt and approval of deliverables and invoice.
- 11) Description of interim financing.
- 12) Detailed calculation for Federal and Provincial tax credit.
- 13) 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.
- 14) 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.
- 15) Shareholder register and ownership share.
- 16) List and resumes of key creative personnel/principal crew members
- 17) 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:
  - i. The creative material and concept.
  - ii. The rights to produce, distribute and exploit the project.
- 18) 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 Program Delivery Standards](#)
- 19) 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).

### **Where to Submit Proposals**

**Proposals must be submitted by the deadline: January 6<sup>th</sup>, 2023 at 5:00PM PT/CT/ET**

Proposals must be submitted in PDF format via the producer's Dropbox (or other online server APTN can access for secure download.) 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)**

Karine Tremblay, Manager of OTT Programming  
1819 René-Lévesque W., Suite 300  
Montréal, QC H3H 2P5  
Mobile : 438-346-0865  
[ktremblay@aptn.ca](mailto:ktremblay@aptn.ca)

**ENGLISH DIGITAL ORIGINALS**  
**for APTN lumi and APTN 2022-23**

**APPLICATION FORM**

Submission Date: \_\_\_\_\_

Program Title: \_\_\_\_\_

Applicant Production Company Name: \_\_\_\_\_

**Genre:**

- Drama
- Comedy
- Science Fiction
- Docuseries
- Horror

**Target Audience:**

- Children (6 – 12 years)
- Teenagers (13 – 17 years)
- Primary (18 – 34 years)
- Secondary (35+ years)

Primary ways the show serves our audiences (choose two):

- Entertain
- Inform/Educate
- Inspire Action
- Celebrate/Revitalize Culture

Length Per Episode (Minimum length 10 minutes) : \_\_\_\_\_

Total Web Series Episodes (Minimum 6 episodes) : \_\_\_\_\_

Short Synopsis: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Original Language (select one):**

Indigenous  
Please specify: \_\_\_\_\_  
Dialect:  
(if applicable)  
Please specify: \_\_\_\_\_  
English

**Versioning (select any that are applicable):**

Indigenous  
Please specify: \_\_\_\_\_  
Dialect:  
(if applicable)  
Please specify: \_\_\_\_\_  
English

Closed Captioning is required and must be included in the budget.

Is closed captioning accounted for?     No             Yes

Descriptive video is required and must be included in the budget.

Is descriptive video accounted for?     No             Yes

**Applicant Information:**

Legal Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Website: \_\_\_\_\_

Indigenous Partner/Owner: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Non-Indigenous Partner/Owner (if applicable): \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_



**Indigenous Declaration:**

APTN requires applicants to specify the Indigenous group to which they belong\*

Please indicate which percentage of the Applicant Production Company is Indigenous-owned:

Name of Shareholder	Percentage of ownership	Inuit	First Nations	Métis	Non-Indigenous
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total</b>					

*\* Where the applicant is an individual, an Indigenous individual is defined to include a First Nations, Métis or Inuit individual who resides in Canada. Where the applicant is a production company, an Indigenous production company is defined as a sole proprietorship, a limited company, a co-operative, a partnership or a not-for-profit organization in which Indigenous persons have at least 51% ownership and effective control; or a joint venture consisting of two or more Indigenous businesses or an Indigenous business and a non-Indigenous business, provided that the Indigenous business(es) has at least 51% Indigenous ownership and effective control of the joint venture. APTN requires statistics in these areas for reporting requirements to the Board of Directors. Consistent with our founding objectives, APTN gives preferential treatment to Indigenous individuals and production companies in the selection of production proposals.*

**Please list key creative and Indigenous descent:**

Title	Name(s)	Gender F/M/X	Inuit	First Nations	Métis	Non-Indigenous
Executive Producer			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Producer			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Associate Producer			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writer			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Host/Actor			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director of Photography			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Editor			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Composer			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are 40% or more of the key creative roles held by women? Yes or No \_\_\_\_\_

What aspects of APTN's Programming Mandates are reflected in the proposal?

- Indigenous Context
- Indigenous Director
- Indigenous Producer
- Indigenous Talent
- Other (please specify) \_\_\_\_\_

**INDIGENOUS LANGUAGE VERSION:**

Please list key creative and Indigenous descent: (See "What to submit with your proposal" #19 for reference)

Title	Name(s)	Inuit	First Nations	Métis	Non-Indigenous
Translator/Oral		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Translator/Written		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participant (If Applicable)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indigenous Graphics Creator		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Host (If Applicable)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voice Over Actors (If Applicable)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voice Over Actors (If Applicable)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voice Over Actors (If Applicable)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voice Over Actors (If Applicable)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voice Over Actors (If Applicable)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: please specify:		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Indigenous Training Plan:**

Does your project have an Indigenous Training Plan:  Yes  No

If so, please list the positions and names (if possible) of Indigenous Trainee(s) and Mentor(s):

Title	Name(s)	Trainee or Mentor T/M	Gender F/M/X	Inuit	First Nations	Métis
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please list budget items attributable to Indigenous Trainees, Mentors and include number of days budgeted:

Budget Code	Description	Number of Days	Rate	Total Amount
<b>Total Training Budget</b>				

**Finance Structure**

Please indicate if financing is committed or pending:

Financing source	Dollar amount expected	Percentage of total budget	Confirmed or pending?
APTN licence			
Other Broadcaster License Please Specify: _____			
Federal Tax Credits			
Provincial Tax Credits			
Other Sources Please Specify: _____			
Other Sources Please Specify: _____			
Other Sources Please Specify: _____			
<b>Total budget amount</b>			

**Declaration of Related-Party Transactions**

During the production titled \_\_\_\_\_, will the production company \_\_\_\_\_ perform any transactions (including fees, salary, rental of goods or services, administration fees or miscellaneous expenses) with the following companies and/or individuals?

<b>Type of Related Parties</b>	<b>YES</b>	<b>NO</b>
Parent company	<input type="checkbox"/>	<input type="checkbox"/>
Subsidiary	<input type="checkbox"/>	<input type="checkbox"/>
Companies under common control	<input type="checkbox"/>	<input type="checkbox"/>
Shareholders of parent company	<input type="checkbox"/>	<input type="checkbox"/>
Shareholders of subsidiary	<input type="checkbox"/>	<input type="checkbox"/>
Members of immediate family (husband, wife and children)	<input type="checkbox"/>	<input type="checkbox"/>
Management and/or employees of parent company	<input type="checkbox"/>	<input type="checkbox"/>
Management and/or employees of subsidiary	<input type="checkbox"/>	<input type="checkbox"/>

If you answered yes to one of the questions above, then please complete the table hereunder:

<b>Name of the Related Company of Individual</b>	<b>Type of Relation</b>	<b>Budget Code</b>	<b>Description</b>	<b>Amount</b>
<b>Total</b>				

**Definitions**

Related parties exist when one party has the ability to exercise, directly or indirectly, control, joint control or significant influence over the other. Two or more parties are related when they are subject to common control, joint or common significant influence. Related parties also include management and immediate family members.

A related party transaction is a transfer of economic resources or obligations between related parties, or the provision of services by one party to a related party, regardless of whether any consideration is exchanged. The parties to the transaction are related prior to the transaction. When the relationship arises as a result of the transaction, the transaction is not one between related parties.

Control of an enterprise is the continuing power to determine its strategic operating, investing and financing policies without the cooperation of others.

Significant influence over an enterprise is the ability to affect the strategic operating, investing and financing policies of the enterprise.

I certify that English Digital Originals for APTN lumi and APTN 2022-23 Application Form and deliverables listed in the checklist are complete and all the information provided is truthful and accurate and that no material fact has been omitted. By signing below, I also certify that I have read and will abide by [ON-SCREEN PROTOCOLS & PATHWAYS](#)

---

Signature:

---

Name:

---

Date: