# [IE] Broadcasting Authority and the Canada Media Fund announce co-development incentive for audiovisual projects

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On 20 April 2016 the Broadcasting Authority of Ireland (BAI) and the Canada Media Fund (CMF) announced a new funding incentive for the development of audiovisual projects. The CMF fosters, promotes, develops and finances the production of Canadian content and relevant applications for all audiovisual media platforms. Under this new incentive a total of EUR 150,000 is being made available to assist Irish and Canadian producers to "develop co-productions on Irish and Canadian television services". The BAI and the CMF contributed an equal share in the total funding of the development incentive.

Awards made under the Canada-Ireland co-development incentive will be "allocated through an open application process to projects that fulfil the relevant criteria." It is expected that the guidelines, application documents and deadline for submissions will be announced in mid-May. "A selection committee of BAI and CMF representatives will assess and select the winning projects." The BAI's Chief Executive, Michael O'Keeffe, in expressing his delight to partner the CMF on the initiative, stated, "In an increasingly competitive media environment, Irish producers must focus on the potential offered by international partnerships".

The CMF President and CEO, Valerie Creighton, said that "Through the many successes of Canada-Ireland co-productions, whether it be feature film projects or very successful television productions... both countries have demonstrated their commitment to expanding our relationships while continuing to develop high-quality content." The new funding incentive aims to combine resources and talent within the context of a fast-evolving media landscape and to ensure the long-term viability of Canada and Ireland's content industries. One of its objectives is to permit producers in both countries to develop compelling projects that appeal not only to Canadian and Irish audiences, but that also captivate viewers beyond their borders.

The incentive is made under Section 5.6 of the "Sound & Vision III" broadcasting funding scheme, which was approved by the communications minister under Section 154 of the Broadcasting Act 2009 (see IRIS 2015-4/13).

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***Broadcasting Authority of Ireland, "BAI and CMF Announce €150k Development Incentive for new Audio Visual Projects", 4 April 2016***

http://www.bai.ie/en/bai-and-cmf-announce-e150k-development-incentive-for-new-audio-visual-projects/

***Canada Media Fund, International Coproduction and Codevelopment Incentives - experimental***

http://www.cmf-fmc.ca/funding-programs/experimental-stream/international-coproduction-and-codevelopment-incentives-experimental/1/#producer-list

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