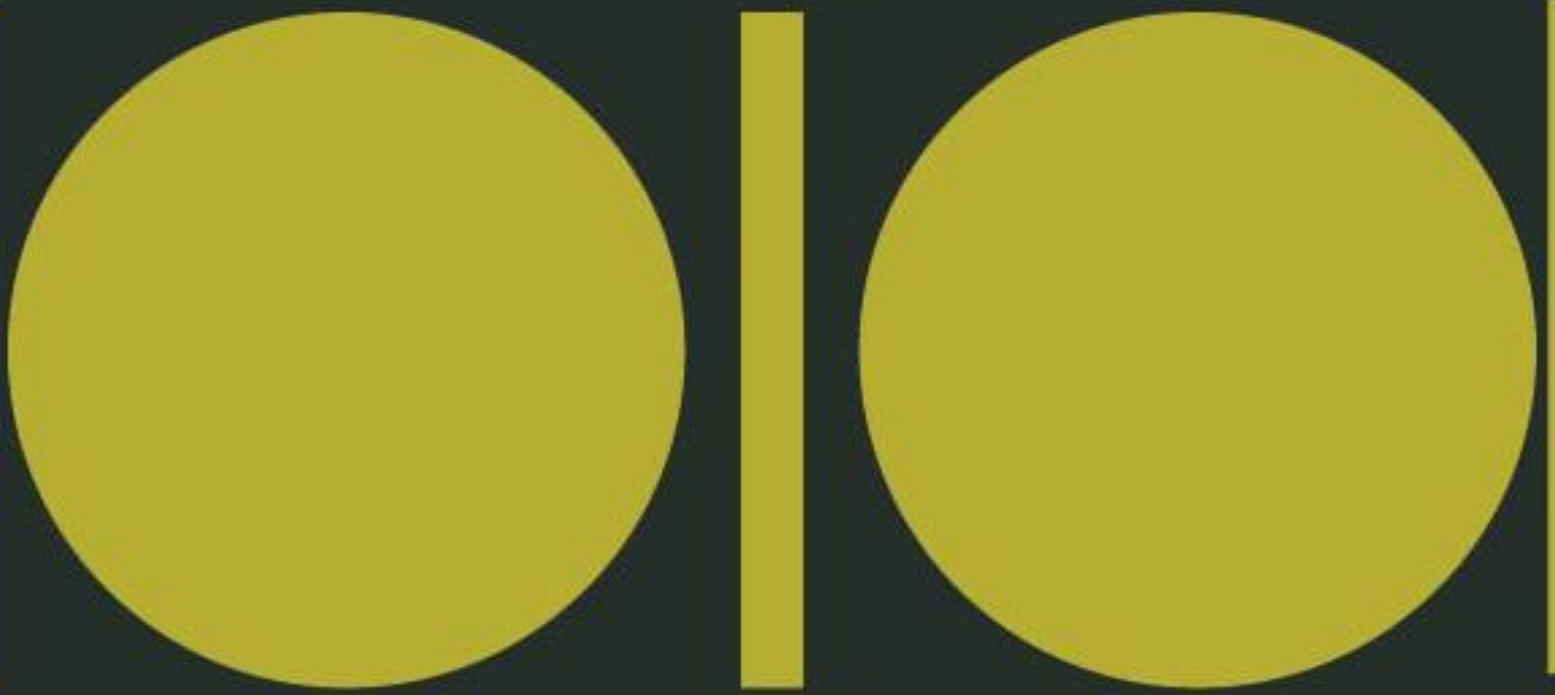


Coimisiún
na Meán



Sound and Vision 4

Guide For Applicants - TV

Round 51

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1. Introduction.

Coimisiún na Meán is Ireland's new commission for regulating broadcasters and online media, and supporting media development. The Broadcasting Authority of Ireland's staff and responsibilities have been transferred to Coimisiún na Meán including the operation of the Sound & Vision Broadcasting Funding Scheme.

The Sound & Vision 4 Scheme is primarily financed from the Broadcast Fund which comprises 7% of the annual net receipts from television licence fees. Round 51 of the Scheme will have a provisional operational budget of €6.9m. €1.5m of this funding is exchequer funding secured by Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media, Ms. Catherine Martin and will be used to fund projects that support greater gender, equality, diversity, and inclusion with a particular focus on new Irish communities and voices. **All applications to Round 51 must be submitted via www.cnamonline.ie before noon, Thursday 14th December 2023.**

All TV programming applicants should read this Guide for Applicants ("Guide") before completing an official application form and submitting it on www.cnamonline.ie. The official TV application form can be downloaded [here](#). Applicants are responsible for ensuring that they are using the current version of the Guide and application form.

The purpose of this document ("the Guide") is to provide applicants and potential applicants to Sound & Vision 4 ("the Scheme") guidance on what the Scheme can fund; who can apply for funding; and, how to apply for funding. It also provides information on the assessment process, notification of funding decisions and the next steps for successful applicants.

The objectives of Sound and Vision 4 ("the Scheme")¹ are to:

- Develop high quality programmes based on Irish culture, heritage, and experience,
- Develop these programmes in the Irish language,
- Increase the availability of programmes referred to above to audiences in the State,
- Represent the diversity of Irish culture and heritage,
- Record oral Irish heritage and aspects of Irish heritage which are disappearing, under threat, or have not been previously recorded, and
- Develop local and community broadcasting.

To achieve these objectives, the Scheme offers grant funding to new television and radio programmes which deal with the themes of:

- Irish culture, heritage, and experience,
- Improving adult or media literacy,
- Raising public awareness and understanding of global issues impacting on the State and countries other than the State; and/or,
- Any of the above in the Irish language.

¹ For more information on the objectives, scope, and funding of the Sound & Vision 4 Scheme, please read the Scheme Document [here](#).

2. Procedures for making an application.

2.1 Submitting an Application: All applications must be made via Coimisiún na Meán's online application website, www.cnamonline.ie. Completed applications must be submitted via www.cnamonline.ie by 12 noon on the closing date for each funding round unless otherwise stated. The closing times and dates are published [here](#). Applications can only be submitted when a funding Round is open. Each funding Round will be open for a minimum of four weeks prior to the published closing date. Incomplete applications will be disqualified. Coimisiún na Meán's decision in this regard will be final.

2.2 Registration: Anyone who wants to apply to the Scheme must be registered as an Applicant on www.cnamonline.ie. **Prospective applicants must request registration no less than 2 working days before a funding Round closes.**

The entity that will contract with Coimisiún na Meán in the event the proposal is offered funding must **also** be registered as a **Contractor** on www.cnamonline.ie. **Prospective Contractors must request registration no less than 2 working days before a funding Round closes.**

Go to www.cnamonline.ie to find out how to register and to reference the list of registered contractors. Refer to S&V FAQs on www.cnamonline.ie if you are unsure how to submit an application or contact Coimisiún na Meán at info@cnam.ie for information.

2.3 Application checklist: In order to be in a position to make an application for funding, you should be able to answer 'yes' to the following questions:

1	I have registered with www.cnamonline.ie .	Y/N
2	I have checked the Contractor for my programme is also registered with www.cnamonline.ie and that entity is entered as "Contractor" on my application on www.cnamonline.ie .	Y/N
3	I have read the S&V4 Scheme; the current S&V4 Guide for Applicants (Round 51).	Y/N
4	I will complete the application form template and save it as one PDF prior to uploading this document to www.cnamonline.ie . All third-party confirmations are included within the application and all information in the application is legible. With the exception of animation artwork and showreels, all documentation provided in the application PDF is incorporated in the PDF attachment. Links to documentation held externally to the PDF application document have not been included. Any material considered confidential is saved in an appendix as one PDF and the rationale for seeking confidentiality is clearly set out and uploaded to www.cnamonline.ie . I understand the only material submitted as a separate PDF to the application PDF should be documentation that is confidential.	Y/N
5	I will check the application document for computer viruses before it is uploaded to www.cnamonline.ie .	Y/N
6	I have completed all mandatory fields on the online part of the application form on www.cnamonline.ie .	Y/N
7	My proposed project is ready to go into production.	Y/N
8	Production of my proposed project has not commenced.	Y/N
9	My proposed project is new.	Y/N
10	My proposed project is not a news and current affairs programme.	Y/N
11	My request for funding from Coimisiún na Meán does not exceed €500k .	
12	The majority of the other Finance required to produce this project per section 4.6 of this Guide , is demonstrated as secured in my application.	Y/N
13	An eligible broadcaster has provided a recently dated letter of commitment with this proposal. If no, my project is an animation project requesting less than 50% of funding from Coimisiún na Meán.	Y/N
14	Any personal information included with the application is necessary.	Y/N
<i>The answer to all the above questions should be 'yes'. When you are satisfied 1 – 14 are complete, you are ready to submit your application via www.cnamonline.ie</i>		

2.4 Verification of information: All information submitted as part of an application for funding must be true and correct.

2.5 Closing Date: The application and any relevant attachments must be submitted via www.cnamonline.ie by **12 noon on Thursday, 14th December 2023**.

2.6 Confidential Material: Information which an applicant considers to be confidential should be uploaded as a separate attachment to the application on the www.cnamonline.ie application record submitted. Coimisiún na Meán will ensure that such information is appropriately handled including on completion of the particular application process. Documentation should not be linked externally.

2.7 Freedom of Information: Coimisiún na Meán undertakes to use its best endeavours to hold confidential any material provided in response to this process, subject to Coimisiún na Meán's obligations under law, including the Freedom of Information Act 2014 ("FOI Act"). Applicants and Contractors are asked to consider if any of the information supplied to Coimisiún na Meán in an application or during subsequent contracting should **not** be disclosed because of its information content, to identify same and to specify reasons for its sensitivity. Coimisiún na Meán will consult with applicants about confidential, personal, or commercially sensitive information before deciding on any request received under the FOI Act. Such information may be released in response to an FOI request if information is not deemed to be commercially sensitive.

2.8 Data Protection: In order to operate this funding round effectively, we will require information about the applicant and detailed information on the proposed content. This data and documentation will include personal information such as job titles, salaries, and e-mail addresses.

Coimisiún na Meán shall comply with its obligations under the General Data Protection Regulation Directive, the Data Protection Act 2018 and any other applicable data privacy laws and regulations when handling and processing any such personal information submitted to this funding initiative.

The information submitted in an application, including any personal information, will be used to process the application and to consult with the applicant. Any personal information submitted (excluding the Contractor's contact details used for the purposes of Cnamonline.ie) will only be retained if the application is successful. Such information would be required for the funding contract and subsequent measuring of the performance of the grant and the associated outcomes. The information may also be used for the purpose of reviewing Sound & Vision 4 and by external researchers. In such instances all personal information would be anonymised.

Coimisiún na Meán is obligated and committed to protecting all personal data submitted in response to a call for applications to this funding round. Coimisiún na Meán has an appointed Data Protection Officer who is registered with the Data Protection Commission. You can find out more on how Coimisiún na Meán processes personal information [here](#) and terms and conditions [here](#).

2.9 Conflicts of Interest: Coimisiún na Meán must comply with the Ethics in Public Office Act (1995) and the Standards in Public Office Act (2001). In this regard, if, as an applicant, you become aware of circumstances which might give rise to a conflict of interest in the context of your application, you must promptly bring such circumstances to the attention of Coimisiún na Meán.

3. Assessment Procedures

There are several stages in the evaluation process and each stage involves the assessment of an application against predetermined criteria which are underpinned by legislation and the policies of Coimisiún na Meán. The assessment and decision phases are:

- Preliminary Evaluation
- Qualitative
- Strategic
- Ratification

For the guidance of applicants, the information below sets out how the procedures for each of the stages will be applied in assessing applications.

3.1 Preliminary Evaluation Phase

Applicants must meet several minimum criteria to be considered for funding. This includes the status of an applicant's eligibility to apply, the application for funding must be for programming that is permitted by the scheme, and the funding sought must be within the limits permitted. Guidance on these criteria is set out below and the Preliminary Evaluation Scoring Matrix is set out at Appendix 1 for information and reference.

If any of these minimum criteria are not met, applications will be disqualified. Coimisiún na Meán's decision in this regard will be final.

3.1.1 Who can apply for funding?

Individuals and established legal entities are eligible to apply for funding under the Scheme. Individuals must be Irish or EU nationals/residents. Legal entities must be incorporated in Ireland or the EU.

3.1.2 What can the Scheme fund?

Funding is available for the production costs of new programme content for particular programme formats, genres and themes that will be broadcast by an eligible broadcaster normally during the broadcaster's peak-time schedule.

The Scheme will only accept applications for programmes that are ready to go into production. The Scheme does not accept applications for programmes already in production or programmes that could be categorised as news & current affairs by the viewer.

New Programmes: All programmes funded must be new and not already in production. Coimisiún na Meán is open to considering applications for second or follow-on programmes, or series of programmes. In this case, the applicant must outline the following in their application form (online and in the pdf version of the completed application form):

- Set out how the proposed project is 'new'; and,
- Demonstrate that the original and/or subsequent programme or series is substantially complete when the application is submitted. If a follow-on programme/series is awarded funding in principle, the currently contracted programme/series must be substantially completed and delivered to Coimisiún na Meán's satisfaction before a contract for the follow-on programme/series will be concluded. Please note that the standard 12-month deadline for concluding contract negotiations applies for a follow-on programme/series.

3.1.3 What are the Scheme's programme themes & language requirements?

Programmes must deal with at least one of the themes outlined below and Coimisiún na Meán welcomes broad and creative interpretations of these themes.

- Irish Culture, heritage, and experience, which can include but is not limited to: history; historical buildings; the natural environment; folk, rural and vernacular heritage; traditional and contemporary arts; the Irish language; and the Irish experience in European and international contexts;
- Improving adult or media literacy;
- Raising public awareness and understanding of global issues impacting on the State and countries other than the State; and,
- Any of the above programmes in the Irish language.

Coimisiún na Meán takes a broad view of Irish culture, heritage and experience and includes all of its contemporary expressions. Programmes can be Irish, English, bilingual (Irish and English) or multilingual (i.e. Irish plus two or more languages)². Bilingual and multilingual programmes must include a minimum of 30% Irish language content to be classified as bilingual or multilingual programmes.

3.1.4 What are the Scheme's programme format and genre requirements?

The Scheme accepts a range of genres and formats as set out in the table below. The only exclusion is programming which is produced primarily for news and current affairs or could be categorised as news and current affairs due to the subject matter or treatment of the subject matter.

Accepted Formats:	Documentary; Education; Animation; Drama; and Entertainment
Accepted Genres:	Children's; Arts/Culture; Contemporary Society; History/Heritage; Science/Nature/Environment; and Adult/Media Literacy
Excluded Genres:	News and Current Affairs

Applicants must categorise their proposed programme(s) into one genre and format only based on the above matrix when making their online application. While some programmes like docu-drama may include elements of more than one format or genre, applicants should select the one that is most appropriate in the context of the overall programme. It is the responsibility of the applicant to select the most appropriate format and genre. Scripted comedy programmes can be submitted under the Drama format.

Education projects must demonstrate the likely learning outcomes for the audience and all relevant educational aspects of the proposal. Applicants are encouraged to support their selection, if required, in the application documentation.

Coimisiún na Meán retains the right to re-categorise applications during the assessment process if, in its view and based on the application documentation, a proposal is more aligned to a different format, genre or theme. Coimisiún na Meán's decision on this matter is final.

3.1.5 What is the Requirement to Broadcast?

Coimisiún na Meán will only fund the production of programmes that will be broadcast by an eligible broadcaster. At application stage, Coimisiún na Meán requires applicants to provide a letter of commitment from a broadcaster which confirms agreement to broadcast the programme in line with Coimisiún na Meán's requirements.

² Programming in English and another language (s) that is not Irish can be categorised as 'English' language programmes.

The eligibility criteria for a broadcaster are set out below.

Television programmes must be broadcast on a free television service which provides near universal coverage to the State³; or on an appropriate network provider⁴, as defined in Section 77(1)⁴ of the Broadcasting Act 2009; or MMD system as part of a community content provision contract under Section 72 of the Broadcasting Act 2009.

Coimisiún na Meán recognises that some formats continue to be underrepresented in the Scheme, to facilitate applications in these areas, Coimisiún na Meán will accept applications without a letter of commitment from a broadcaster under the following conditions only:

- (i) the Format of the programme must be Animation or Drama; and
- (ii) the grant requested cannot be more than 50% of the total eligible budget.

Please note that the broadcaster letter **will** be required at the offer acceptance stage (i.e. within 3 months of the date of the funding offer). Please also note Coimisiún na Meán requires applicants to indicate the preferred broadcaster they will approach to broadcast the programme in their written application. When selecting the channel on www.cnamonline.ie they should select “To be Confirmed Drama/Animation” from the Channel drop down list. Details of any discussions that have taken place with the broadcaster prior to the application being submitted should also be provided within the PDF copy of the application document.

In cases where no Broadcaster letter is enclosed and the broadcaster is listed as a funder, An Coimisiún reserves the right to reject applications at the pre-assessment stage if it considers the financial plan to be incomplete if the broadcaster’s funding is not confirmed.

Peak-time Broadcast: The eligible broadcaster attached to the project must make a commitment to broadcast the proposed programmes at peak times. All applications must include a signed broadcaster’s letter of commitment to this effect, unless specifically exempted as set out above.

Peak viewing times are:

Television programmes	6 p.m. – 11.30 p.m.
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Some programmes are exempted from the peak time requirement. These are:

Children’s Programmes	<ul style="list-style-type: none"> • These are exempt from peak time requirement unless broadcast on a dedicated children’s channel. • Peak time for such channels will be designated by Coimisiún na Meán with reference to factors such as the nature of the channel and the programming being supported. • This general exemption excludes the 00.00 – 07.00 period.
Educational programmes (including but not limited to adult/media literacy programmes)	<ul style="list-style-type: none"> • These are exempt from peak time requirement. • This general exemption excludes the 00.00- 07.00 period.
Irish language & long form programmes	<ul style="list-style-type: none"> • The peak time requirement for programmes broadcast in the Irish language (whether radio or television), and long form programmes on television, extends to midnight.

³ A free television service is defined in the Act as “a television broadcasting service for the reception of which no charge is made by the person providing the service, and the reception of which is available to at least 90 per cent of the population of the State”.

⁴ “Appropriate Network” means an electronic communications network provided by a person (“appropriate network provider”) which is used for the distribution or transmission of broadcasting services to the public.

3.1.6 Access Services:

In order to facilitate the understanding and enjoyment of television programmes by people who are deaf or with hearing difficulties, all funded programmes must make provision for subtitling. The subtitling provided should conform to the [Subtitling Guidelines](#) and accompanying subtitles must be available/accessible to viewers each time the funded programme is broadcast in the State.

Similarly, to facilitate access to programmes for people who are deaf, with hearing difficulties, blind or with visual impairments, some funded programming must make provision for Irish Sign Language (ISL) for deaf or hearing impaired **and/or** Audio Description (AD) for blind or visually impaired.

With that in mind, **TV Drama and children's TV applications MUST have at least one broadcast with AD and/or ISL. Drama and Children's programming applicants are free to choose which element suits their project best. The provision of AD and/or ISL is deemed as an eligible production cost in the context of Coimisiún na Meán budget and provision for these costs should be included when relevant to do so.**

Funding is also available to applicants who wish to provide ISL and/or audio description AD services in other formats (Education, Documentary, Entertainment). **Coimisiún na Meán strongly encourages such applications, either with ISL or AD or both, As noted above the cost for these services is deemed to be an eligible production cost.**

Flexibility around these measures **will** be considered. For example, a primary broadcast at peak times may be permitted without ISL provided a broadcaster commits to a further secondary ISL broadcast, either at peak or off-peak hours. Further details on subtitling, ISL and AD can be found: [here](#).

3.1.7 Is broadcasting the only way to distribute Scheme funded content?

Completed programming funded under S&V4 can be distributed via cinema or online means (in whole or in part) before being broadcast on TV i.e. the 'cinema first' or 'digital first' principles. Coimisiún na Meán will permit a cinema first or digital first release only where the application has met with the Scheme's 'Requirement to Broadcast' as set out above.

Cinema First

The Scheme requires that for the 'cinema first' principle the audiovisual programme/s must be broadcast during the peak time schedule of the eligible broadcaster within 12 months of the initial cinema release. However, if the audiovisual programme is a feature film, feature length documentary, drama, or animation, Coimisiún na Meán is open to permitting the peak-time linear broadcast within 24 months of the initial cinema release.

Digital First

One of the main objectives of this 'digital first' principle is for programming funded under the Scheme to engage wider audiences. All applicants that submit a cost for 'digital first' must demonstrate how they will meet this objective. Coimisiún na Meán would also encourage applicants that propose to use the 'digital first' principle to do so to enhance creativity and innovation.

The hosting of the any material funded under the Scheme must be done in agreement with the eligible Broadcaster. If material is hosted on platforms other than the Broadcasters website/player the Applicant will be responsible for covering any copyright related costs that may be applicable, these cannot be charged to the project. In this regard, copyright related costs are the responsibility of the Applicant and Broadcaster who commissioned the project. Coimisiún na Meán will not allow charges for any copyright costs that should already be met by the commissioning entity.

In principle, the 'digital first' aspect of a project is secondary to the linear broadcast. Material provided digitally first can be re-edited but must align closely with the linear broadcast and adhere to the S&V4 requirements.

The requirement for the 'digital first' release is that the audiovisual programme/s must be made digitally available within 12 months of the delivery of the content to the broadcaster. However, if the audiovisual programme is a feature film, feature length documentary, drama, or animation, Coimisiún na Meán is open to permitting the peak-time linear broadcast within 24 months of the delivery of the content to the Broadcaster.

Funding for the delivery costs should be low given that the material provided, in whole or in part, would be produced as part of the linear broadcast. Indicatively, costs for the delivery of 'digital first' should not exceed **2.5%** of the project budget. If an Applicant seeks 'digital first' costs, the Applicant must demonstrate value for money and will be required to report on the outcome of any 'digital first' initiative within a year of project completion.

The Applicant must also make provision for Access. Please refer to page 10 of this Guide for more information on access requirements.

The approach to the 'digital first' principle must be agreed with the eligible Broadcaster and for guidance purposes only, could include: -

- all or part of the programme being made available digitally first e.g. a pre-transmission distribution via a TV player such as the RTÉ player or as an on-demand programme on Virgin Media or on a VOD service provider before appearing as a broadcast; or on a broadcaster's social media platforms and apps.
- using 'digital first' to promote the programme e.g. with promo clips on social media, the use of hashtags, instagram stories, photo sharing etc.;
- a focus on certain genres and formats, including animation, children's content generally and short-form content in multiple genres, reflecting the tastes and behaviours of young audiences in particular;
- making additional material available that was intended for the production but not used in the final cut e.g. extended interviews.
- Facilitating and promoting audience engagement online via viewer polls, comments, and competitions etc.

3.1.8 State Aid Rules and Regional Spending Requirements

Under European Commission (EC) regulations concerning State aid to films and other audio-visual works, the maximum grant aid intensity permissible is limited to 50%. The EC State Aid Rules accept that the programmes specified under the Broadcasting Act 2009 and other Media Regulation Acts 2009 and 2022 generally fall within the three exclusions to the 50% maximum contained in the EC guidelines. These exclusions relate to programmes which are **(i) difficult to make, (ii) low-budget** or **(iii) counteract the limited geographic extension of certain languages and cultures**. Any project funded over €100k via the Sound & Vision are now subject to audit by the EC to ensure the project meets EC requirements in relation to State Aid Rules.

EC State Aid regulations provide that member States may require a minimum level of production activity to take place in their territory to qualify for grant aid. The following table outlines Coimisiún na Meán requirements in this regard for television projects. Applicants are required to confirm that they will comply with these requirements when applying for funding for television programming.

Grant: Total Budget	Territorial Spend
If Coimisiún na Meán grant is less than 50% of the total budget, then:	160% of the grant aid awarded must be spent within the territory of the Republic of Ireland. For example, if the grant is €30k for a project with a total budget of €100k, then €48k must be spent in the Republic of Ireland.
If Coimisiún na Meán grant is 50% or more of the total budget, then:	80% of the overall production budget must be spent within the island of Ireland. For example, if the grant is €60k for a project with a total budget of €100k, then €80k must be spent within the island of Ireland.

Coimisiún na Meán may, in certain circumstances, accept a lower percentage of spending than those outlined above, for example, where there are justifiable editorial reasons or there is a conflict between Coimisiún na Meán's requirements and the requirements of other funders. Applicants are required to provide a rationale for the lower percentage spending in these instances.

3.1.9 When do I need to provide a rationale for difficult to make/low budget?

Applications for funding that meet all Coimisiún na Meán criteria 1- 4 stated in the box below must provide a rationale as to how the proposed programme has the character of an audio-visual work that is difficult to make. To do this, select "No" in the drop down field on www.cnamonline.ie application form that asks "*does the project meet the low budget criteria*" and then input your rationale as to how the proposed programme has the character of an audio-visual work that is difficult to make in mandatory field that should become available once you have made your selection.

Applications which do not meet all Coimisiún na Meán criteria 1- 4 should select "Yes" for the "*does the project meet the low budget criteria*" question on www.cnamonline.ie and will not have to provide additional rationale.

1. the total budget exceeds €55,000 (radio) or €750,000 (television), and
2. the total grant aid requested is more than 50% of the total budget, and
3. the programmes are *not* in the Irish language, and
4. the programme does *not* deal with adult literacy.

The criteria for assessing "difficult to make" include:

- Producer, broadcaster, or project resources.
- Lack of commercial potential.
- Lack of significant audience appeal.
- Specificity of the linguistic, educational, and cultural themes.
- The experimental nature and/or creative risk.

3.1.10 What are eligible costs?

The Scheme will only accept applications for programmes that are ready to go into production. The Scheme does not accept applications for programmes already in production. Applications for standalone development or completion funding are not eligible for submission to funding rounds.

The only costs that can be funded under S&V4 are eligible costs. Eligible costs are the costs associated with the production and delivery of the programme(s) and, in addition to general production costs, may include financial, legal, and banking costs. Development costs may be eligible provided they are directly related to the production of the programme and have been supported by budget notes.

Applicants should provide a rationale for all costs in their budget notes/ detailed budget breakdown. In the instance of an international production, Applicants are reminded that any costs incurred that are associated

with the production, regardless of where the cost is incurred, are considered as eligible costs in the context of the Scheme. Therefore, the application budget and finance plan should include all these costs and relevant financing commitments for same should be adequately demonstrated in the application as secure.

Ineligible costs are costs that are related to the production and delivery but are not directly related to programme-making or delivery. Examples of ineligible costs include depreciation, general website costs, and general training⁵.

In most cases capital costs are ineligible. However, where the applicant is a community group engaged in programme production, some capital costs may be eligible for funding. In these cases, applicants must provide a full rationale as to why these capital costs are required and provide three quotes for the procurement of such equipment. These shall be assessed on a case-by-case and Coimisiún na Meán will contribute up to a maximum of 80% of such capital costs.

The Scheme can fund a maximum of 95% of the costs in the eligible budget. Due to the overall demand on Scheme funding, Applicants for AV projects are advised that the indicative maximum for a funding request is **€500,000** and grants of this amount are more likely to be the exception than the standard funding amounts awarded. For detailed information in relation to the amounts that can be sought for individual projects, applicants should consult the funding matrix as set out below:

Television Programmes, including Feature Films

<i>Minimum award</i>	<i>Maximum award</i>	<i>Grant awarded will not represent more than the following percentage of the total eligible budget</i>
	€50,000	Up to 95%
€50,001	€250,000	Up to 90%
€250,001	€500,000	Up to 85%

3.1.11 Commencement of Production

Please note that once an application has been submitted, the funding Round has closed for applications and assessment is underway, production may commence but this is entirely at the applicant's own risk.

3.2 Qualitative Evaluation Phase

If the applicant and application are deemed eligible in the Preliminary Evaluation Assessment Phase, the application qualifies for consideration for the potential award of funding. The next stage is the Qualitative Evaluation Phase during which each application is assessed on its own merits in the context of the scheme objectives and predetermined qualitative criteria. The Qualitative Evaluation Scoring Matrix is set out at [Appendix 2](#) for information and reference.

An applicant must achieve a score of 50% of the available marks available or more under each of these three mandatory criteria to qualify for further assessment for the award of funding.

Mandatory Criteria:

- *Additionality, Cultural Value & Innovation.*
- *Resources/Case made for Funding.*
- *Quality of the Application.*

In addition to the mandatory criteria above, Round 51 will have an additional supplementary criterion to encourage projects that support greater gender, equality, diversity, and inclusion, with a particular focus on integration and the voice of the new Irish communities.

⁵ General training would be training that is not directly related to the production. However, training costs directly related to the production may be acceptable, for instance, the upskilling of a trainee working on the production etc. Any such training should be linked to the "Talent and Skills Development" section of your application. A budget note on any such training is also advised.

3.3 Strategic Evaluation Phase

In instances where there are more qualifying applications than funds available arising from the Qualitative Assessment Phase Coimisiún na Meán will have a further evaluation phase, the Strategic Evaluation Phase. This will focus on achieving a balance in the overall package of funded projects in the context of the scheme objectives. The recommendations for the qualitative phase will also be considered here. Final recommendations are then submitted to An Coimisiún for ratification. The assessment criteria for this phase are:

Strategic Criteria:

- Diversity of content with references to genres, formats, content, and audiences served.
- Irish Language
- Talent & Skills Development
- Women in a Lead Creative Role
- Overall Qualitative assessment score

For more information, the Scoring Matrix for Qualitative and Strategic Assessment is set out at [Appendix 3](#).

3.4 Ratification

The final stage sees the An Coimisiún make final decisions on the applications, considering recommendations emerging from the previous assessment phases. Following ratification, the www.cnamonline.ie application status of any recommended application will be indicated as “Successful”.

3.5 Decision Making Process

The following procedure will be followed by Coimisiún na Meán in determining the most suitable applicants for the award of funding: -

3.5.1 An initial evaluation will be made of each application to ensure that it meets with the qualifying criteria of the scheme including applicant eligibility and that all the information and documentation required has been submitted. Any applicant that does not meet with any one of the listed criteria will be disqualified and excluded from the application process per [Appendix 1](#). Coimisiún na Meán staff will check for any potential conflicts of interest with the assessors prior to distributing any applications to the next stage of assessment.

3.5.2 The eligible applications are then arranged in groups. The groupings may be informed by proposal type (Radio or TV); format; genre; amount requested and so forth and assigned to a Qualitative Assessment Panel.

The Panel will be made up of Coimisiún na Meán staff and external assessors and in the formation of each Panel, Coimisiún na Meán will consider appropriate skills and experience required to assess the projects. Each application is assessed by each external Panel member independently and then a meeting is convened to discuss each application. The panel will agree a Qualitative score for each application and a list of the funding recommendations will be agreed. The Executive will then circulate a draft of the matters agreed to each panel member for consideration and approval. On completion of all the panel assessment meetings, including signoff on the assessment meeting documentation, the complete list of funding recommendations is compiled. If the recommended amount of funding exceeds that which is available for the round, a strategic assessment phase will be required.

3.5.3 A Strategic Assessment Panel is established of senior members of Coimisiún na Meán management and staff members involved with the administration of the round. This forum considers collectively the Qualitative Assessment Phase scores and Panel recommendations, and the strategic criteria. Coimisiún na Meán is obligated to aim for a balance of content outcomes that facilitates the best mix of formats, genres, language and audiences based on the applications received for the round. The applications that are considered to best achieve the aims and objectives of the Scheme and accordingly achieve the highest scores, will be awarded funding.

3.5.4 The final stage sees the An Coimisiún make the final decisions on the applications, considering the recommendations emerging from the previous assessment phases.

3.6 Funding Decisions

Successful applications

Where Coimisiún na Meán has approved an application for funding, the following steps apply:

- Coimisiún na Meán informs the applicant of the decision, setting out any condition(s) attaching to the offer.
- Coimisiún na Meán will make public a list of the funding offers ratified by An Coimisiún.
- The successful applicant must confirm acceptance of the offer of funding and any condition(s) attached thereto by Coimisiún na Meán.
- A successful applicant is required to enter into a contractual agreement with Coimisiún na Meán, on terms to be specified by Coimisiún na Meán. Such terms include a schedule relating to the drawdown of funds by an applicant. Funds are administered by Coimisiún na Meán in accordance with the terms of the contractual agreement.
- The Applicant and the Contractor's main point of contact will have access to the Contract record created on www.cnamonline.ie.

Unsuccessful applications

Where Coimisiún na Meán has rejected an application for funding, applicants are notified individually and provided with information on the performance of their application in the assessment process. The www.cnamonline.ie application status will indicate at what stage your application was rejected:

- If the application is rejected during the Preliminary Assessment Phase, the status will indicate 'Rejected – Preliminary' when the Round has been ratified.
- If an application is rejected during the Qualitative Assessment Phase, the online status will indicate it as 'Rejected – Stage 1' when the Round has been ratified.
- If an application is rejected during the Strategic Assessment Phase, the online status will indicate it as 'Rejected – Stage 2' when the Round has been ratified.

3.7 Contracting

When contracting with Coimisiún na Meán, a successful applicant will be required to provide certain deliverables to Coimisiún na Meán. For information, below is a non-exhaustive list of what would be required at contracting. Note that these documents do not have to be in place when making an application; they are included here for guidance only.

1. Budget & Finance Plan
2. Treatment
3. Programme and Grant Details
4. Insurance Policy
5. Broadcaster Confirmation letter
6. No Set off agreement letter from a relevant bank in relation to the production bank account.
7. Tax Clearance Information

3.8 Disclaimer

The information supplied in this document is not an exhaustive account of the statutory requirements and legal obligations on applicants for funding under the Scheme. It should not be regarded as a complete or authoritative statement of the law.

Persons to whom the present document is made available must make their own independent assessment after taking their own professional advice and making such further investigations as they deem necessary on all relevant matters. Coimisiún na Meán makes no representation or warranty, express or implied, with respect to the information contained in the present document or with respect to any oral or written information made or to be made available to any potential applicant or its professional advisers. Any liability in this regard is expressly disclaimed.

TV Guidelines

4. Application Form

This section of the document explains the separate elements of the Official Application Form and sets out the information Coimisiún na Meán requires under each element. This should be read in conjunction with the Application Form which is available [here](#). Applicants who fail to complete **all** mandatory sections of the Application Form and provide **all** mandatory documentation **in the correct format** will be rejected at preliminary evaluation stage. The table below identifies the items that are mandatory for each type of application.

The material outlined in the table below needs to be incorporated into one PDF document only. Links to documentation held external to the application document should not be included with the exception of Animation samples. Embedding documentation within the application attachment is not recommended due to the risk that it may not be readable/accessible to Coimisiún na Meán.

#	Application Form Contents	Mandatory
1	Programme Specification, including Treatment	For all applications
2	Budget	For all applications
3	Budget Notes and/or a Detailed Budget	For all applications*
4	Finance Plan, including Territorial Spend	For all applications
5	Letter of Commitment from a Broadcaster	For all applications**
6	If proposing to use the 'Digital First' principle, letter of commitment from eligible Broadcaster should include confirmation of agreed approach to the creation of material for the digital first aspect of the proposal	For all applications if using the principle
7	Letter(s) of Commitment from other Funders	Advised but not mandatory***
8	CVs and letters of Commitment (if applicable) from Key Personnel /Talent / Contributors	For all applications
9	Indicative Running Orders	Mandatory for radio applications except for scripted dramas and encouraged/recommended for TV applications
10	Scripts	For Drama applications
11	Animation Samples	For Animation applications only

* Budget notes are recommended for all applications and are mandatory for Radio projects, a detailed budget is required for all TV projects.

**see [section 3.1.5](#) for details.

***please read [section 4.6](#) for information on acceptable thresholds.

Items not included in the above list such as show reels and promotional material are not expected when submitting an application. If applicants wish to include additional supporting material in the Application Form that they believe is essential to the assessment of their projects, they must set out their rationale for it. This includes links to animation artwork stored on the internet (see sections 11 and 12 of the Application Form). Coimisiún na Meán reserves the right not to view or consider any material not submitted on the Online Form or the Application Form. All material listed from #1-10 in the table above should be incorporated into the application document, **external links to any of this documentation will not be accepted.**

4.1 Programme Specification

Use this part of the application form to convey what your programme is about to Coimisiún na Meán's assessors. Complete each section per the guidance in the application form.

4.2 Budget

The Application Form includes a budget template, this template is divided into two sections – eligible costs and ineligible costs (see [Section 3.1.10](#) for definitions and examples). Line items have been categorised under sub-headings in these sections. All applications must include a completed budget template for their project using the existing categorisation and breakdown. If an international production, the global budget must be provided. Please see Coimisiún na Meán’s requirements for budgets below.

Completing the Template

Television applications must include the total figures for each relevant line item in the budget. Use the budget notes and/or detailed budget section to provide a breakdown of these figures, particularly if you are entering figures in the line items marked “Other”.

Itemise the cost of each budget item and indicate fully how this figure has been calculated. This should be set out with reference to the Unit Description, Number, and relevant Rate. If your project will incur costs not listed in the template, use the “Other” line item, and provide the necessary explanations in the Budget Notes. In the case of staffing and productions costs, a daily rate should be provided if less than one week is involved. An hourly rate should only be provided where less than a day is required. See below a sample completed line item where a producer is budgeting for their time in days. The total therefore is the number of days times the producer’s rate:

No.	Personnel	Unit Description	Number	Rate	Total
1	Producer	Day	x	€xxx	= number x rate

VAT

Line items in the Budget must be submitted exclusive of VAT unless the applicant is **not registered** for VAT. Only in the instance that VAT is a non-deductible cost to the applicant can VAT be included. Coimisiún na Meán requires successful applicants to provide confirmation from the Revenue Commissioners when drawing down funding that they have a clear tax clearance status.

Currency

The budget must be presented in the currency in which most of the production will be financed. If the production will not primarily be financed in Euro or Sterling, a Euro budget should also be provided. Contracts will be finalised and signed based on indicative Euro payments. This will be further explained during contract negotiations. All funding offered will be in Euros.

Travel and Subsistence

Travel and subsistence costs should be in line with current Civil Service rates, the current rates are available [here](#).

Overheads and Production Fee/Contingency Fee

The overhead fee and production fee/contingency fee should be calculated as a percentage of the eligible costs.

For overheads, a maximum of up to 5% can be apportioned to this line. This is a contribution towards the related overhead costs incurred by the producer during production.

A production, or contingency fee may be included in the budget. This is generally up to a maximum of 10%; however, it can be negotiated on a case-by-case basis. The production/contingency fee is set with reference to factors like the complexity, duration and scale of the production and recognises the potential for changes in financial requirements that may arise over the course of programme production.

For some productions both a production and contingency fee may be permitted, this is considered on a case-by-case basis.

Accounts

Provision must be made in the budget for the cost of an accountant's report-of the project under the M45 – Grant Claim standard i.e. the engagement of a qualified person to examine and sign off on a final cost statement etc.⁶ Refer to your homepage on www.cnamonline.ie for guidance on the M45 Grant Claim standard.

Archiving and Subtitling (Coimisiún na Meán Delivery)

All programmes funded under the Scheme will be archived by Coimisiún na Meán; provision should be made for this cost. For TV, an online reference copy and full AS-11 digital copy of the programme will be required, details for submission of same can be found [here](#) for reference. **Please note that unless it has been otherwise agreed in writing, all funded television projects will be required to submit programme material in accordance with the above.** It is advised that suitable provision for these costs is included in the application budget. Specific requirements for TV digital items, for example naming conventions, will be outlined to you prior to contracting with Coimisiún na Meán.

Television programmes must be broadcast with the availability of subtitling. Provision must be made for subtitling in the budget. Subtitling and the provision of other access services are considered eligible production costs by Coimisiún na Meán. Please also ensure to allocate a budget for delivery of the .stl file and any relevant access digital files that need to be submitted with the AS-11 digital copy of the programme. In the case of programmes that are not in the English language, an English translation .stl file will also be required to be submitted in addition to the access .stl subtitle file.

For television programmes that include Irish Sign Language (ISL) and/or Audio Description (AD) access services, the requirements for delivery to Coimisiún na Meán will be set out in the contract for funding. Please note that Drama and Children's programmes have a mandatory requirement for ISL and/or AD. Delivery of the digital copy of the programme to Coimisiún na Meán should also contain the relevant file/s with audio description or ISL included.

4.3 Detailed Budget and Budget Notes

This section is mandatory. All TV projects must provide a detailed budget. A top sheet for the detailed budget should also be included. Applications submitted without a detailed Budget may be subject to disqualification at the preliminary stage of assessment. The detailed budget must be easily referenced against the completed application budget template that is provided for within the application document. Use the "Page/Ref" column in the budget template to do this.

Although not mandatory for TV projects, it is strongly encouraged that all projects also provide budget notes in addition to a detailed budget. Use the budget notes to explain how you are going to achieve the programme described in the treatment using the resources listed in the budget. The notes should link to these parts of the application for the assessor. Applicants must adequately justify the time, rates, and costs for line items included in the budget. The notes should provide a breakdown of any costs that are 'bundled' in the budget, e.g., travel and subsistence, and they should explain why particular cost lines are necessary and justified in the context of the proposed programme. The notes should also clearly identify where the same person fulfils more than one role, and, if different rates are proposed, this must be justified in these notes. Applicants should also include a summary of the items that have been included in the overhead costs and an explanatory note on the production fee and or contingency if these lines have been included.

⁶ European Commission rules require that a formal review is completed on each project to ensure compliance with the Scheme Document and EC State Aid rules. All funding over €100k is subject to separate audit by the EC.

Where the applicant is a community group engaged in programme production, some capital costs may be eligible for funding. If requesting funding for capital costs, provide a rationale in the budget notes for these costs. Note the grant can fund up to a maximum of 80% of capital costs.

4.4 Finance Plan

The finance plan must be presented in the currency in which the majority of the production will be financed. If the production will not primarily be financed in Euro or Sterling, a Euro budget must also be provided.

Set out all the funders for the project under the eligible and/or ineligible section of the finance plan, as appropriate. The applicant can also be a funder to the project. Clearly state the total amount of funding you are seeking from the Scheme and calculate it as a percentage of the Eligible Cost total. The total amount in the finance plan must reflect the total amount in the budget. The Scheme cannot fund over 95% of the eligible costs, nor can it fund any ineligible costs. 95% is only available in the case of television projects with a total eligible budget of equal to, or less than, €50k. Please see [Section 3.1.10](#) above for details on the funding matrices that apply.

In the Territorial Spend table, applicants confirm that a certain minimum percentage of the total budget or grant will be spent in a particular territory. The percentage spend, and territory spend are different depending on whether the grant is greater or less than 50% of the total budget. Please see [Section 3.1.8](#) above for details and complete the relevant table as instructed in the Application form

4.5 Letter of Commitment from a Broadcaster

Letters of commitment from a broadcaster must meet the following requirements:

- It must be set on the broadcaster's headed paper, recently dated, and signed by the broadcaster.
- It must refer to the title of the applicant's project.
- It should indicate the channel on which the programme will be broadcast.
- It should commit to broadcasting the programme, or series of programmes, at peak times (see [Section 3.1.5](#) for definition of peak times).
- It must commit to broadcasting the programme or series with the relevant access services e.g. subtitling (for television programmes only).
- In the event of programmes being delivered with Irish Sign Language or Audio Description, it should commit to broadcasting at least one broadcast of this version within one year of the initial broadcast.
- It should confirm any financial commitment to be provided by the broadcaster, if applicable.
- It should confirm any commitment to the Digital First Principle by the broadcaster, if applicable; and
- It should confirm that the broadcaster is eligible under the Scheme (see [Section 3.1.5](#) for broadcaster eligibility).

If a broadcaster letter is submitted within an application and it does not conform to the requirements set out above, Coimisiún na Meán reserves the right to reject the application at the preliminary assessment stage.

As outlined in section 3.1.5, in the instance of Animation and Drama projects only, a letter of commitment from the broadcaster may not be required at the application stage. **In this particular circumstance, the applicant must give an indication of the type of broadcaster intended for the programme.**

4.6 Letter(s) of Commitment from Other Funders/Confirming other funding is secured

If parties other than Coimisiún na Meán and the applicant are proposing to provide funding for the project, letters of commitment in this regard should be included in the application. The majority of funding required to produce the project must be demonstrated as secure.

Applications should demonstrate that **at least 85%** of funding required to make the project has been secured, see below guidelines on funding letters and what is required to demonstrate funding is “secured.”

If at least 85% of the funding is not demonstrated as secured at the time of application submission, Coimisiún na Meán reserves the right to discount the project from the application process.

For the purpose of calculating secured funding, applicants may count the amount requested from Coimisiún na Meán as secured.

Projects that rely on funding from multiple jurisdictions (for instance. International co productions) must also provide adequate confirmation that funding is secured per the instructions above from proposed funders.

Guidelines for funding confirmation letters:

- Letters of funding should be on headed paper,
- It should be adequately demonstrated that the letter of support will be valid up until the Round is ratified by Coimisiún na Meán.
- In general, the letter should be signed and dated within three months of the relevant round closing date.
- The letter should identify the project by name and confirm: (i) the amount of support being provided, (ii) when it will be available, and (iii) any conditions attached to this support.
- If the supporting broadcaster is providing funding this funding should be committed in the broadcaster support letter.
- Funding letters are not mandatory, however, in the absence of such correspondence Coimisiún na Meán reserves the right to consider in assessment that this funding support is not confirmed even though it may be listed as confirmed elsewhere in the application.
- If a significant level of funding is not confirmed as secured (more than what would equate to 15% of total eligible costs), the project may be discounted from the application process.
- Draft/unsigned documentation from funders will not be accepted as evidence of support.
- Confirmation of previous funding secured from an organisation such as development funding, is not considered to constitute confirmation of future production funding from that organisation.
- Letters from potential funders confirming that an applicant is eligible to apply for funding is not considered adequate confirmation of funding.
- Letters from co production partners confirming they will be able to secure funding will not be considered adequate confirmation of funding.

4.7 Biographies and Letters of Commitment from Key Personnel

A professional profile or biography for key personnel highlighting relevant experience is mandatory. Please do not provide their CVs. You may also wish to provide letters or emails of commitment from key personnel where their involvement could be deemed difficult to secure. If any key personnel have worked on previous Sound & Vision projects for other contracting entities this information should be included in the biography submitted for these individuals. **Please note that personal data should only be provided if you believe it is required to assess the project.** Accordingly, if any personal data is included this information should be attached in the Confidential Material section on www.cnamonline.ie.

4.8 Key Talent / Key Contributors

Letters of Commitment from Talent/Key contributors should be submitted if relevant to the proposal. In this regard, applicants are encouraged to include letters of commitment from Talent/Key Contributors that are essential to the delivery of the project and/or difficult to confirm.

This material should correspond with the material listed in the Programme Specification outlined in your application. Please note that in the absence of such correspondence Coimisiún na Meán reserves the right to consider in assessment that participation by these individuals is not confirmed even though it may be listed as confirmed elsewhere in the application.

Please note that personal data should only be provided if you believe it is required to assess the project. Accordingly, if any personal data is included this information should be attached in the Confidential Material section on www.cnamonline.ie

4.9 Indicative Running Orders

Running orders can greatly assist the assessment of your application and are therefore encouraged to be submitted.

4.10 Scripts

Scripts must be provided for all Drama programmes and must be in the language in which the programme will be broadcast. For a programme series where all scripts are not available, applications must include at least one script and outlines of all programmes in the series. Scripts **are also advisable** for other formats e.g., documentaries, where there is a significant drama element. Shooting scripts may also be included.

4.11 Animation Artwork and Showreels

Applications for animation programmes must include animation artwork. If it is not possible to include this with the application given the size limitation on the application file, applicants can provide a link to key artwork that can be accessed via the internet. This is at the applicants' own risk. If there is any difficulty accessing the material, Coimisiún na Meán is not obliged to revert to the applicant. Coimisiún na Meán reserves the right not to view or consider any such material not submitted on the Online Form or the Application Form.

The only other instance where an external link to content may be accepted is in the instance of a showreel. In relation to showreels, these are considered to be supplemental to the application and Coimisiún na Meán reserves the right not to consider the content linked when assessing the application.

4.12 Cinema First Principle

If an Applicant wishes to distribute a film prior to fulfilling the S&V4 broadcast requirement this should be set out in detail in the application. The information should include the approach to the cinema release, associated timeframes and any associated production costs should be clearly identified in the budget. Coimisiún na Meán still requires a Broadcaster Confirmation letter and will require the film to be broadcast on an eligible broadcaster during the peak-time schedule within 12 months of the initial cinema release. However, if the programme content is a feature film, feature length documentary, drama, or animation, Coimisiún na Meán is open to permitting the peak-time linear broadcast within 24 months of the initial cinema release.

4.13 Digital First Principle

If an Applicant wishes to distribute audiovisual content prior to fulfilling the S&V4 broadcast requirement this should be set out in detail in the application. The information should include the approach to the digital release, including whether in whole or in part, any associated partnerships/funders, associated timeframes and any associated production costs should be clearly identified in the budget. Coimisiún na Meán still requires a Broadcaster Confirmation letter, which should include a written commitment to the Digital First principle and will require the audiovisual content to be broadcast on an eligible broadcaster during the peak-time schedule within 12 months of the delivery of content to the Broadcaster. However, if the programme content is a feature film, feature length documentary, drama, or animation, Coimisiún na Meán is open to permitting the peak-time linear broadcast within 24 months of the delivery of the content to the Broadcaster.

Appendix 1 – Preliminary Scoring Matrix

As outlined above in section 3.1, S&V4 provides that an applicant and the application must meet a number of criteria to qualify for the assessment for the award of funding. The applicant should note that if they do not achieve a Pass score under each criterion, the application will not be eligible for assessment for the award of funding.

CRITERION	Pass/ Fail	
<p>Eligibility: Is the applicant eligible to apply for funding under S&V4 and does the application comply with the fundamental requirements of S&V4? This has regard to whether:</p>	a) the status of the applicant complies with the requirements of the scheme	
	b) the proposed programme theme, language, format and genre fall within those permitted by S&V4	
	c) the funding amount requested falls within the limit permissions of S&V4	
	d) assuming that the amount requested from Coimisiún na Meán is secure, at least 85% of total funding required to produce the project is demonstrated as secure	
	e) the applicant has made sufficient provision for Access Services as per Coimisiún na Meán requirements (TV applicants only)	
	f) the applicant provided confirmation that production had not commenced prior to submitting the applicant to S&V4	
	g) with the exception of animation and drama projects requesting less than 50% of eligible production costs, it is demonstrated that an eligible broadcaster is confirmed	
<p>Additionality: Has the applicant provided confirmation that the proposed programme content is new and would be difficult to produce without S&V4 funding?</p>		
<p>Is the Application complete, has the applicant complied with all application guidelines and submitted all relevant documentation? (This includes a broadcaster confirmation letter to broadcast the programme during the peak-time schedule were requested and demonstrated that a sufficient level of funding is secure).</p>		

Achievement of a pass score in the preliminary evaluation phase will determine only whether the application is eligible to be considered for the award of funding. If the application is found to be eligible, the pass score awarded during the preliminary evaluation phase will thereafter be disregarded and will play no role in the consideration of the most suitable applications for funding which will be determined solely by reference to the criteria as set out in S&V4 guidance documentation (refer Appendices 2 and 3).

Appendix 2 – Qualitative Scoring Matrix

As outlined above in section 3.2, S&V4 provides for the consideration of an application for assessment for the award of funding if an application passes the Preliminary Evaluation Phase. This next assessment phase, the Qualitative Assessment Phase, involves the establishment of assessment panels and the assignment of applications by Coimisiún na Meán's S&V4 team taking account of any potential conflicts of interest and ensuring applications are grouped appropriately, including assessor skills. Each application is independently assessed, and a Panel meeting is then convened to discuss each application to agree the final assessment and award a score. An applicant must score a minimum of 50% under each of the mandatory criterion to qualify for consideration of award of funding. The supplementary criterion does not require a score for the project to be considered for an award of funding. The relevant qualitative criteria are set out below.

MANDATORY CRITERIA	Max Score
<p>Additionality, Cultural Value & Innovation: To what extent does the content of the programme/s add to the range of viewing or listening options for audiences in Ireland? To what extent does the proposal address diversity in the content of the proposal? In this regard, does the application propose to show aspects of Irish culture, society, communities or people that are not commonly portrayed? How compelling and innovative is the application in terms of the programme pitch and the approach to programme production? Has the applicant demonstrated any other innovative aspects to the proposal for example incorporating Digital First?</p> <p><i>For Applicants associated with Community Broadcasters, to what extent does the proposal add to the range of groups or individuals actively participating in the station? Does the proposal involve the making of a programme by a community group that seldom engages, and/or is heard, in the media? Is it likely to lead to the development of a greater understanding of, and participation in, the production and dissemination of broadcast content?</i></p>	40
<p>Resources & Case made for funding: Are the resources proposed clearly explained and are they adequate and realistic in the context of the proposed proposal? Does the budget and budget notes explain why particular cost lines are necessary and justified in the context of the proposed programme? Does the proposal represent value for money and is the amount of funding requested from Coimisiún na Meán realistic? Would the project be difficult to make without Coimisiún na Meán support? Has the applicant concluded any partnerships, formal or informal, with relevant third parties? If yes, with a co-investor, what level of co-investment is involved, what level of enhancement will it bring to the project and does it provide greater leverage for Coimisiún na Meán funding? If the Applicant is part financing the project, is the amount indicated coming from them realistic? The track record of the Applicant and key personnel involved in the project, including supporting details such as CVs as set out in the application and has the applicant demonstrated capacity to deliver?</p>	20
<p>Quality of the Application: To what extent does the proposal demonstrate that it will further the creation of culturally relevant quality content for Irish audiences and further the aims and objectives of Sound & Vision 4? Does the proposal clearly demonstrate in terms of content, approach and production processes that the programme(s) will be high quality? Has the applicant concluded any partnerships, formal or informal, with relevant third parties? If yes, with a programme-maker or programme-makers, what level of enhancement will it bring to the programme-making process and resultant programme content? The track record of the Applicant, including with past Sound & Vision applications or contracts?</p> <p><i>For Applicants associated with Community Broadcasters, what level of enhancement will the proposal bring to the social benefit outcomes of the community broadcaster (including in terms of greater diversity, community participations and social inclusion)?</i></p>	30
SUPPLEMENTAL CRITERION	
<p>Gender, Equality, Diversity and Inclusion: To what extent has the proposal demonstrated that it will support greater gender, equality, diversity, and inclusion? To what extent has the proposal demonstrated it will deliver greater integration and a voice for new Irish communities?</p>	10

Appendix 3 – Strategic Scoring Matrix

As outlined above in section 3.3, S&V4 provides for a Strategic Assessment phase where the number of qualifying applications from the Qualitative Assessment Phase exceeds the level of funding available. In this regard, the Strategic Assessment Phase is required to further scrutinise the allocation of funds. Coimisiún na Meán has to be cognisant of the balance of funding across broadcast medium; language; format & genres; audiences served; and any particular strategic criterion set by An Coimisiún, for example, women in a lead creative role.

STRATEGIC CRITERIA	Available Score
Diversity of Formats, Genres, Content and Audiences Served: <i>To ensure a diversity of culturally relevant content is produced, a balance of the award of funds across the permitted formats, genres and audiences needs to be achieved. Regard will also be given to the diversity in the proposed programme content, including gender, equality, diversity and inclusion.</i>	70
Irish Language: <i>Coimisiún na Meán must ensure that a minimum of 25% of the funding awarded annually is for Irish language / bi-lingual Programming. The application must demonstrate that at least 30% of the final broadcast will be in the Irish language to achieve any score under this criterion.</i>	10
Talent & Skills Development: <i>Does the application provide an opportunity for new talent or skills development, particularly people that reflect Ireland's cultural and ethnic diversity and is the level of support as set out sufficient? Or the extent to which the applicant will create opportunities for talent and/or skills development?</i>	10
Women in a Lead Creative Role: <i>The extent to which the creative team includes women in a leadership role.</i>	10
Qualitative Assessment Score: <i>Score as awarded by the Qualitative Assessment Panel</i>	--