

AFI DIGITAL CONTENT LAB – PROJECT APPLICATION

* PLEASE NOTE – The AFI Digital Content Lab incubates innovative digital enhancements for real-world entertainment properties. Preference will be given to project applicants who can document distribution agreements, funds for deployment, and talent agreements, where appropriate. Additionally, preference will be given to applicants with strong digital backgrounds, applicable skill sets, and industry relationships that contribute to the potential for deployment.

1) PRIMARY CONTACT INFORMATION:

Name:

Title:

Company (if any):

Address:

Work Phone:

Cell Phone:

Email Address:

Professional relationships with AFI DCL Mentors (if any):

2) AFI DCL PROCESS FOR WHICH YOU ARE APPLYING:

The AFI Digital Content Lab develops three types of projects: Concept Development, Prototyping, and Business Planning. Please choose the one that best matches the intent of your proposal.

Please choose:

- Concept Development (3 months)* – Team develops an innovative digital proposal for enhancement of a television program or series, film, video game, mobile content play, or other media asset. Deliverables will generally consist of a storyboard and/or comps, along with a detailed concept document.
- Prototyping (6 months)* – Team develops a digital prototype that complements an existing entertainment property or that stands alone. Deliverable is generally a working prototype that runs on the platform(s) for which it is intended. Prototypes showcasing visionary solutions may occasionally be delivered as a video or computer-based demonstration of the intended experience.

- Business Planning (3 months)* – Team analyzes key business issues relevant to bringing a specific interactive property or concept to market. Deliverable is a business plan with recommendations for resources necessary for production and deployment.

3) YOUR PROJECT & VISION

- a) Name of Project, Property or Show:
 - Actual title
 - Working title

- b) Describe in detail the existing media property or project that you wish to submit for AFI Digital Content Lab prototyping, concept development, or business planning. Be explicit about the current status of the production, issues related to any rights holders, distribution agreements, talent involvement, and funding scenarios in place or in discussion that are relevant to deployment of the AFI Digital Content Lab prototype or concept.

- c) Describe in detail the ideal end product you envision for the AFI Digital Content Lab prototype, concept development, or business plan. Detail the unique opportunities and challenges that inform your vision. Preference will be given to projects that require true innovation and that set a standard for productions that follow.

- d) In order of priority, list the top three digital platforms you believe most appropriate for eventual delivery of the AFI Digital Content Lab prototype, concept or business plan. Briefly describe why you believe these platforms are relevant to the project.
 - 1.
 - 2.
 - 3.

- e) Explain why you are bringing this project to the AFI Digital Content Lab rather than attempting to develop it on your own.

- f) Describe the qualifications and experience you and your team bring to this project, with emphasis on recent non-AFI projects that exhibit skills and solutions relevant to the project under consideration.

- g) If the project or property is already in distribution, please provide air times, pointers to web presence, ratings, web page views, and any other metrics that will help to gauge the scope and influence to date.

- h) Detail resources and budget that will be available during the AFI Digital Content Lab process, with emphasis on availability of key personnel, access to existing assets, willingness/ability to create or shoot original assets (video, game elements, V.O., ads, 3D elements, scripts, etc.) for use in the digital production, and any available details relevant to eventual deployment. Include name and title of the individual with authority to greenlight resources necessary for eventual deployment of the prototype or concept.

4) PERSONNEL INFORMATION

- a) Please provide names, areas of expertise, and level of commitment for each individual from your organization who you anticipate participating in the development of the prototype, concept, or business plan. Please note whether individuals will be a regular and committed participants (minimum of two committed participants per project); occasional participant; or available on an as-needed basis.

Name:

Title:

Area of expertise:

Level of commitment:

Name:

Title:

Area of expertise:

Level of commitment:

Name:

Title:

Area of expertise:

Level of commitment:

Name:

Title:

Area of expertise:

Level of commitment:

- b) Please provide contact information and relationship to any partners (development, distribution, promotion, etc.) already attached to the project or who are likely to be involved by the time the project wraps.

Name:

Title and Company:

Phone numbers:

Email:

Name:

Title and Company:

Phone numbers:

Email:

Name:

Title and Company:

Phone numbers:

Email:

- c) Please list names and contact information for investors or other collaborators who could contribute to the success of the project or who you believe may be interested in working on this team with you:

Name:

Title and Company:

Phone numbers:

Email:

Name:

Title and Company:

Phone numbers:

Email:

Name:

Title and Company:

Phone numbers:

Email:

5) **BACKGROUND INFORMATION**

Please upload documents (Word or PDF) for each of the primary participants from your organization that detail experience relevant to the proposed project. For the two primary participants, detail the skills and resources each will be responsible for bringing to the production.

- 6) APPLICATION FEE: (Good for one year)**
Commercial Productions: \$100
Public Broadcasting Productions & Non-Profits: \$50

Note: If rejected, applicants are welcome to submit either the same or an updated application for the same project with no additional application fee required for a period of one year after the application date. If the same applicant reapplies with a new project, the full application fee is due.)

Please make check payable to AFI Digital Content Lab and mail to:

**AFI Digital Content Lab
2007 Applications
2021 N. Western Avenue
Los Angeles, CA 90027**

If you have further questions or concerns, please call 323.856.7816 or e-mail digitalcontent@AFI.com.

7) MEDIA:

- a) If media related to the proposed project already exists, it is highly recommended that you submit examples of your programming on DVD, CD or tape. Please mail all media to the address above to arrive by the application deadline.
- b) Please list any websites or online resources that support your application.

8) IMPORTANT LEGAL NOTICE

If accepted to the AFI Digital Content Lab (AFI DCL), your organization will be asked to sign and deliver to AFI within 30 days of the start of your production quarter a legal document that covers the parameters of your participation. Please be confident that you can grant these rights before submitting your application.

The document assures that:

- a) If you are prototyping a concept for an existing property, you own or have the right to use the assets of the show or property for prototyping purposes in the Digital Content Lab.
- b) If you are prototyping, you will remain the exclusive owner of the prototype.
- c) In all participation processes, you will grant AFI the right to archive and demonstrate your completed work for three years following its delivery.
- d) If you are prototyping, you will grant our sponsors, the AFI Digital Content Lab financial underwriters, the right to archive and demonstrate your completed prototype for three years following its delivery.

9) SIGN-OFF

If selected for the Workshop, you will be required to act as a full participant with your production team. You must attend mandatory events. In addition, your participation is required at a scheduled weekly telephone conference call with your production team, and you will be asked to dedicate a reasonable amount of time per week to the development of your project or prototype.

a. I agree

b. I disagree

Please initial below:

I understand that there is no cost to the selected participants (except the application fee) to join the AFI DCL; however, depending on the production route chosen by the participant, additional production expenses may be incurred. AFI does not provide housing, meals or transportation.

<p>_____</p> <p>Name of Authorized Company/Participant Representative</p>	<p>_____</p> <p>Date</p>
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COMPLETED APPLICATIONS MUST BE SUBMITTED TO DIGITALCONTENT@AFI.COM.