# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Filmmakers Guide</td>
<td>3</td>
</tr>
<tr>
<td>Budget Guidelines</td>
<td>4 - 6</td>
</tr>
<tr>
<td>CBC’S Inclusion and Commitment</td>
<td>7-9</td>
</tr>
<tr>
<td>Deliverables Requirements</td>
<td>10 - 13</td>
</tr>
<tr>
<td>Invoicing Delivery Schedule</td>
<td>14</td>
</tr>
<tr>
<td>Technical Specifications for Program Delivery</td>
<td>15 -17</td>
</tr>
<tr>
<td>Format Guidelines</td>
<td>18</td>
</tr>
<tr>
<td>CBC Branding</td>
<td>19</td>
</tr>
<tr>
<td>File Name Convention and Appendices</td>
<td>20</td>
</tr>
</tbody>
</table>

# KEY CBC CONTACTS

Production Executive: Lesley Birchard lesley.birchard@cbc.ca  
Associate Production Manager: Amy Moylan amy.moylan@cbc.ca  
Business and Rights: John Vekar john.vekar@cbc.ca  
Digital Producer: Vanessa Caldwell vanessa.caldwell@cbc.ca  
Finance: Darlene Pallone darlene.pallone@cbc.ca  
Post Production Supervisor: Tyler.Rampersaud@cbc.ca

Please copy ALL deliverables to shortdocs@cbc.ca
INTRODUCTION TO FILMMAKERS GUIDE

We’re looking forward to working with you! Here’s a few notes on our process. This seems like a lot but you can always ask us for clarity on any of these points.

After your Production Executive and the CBC Docs Team approve your initial creative treatment and production schedule, our Production Planning team will assess your budget. Please see the budget guidelines, technical specifications and master delivery information outlined in this guide when putting together your budget.

Once your budget has been approved, your Production Executive will introduce you to a representative from our Business & Rights team, who will work with you on a contract. In addition to outlining our requirements in terms of deliverables, your contract will include a payment schedule and details what rights we are requesting.

The first set of deliverables tied to your first payment will include a diversity plan, approval of your key creatives including director, key cast and production personnel, your shoot plan and production schedule, and communications & digital deliverables. This is all outlined in the Deliverable Requirements section.

Throughout the production process, your Production Executive will work with you closely and will give approval on things like your shoot plan, rough cuts, fine cuts, any changes to production schedule etc.

You will also be connected to a member of our Digital Team, who will work with you on a plan for how we’re going to roll out your short doc online - additional content, social media plan etc.

The Post Production Supervisor will be your point person on master delivery and along with your Digital Producer will be able to answer technical questions. They will also be able to supply you with graphics templates for subtitles, text cards, opening and closing animation etc.

Your Production Executive and Digital Producer will keep you posted about potential online premiere date and publicity opportunities. If you’re hoping to submit your short doc to any festivals, we’d ask that you contact your Production Executive as early in the process as possible to request permission, as festival dates may conflict with our planned premiere of your doc. We try to accommodate people when we can, but our first priority is our online release. Your doc will live in several places - our Short Docs site, CBC Gem, CBC Docs Youtube Channel and our social media channels.

In addition to the information found in this guide, producers should also be familiar with CBC’s code of conduct, commercial policies and festivals submission, guidelines to filming with animals as well as our priority to inclusion and diversity.

Further information can be found at the links below:

Code of Conduct: click here
Commercial Policies & Festivals Submission: click here
Guidelines to Filming with Animals: click here
Inclusion & Diversity: click here
**BUDGET GUIDELINES**

We will be requesting additional **web content** to enhance the audience experience prior to rollout of your short doc. For example, we may request a 30s-1min **social video** and some isolated scenes, JPEGs etc. You may want to ensure you have 1-2 days in editing for these elements. We will also require high res **publicity photos** of your subjects and some scenes, and screen grabs of key scenes.

Your CBC Production Executive will be weighing in on the post-production process, so ensure you have a few additional days in your post schedule to allow for notes on rough cut, fine cut and picture lock.

Please reference APPENDIX 1 for a budget template. A cost report template can also be found in a separate tab and is one of your final deliverables.

**FORMAT REQUEST**

Please include notes that breakdown how many anticipated shoot days, locations, and episodes/length of final delivery.

- Please include a post schedule.

**RELATED PARTY**

- Please make a list of all related party expenses.
- RPT costs not to exceed 25% of the budget. (Defendable exceptions may be granted on this cap.)
- Related Party would be defined as one of the following:
  - Parent or Applicant Company / Producer / Producer team
  - Subsidiary Companies and/or under common control
  - Shareholders of Parent Company
  - Shareholders of Subsidiary
  - Members of close family
  - Management and/or employees of Parent Company
  - Management and/or employees of Subsidiary
  - Broadcaster affiliated to the Applicant (excluding Broadcaster’s services)

**ABOVE -THE-LINE LABOUR**

- Producers Fees – not to exceed 10% of B
- Director’s fees – may be represented as a flat rate.
- Cast - honorariums for subjects/participants is not an allowable expense.

**BELOW THE LINE LABOUR:**

- Where applicable please try to represent units as a daily rate.
- Please indicate where gear rentals or other expenses may be included in the daily rate

**TRAVEL:** Per Diems, if applicable

- Please breakdown cost by individual and include descriptions regarding destination, method (air/train/car), frequency, additional baggage, shipping cost, etc
VIDEO POST (PICTURE): Please confirm that budget matches CBC deliverables. (Including rough cuts, fine cuts, colour correct and fixes if required.)

VIDEO POST (SOUND): Please confirm that budget matches CBC deliverables.

MUSIC: Please ensure that all required music rights have been contracted per CBC long Form (including potential Broadcast rights if noted in contract). Also note CBC has access to a zero-cost music library (APM) and is more than happy to assist Producers with accessing that resource. You can sample the APM music library here: https://www.apmmusic.com/ For further information on how to obtain APM access, please refer to APPENDIX 6 for details.

STILL PHOTOGRAPHER: Please budget for a stills photographer to ensure you can provide high-quality images for promotional photos and key art. Screen grabs will NOT be accepted.

TITLES: Please confirm that budget matches CBC deliverables, including rights and approvals for all stock footage, photographs, etc. (including potential Broadcast rights if noted in contract).

CC/DV EXPENSES: CBC requires Closed Captioning and Descriptive Video on all digital and broadcast projects. If you are unfamiliar with the process, please contact CBC’s post production supervisor for more details.

GENERAL EXPENSES: Unless otherwise negotiated, CBC requires all digital projects engage insurance on all broadcast and digital projects. Please refer to the long form for your projects specific requirements. Note most projects will require both General Liability and Errors and Omissions coverage and a title search.

HEALTH & SAFETY: As the national public broadcaster, CBC views the health and safety of its employees and its production partners as the top priority. Any decisions on whether, when and how production can proceed must make health and safety the most important consideration. CBC expects our independent producing partners to establish appropriate health and safety protocols and adhere fully to all applicable federal, provincial and municipal laws and guidelines and implement best practices for personal protection and social distancing as recommended by any industry guidelines relevant to your production.

AUDIT – Unless otherwise negotiated, CBC does not require an Audit on projects under $100,000. However please be prepared to have auditable backup available on expenses/payments made if requested.

FILM FESTIVALS/MARKETS – are not allowable budget expenditures and should not be included in production costs.

OVERHEAD – not to exceed 10% of B

CONTINGENCY – not to exceed 5% of B
Please review the deliverables checklist outlined on pages 6 to 9 as well as the technical specifications for program delivery on pages 10 to 11 to ensure your budget accommodates all our delivery requirements.

PREVIOUSLY SHOT FOOTAGE:

It’s important to note that CBC does not reimburse cost for previously shot footage. CBC’s policy is to pay a direct use fee for this footage as part of the final deliverable.

A previously shot footage project can come to CBC in one of two stages:
   i) Producers have an archive of previously shot footage in a raw unedited state and are ready to move forward with edit.
   ii) Producers have an archive of previously shot footage in a raw unedited state but still needs to shoot further footage before edit process can be completed.

Current rate: $1500 per approx. 5 mins of final edited production materials. Use is based on final edited deliverable only.

   For example in scenario i): If the final delivered doc is 15mins and consists of approx. 10mins of previous shot footage - CBC would allow a payment of $3000 (2 x 1500) specifically for the use of that footage; plus edit costs.

   For example in scenario ii): If your final deliverable doc is 15mins and consists of approx. 5mins of previous shot footage - CBC would allow a payment of $1500; plus the cost of any additional shooting requirements; plus edit costs.

Once the length of expected used footage is agreed upon in the development stage the negotiated payment amount is considered locked and not open for renegotiation.

Re-edit projects:

These are hybrid projects where the Producer will be repurposing footage from a previously finished documentary project to re-edit and deliver a new project to the CBC. These docs will have creative input from the CBC before delivery.

   i) Producers have a previously completed, edited & packaged project that will now be re-cut for the CBC digital doc channel.

Current rate: $2000 per approx. 5 mins of final edited production materials. Use is based on final edited deliverable only.

   For example: If your final deliverable doc is 15mins and consists of approx. 15mins of previous shot footage - CBC would allow a payment of $6000 (3 x 2000); plus re-edit cost.

Once the length of expected used footage is agreed upon in the development stage the negotiated payment amount is considered locked and not open for renegotiation.
CBC’S INCLUSION COMMITMENT

At CBC, we are deepening our commitment to truly reflect contemporary Canada and advance equity, inclusion and representation in the Canadian creative and production industry. We know we have a unique leadership role to play in this regard and our work is ongoing.

These commitments formalize our ongoing efforts to increase equity and representation across all areas and form the foundation to ensure that our original programming will be led by a more diverse range of creative talent who authentically reflect more communities and perspectives across the country.

We need your support to ensure all opportunities to reflect and represent Canada’s diversity are explored and pursued, both within the content, and among those who are pivotal in its creation.

In addition to increasing representation on the screen, we need your help to identify and address underrepresentation in the industry off screen. This will occur in a 3-stage approach:

1) Production’s commitment to current CBC Initiatives.

2) Production’s creation of a plan that can include creative content, anti-oppression training on set, and succession and training opportunities through an inclusion lens.

3) Production facilitated inclusion reporting at the completion of production.

1. CBC INITIATIVES & COMMITMENT

Minimum commitments should be discussed throughout development, greenlight and pre-production phases and will be included/confirmed in the CBC commitment letter or contract. Details on all CBC initiatives can be found here.

As of 2021, our ongoing minimum commitments include:

• To ensure all documentaries being greenlit reach a minimum target of 30 percent hiring in key creative roles of people who self-identify as Indigenous, Black, Persons of Colour and/or Persons with Disabilities. This includes one-off documentaries as well as documentaries commissioned for The Nature of Things and The Passionate Eye.

The 3 key creative roles on a documentary are:

• Supervising producers/executive producers/producers if they have significant narrative, creative input
• Directors if they have significant narrative, creative input

One key creative role that is bespoke to the production and has impact and influence on the narrative. This could be writers, cinematographers, story editors, video editors or other key creative positions depending on the documentary

• Specifically for documentary series, to ensure at the greenlight stage that at least one of the key creative leadership roles of producer, director, showrunner, lead host or writer will be members of one of the following communities: Indigenous, Black, Persons of Colour, Persons with a Disability and 2SLGBTQIA+ across the series.
• Identifying the 3 key creative roles in particular the bespoke position will be determined in conjunction with the CBC production executive and should be done as soon as a production is green lit (if not already identified in the development stage).
2. INCLUSION PLAN: Content, Succession & Training Opportunities

This plan is to be submitted by Production to your CBC Executive In Charge of Production prior to commencing principal photography.

Production to work in consultation with CBC to create and implement an engagement, training and inclusion plan which details how and where persons who are Indigenous, Black, Persons of Colour, Persons with a Disability and 2SLGBTQIA+ will be included on screen and off screen and what steps the Production will take to elevate skills of the existing team and provide future growth opportunities.

Producers are strongly encouraged to consult with every department to identify areas where equity, diversity & inclusion can be incorporated. When structuring your inclusion plan specify ways in which Production will maintain an anti-oppressive environment.

Below are some key areas that we would recommend Production include in your plan.

● Key Executives / Creatives

Tell us about your executive & creative team. How do you feel your key creative team will reflect the values of inclusion and equity we’re striving for? How will this team’s skills be elevated? Do your key decision-makers reflect Canada’s diversity? Can you widen your pool of Writers, Directors, and Producers? How will these teams be supported?

● Content / Concept

Authenticity is paramount. Does your program tell authentic stories about or through the eyes of diverse Canadians? Is the story about, or reflective of, a diverse Canadian community? What subject matter, themes and characters will contribute to a meaningful representation of Indigenous, Black, Persons of Colour, Persons with a Disability and 2SLGBTQIA+? Why is your creative team the right one to tell this story? Tell us about your plan for the appropriate research and consultation with equity-deserving communities involved in the Program.

● On Screen Representation

Tell us about your plan when it comes to including Indigenous, Black, Persons of Colour, Persons with a Disability, and 2SLGBTQIA+ contributors in your Program. What values and approach will you take when seeking participants from equity-deserving communities? Include all on screen areas, such as:

  Primary Characters: Hosts, protagonist
  Secondary Roles: Participants, secondary host/characters/contributors

● Production Team / Training Opportunities

Tell us about how you will create an anti-oppression, anti-bullying environment for all. How training opportunities will be created at all levels within your production team, from entry-level roles to senior creative and executive ranks. Let us know what measures will be taken to increase off-screen representation of Indigenous, Black, Persons of Colour, Persons with a Disability, and 2SLGBTQIA+.
3. DIVERSITY & INCLUSION: Final Tracking Form (Production facilitated inclusion reporting at the completion of production)

Acknowledgement:
CBC is working with our production partners and other industry funders to gather information through safe, respectful and voluntary self-identification systems. Below represents Phase One of that process. CBC will continue to improve, adapt and update the ways in which this information is collected. Our teams are collaborating with stakeholders, listening to recommendations and incorporating those learnings as we take on the collection of this highly necessary but sensitive information. We value transparency and recognize there will always be room for improvement and feedback.

Producers, on behalf of all identified positions, will be asked to work within "self-identification best practices"* (see below) to complete a 'numbers only' form near the end of Production.

This document will be submitted to CBC to better inform on-going tracking and initiative decisions for future reporting to the wider industry. Production can expect to be asked for information regarding the following positions for self-identification

- Producers
- Director
- Showrunner
- Writer
- Story Editor
- Director of Photography
- Editor
- Lead Performers/Hosts
- Composers
- Animator/Graphics Artists
- Researchers
- Archivists
- Other Key Bespoke Positions (Ex. Casting or Culinary Producers)

These positions are subject to change.

SELF-IDENTIFICATION BEST PRACTICES

In order to assist in the collection of this data we recommend the following best practices be reviewed and considered. Please consider closely these best practices when choosing respectful gathering methodology when seeking identity-based information from your team.

Transparency, Timeliness and Accessibility

Collect information in a timely manner, making all information about the data collection available, this includes clear timelines and outline of third-party access to this information. Communicate the purpose and manner of personal information collection to creatives. Implement the collection of personal information based on voluntary express consent. Allow individuals to opt in or out of data collection, i.e. Prefer not to answer

Privacy, Confidentiality, and Dignity

Protect the confidentiality of personal information and respect the privacy and dignity of individuals.
- Plan and prepare: explore different methodologies that ensure privacy and security for Indigenous, Black, Persons of Colour, Persons with a Disability, and 2SLGBTQIA+. Example: who is the best person to initiate this conversation? For security reasons, perhaps it is not an individual that holds a managerial or executive position within the creative team.
- Consider replacing “Other” options with “Prefer to Describe” or “Prefer to Self-Describe” to avoid alienating respondents that do not see their identity represented.
- Safeguard your data. Maintain and promote secure systems and processes for retaining, storing, and disposing of personal information.

For more information or feedback, please contact:
Justine Fung (She/Her) Justine.Fung@cbc.ca
E & I Project Lead, Unscripted Content
o: 416 205 5708
m: 416 788 9818

DELIVERABLE REQUIREMENTS:
Please go through the below deliverables checklist in detail and ensure that all required deliverables are covered in your budget.

When you’re ready for delivery send all final deliverables to your Production Executive or Business & Rights contact and COPY the shortsdocs@cbc.ca email. Copying the shortsdocs@cbc.ca email will ensure prompt payment is made once the required deliverables are received and approved.

The checklist below provides further deliverable details.

**DELIVERABLES CHECK LIST:**

### Due with Contract Signature

1. **Signature of Agreement:** Please sign your agreement and return to your Business and Rights contact and copy shortsdocs@cbc.ca
2. **Inclusion & Diversity Plan:** Please complete the diversity plan and return to your Production Executive and copy Justine.Fung@cbc.ca. Refer to APPENDIX 2 for a diversity plan template.
3. **CFM Adherence Letter (if applicable):** Please sign and return to your Business and Rights contact and copy shortsdocs@cbc.ca. Refer to APPENDIX 3.
4. **Shooting Script:** Please send your shooting script to your Production Executive and copy shortsdocs@cbc.ca
5. **Production and post-production schedule:** Please send your production schedules to your Production Executive and copy the shortsdocs@cbc.ca email. Refer to APPENDIX 10 for template.
6. **Evidence of Complete Production Financing (i.e 3rd party financing agreements if applicable):** Please send to your Business & Rights contacts and copy shortsdocs@cbc.ca
7. **Insurance Policies (excluding E&O):** Please send to your Business & Rights contact and copy shortsdocs@cbc.ca
8. **Bios and Headshots of Creative Personnel:** Please send to your Production Executive and copy shortsdocs@cbc.ca
9. **Rough Synopses:** Short version: 200 **characters** maximum (including spacing). Long version: roughly 500 **words**. Please send to your Production Executive and copy shortsdocs@cbc.ca
Due at Rough Cut

10. Social Media and Promotion Plan: Please send to your Production Executive and copy shortdocs@cbc.ca Refer to APPENDIX 4 and follow the template.

11. Rough Cut: Please send to your Production Executive and copy shortdocs@cbc.ca

Due at Fine Cut

12. Fine Cut: Please send to your Production Executive and copy shortdocs@cbc.ca

13. Promotional Photos: 2-5 colour promotional photos that are NOT stills/screengrabs. These will be used for promo purposes across the CBC ecosystem. Please send to your Production Executive and copy the shortdocs@cbc.ca email. Please refer to APPENDIX 7 for guidelines and specifications. Screengrabs will NO longer be accepted

14. Production Stills: 2-5 production stills. Please send to your Production Executive and copy the shortdocs@cbc.ca email. Refer to APPENDIX 7 for guidelines and specifications.

15. Lead Images (Key Art): Titled and textless version of a lead image for your documentary (screen grabs are not to be used). These images may be used on CBC GEM and YouTube. Please send to your production Executive and copy the shortdocs@cbc.ca email. Refer to APPENDIX 7 for guidelines and specifications.

16. Clean logo(s) and fonts: Please provide all your logos and graphics and font package if you did not use the CBC Short Docs branding elements. These should be submitted to shortdocs@cbc.ca

17. Log line: A maximum of 90 characters (including spaces). Please send to your Production Executive and copy the shortdocs@cbc.ca email.

18. Final Synopsis: Please send to your Production Executive and copy the shortdocs@cbc.ca email. Short version: 200 characters maximum (including spacing). Long version: roughly 500 words.

19. Final Credit list: Your final credits should be no longer than 15 seconds. Your credits must be reviewed and approved by your CBC Executive and must include a card for the CBC Executives. Below is a list of the CBC Executives to be included in your credits. This CBC card should be placed before the CBC closing animation.

Produced in Association with CBC
General Manager, Entertainment, Factual & Sports - Sally Catto
Executive Director, Unscripted Content - Jennifer Dettman
Senior Director, Documentary - Sandra Kleinfeld
Senior Director of Production, Unscripted Content - Alexandra Lane
Executive in Charge of Production, CBC Docs - Lesley Birchard

The above list may change from time to time, please contact CBC’s post supervisor for the most updated list. Refer to APPENDIX 11 for a credit template.
**Note, an opening credit, “A CBC Short Docs Original” is required at the beginning of your documentary. No other head credits are allowed. Please refer to our branding notes for opening credit requirements.

PHOTO/STILL SPREADSHEET: A spreadsheet is required with photo + Production still information including the following for each image:

- Descriptive file name
- Names of people in the photograph
- Photo Credit (if necessary)
- Suggested caption
- Suggested ALT Tag (a detailed description of the image. One of the main purposes of the ALT tag is for the benefit of visually impaired users who use screen readers)

20. All Other Cuts (additional fine cuts and picture locks): Please send to your Production Executive and copy shortdocs@cbc.ca

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Due with the Master Delivery

21. Digital Master: Please send the final master via Aspera based on the “digital master” technical specifications on page 10 of this document. This titled master should be packaged with the required Short Docs branding outlined on page 12.

File name convention: ShortDocs_DocTitle_DigitalMaster
- Please create a Youtube version of the Digital Master. Please see the technical Specifications for export settings

22. Digital Textless Master: Please send the textless via Aspera. This is a version of the digital master WITHOUT titles (all text including doc title, lower 3rds, subtitles, credits etc. should be removed ). The Short Docs branding is NOT required so please be sure to remove all CBC branding from this master. This file should follow the “digital master” technical specs on page 10. However, closed captioning and DV are not required for this file.

File name convention: ShortDocs_DocTitle_TextlessMaster
- Please create a Youtube version of the Digital Master. Please see the technical Specifications for export settings

23. Audio Stems: Please send these files via Aspera. We will require separate audio stems. Please follow the audio guideline from the “digital master” technical specs on page 10.

File name convention:
- Dialogue only stems: File name convention: ShortDocs_DocTitle_DialogueStems
- Narration only stems: File name convention: ShortDocs_DocTitle_NarrationStems
- Music only stems: File name convention: ShortDocs_DocTitle_MusicStems
- SFX only stems: File name convention: ShortDocs_DocTitle_SFXStems

24. Final Screeners: Please send these files via Vimeo or Dropbox based on the technical specification listed under “clips & promo for Social media” listed on page 11 of this document. Please notify your Digital Producer and copy the shortdocs@cbc.ca email. We will require one final screener without timecode burn.

File name convention: ShortDocs_DocTitle_Screener
25. **Doc excerpts**: 3 x 1-2 mins clips from the documentary for use on the web. The excerpts will be identified by your Production Executive or Digital Producer. Please send these files via Vimeo or Dropbox based on the tech specs listed under “clips & promo for Social media” listed on page 11. Please send the clips to your Digital Producer and copy shortdocs@cbc.ca.

   **File name convention**: ShortDocs_DocTitle_Description of Excerpts

26. **If Requested – Social Video (Trailer)** Promotional video will be required to promo your documentary online. Please send these files via Vimeo or Dropbox based on the tech specs listed under “clips & promo for Social media,” listed on page 11. Please send to your Digital Producer and copy shortdocs@cbc.ca.

   **File name convention**: ShortDocs_DocTitle_Trailer

27. **If Requested - Extra pieces of video content (deleted/behind the scenes)**: Please discuss with your Production Executive or Digital Producer regarding any additional content you may have to promo your doc.

28. **If Requested - Filmmaker’s Essay (400 to 600 words)**: An essay or article about your experience making the film. Subjects/focus to be determined in consultation with your Production Executive or Digital Producer. Please send the essay to your Digital Producer and copy the shortdocs@cbc.ca

29. **Final Annotated Transcript**: Please send the final time coded annotated transcript to your Production Executive and copy the shortdocs@cbc.ca email. If an annotated transcript is not required (please confirm with your Production Executive first), please submit a time coded transcript.

30. **Music Cue Sheet & CFM Performer Payment Documentation (if applicable)**: Please send to your Business and Rights contact and copy the shortdocs@cbc.ca email. Refer to APPENDIX 6 for details.

31. **Interviewee list**: A complete list including title/affiliation, contact information, social handles and accounts. Please send to your Production Executive and copy the shortdocs@cbc.ca email.

32. **E & O**: The E & O certificate should be send to your Business & Rights contact and copy the shortdocs@cbc.ca email

33. **Diversity and Inclusion Tracking**: Please fill out this report and submit to your Business and Rights contact and copy the shortdocs@cbc.ca email. Please refer to Appendix 8

34. **Final Cost Report & Corresponding Affidavit**: Please send to your Business & Rights contact and copy the shortdocs@cbc.ca email
INVOICING DELIVERY SCHEDULE*

Please submit your invoice to shortdocs@cbc.ca when you have delivered the required deliverables for each of your payment schedule.

Once your invoice has been received and the required deliverables sent and approved, your payment will be released.

Refer to APPENDIX 9 for an invoice template.

Contract Signing: Deliverables 1 to 9 required

Rough Cut: Deliverables 10 to 11 required

Fine Cut & Communications Deliverables: Deliverables 12 to 19 required

Master Program: Deliverables 20 to 32 required

Cost Report: Deliverables 33 and 34 required

*Review this delivery schedule in conjunction with the payment schedule outlined in your contract. 9
CBC TECHNICAL SPECIFICATIONS FOR PROGRAM DELIVERY

Below are the technical specifications for our preferred master format. If you are unable to deliver your master and promo materials in the formats specified below, please contact Tyler Rampersaud at Tyler.Rampersaud@cbc.ca

Digital Master (Titled & Textless)

<table>
<thead>
<tr>
<th>Description</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIDEO HD</td>
<td>1920 x 1080, 4:2:2 with 8/10 quantizing</td>
</tr>
<tr>
<td>FRAME RATE/</td>
<td>must be NATIVE OF SOURCE (i.e 23.98, 29.97 fps)</td>
</tr>
<tr>
<td>SCAN TYPE</td>
<td>Progressive</td>
</tr>
<tr>
<td>FILE WRAPPER</td>
<td>.MOV *</td>
</tr>
<tr>
<td>VIDEO CODING</td>
<td>Apple ProRes HQ (-150Mbps or -220Mbps) *</td>
</tr>
<tr>
<td>AUDIO</td>
<td>5.1 Surround: (1: L 2:R 3:C 4:LFE 5: Ls 6: Rs 7: DV-L 8: DV-R)</td>
</tr>
<tr>
<td></td>
<td>Linear PCM, 24 bits, 48 kHz</td>
</tr>
<tr>
<td>CLOSED CAPTIONING</td>
<td>As separate SCC AND SRT files</td>
</tr>
<tr>
<td>DESCRIBED VIDEO</td>
<td>Required on tracks 7 &amp; 8</td>
</tr>
</tbody>
</table>

* AVID DNx145 or XDCAM HD 422 @ 50 Mbps may also be acceptable, please contact Tyler Rampersaud for further details.

Closed Captioning
- English text in EIA 608, 708 format
- Scenarist SCC AND SRT
- Synchronization within 1-second of audible dialogue
- CC must be mixed cased
- CC files must conform, within a half second, to the Primary Video Mezzanine
- CC must not obscure burned-in text
- pop-on style

Described Video
Described Video (DV) is an audio track produced and provided as an aid to the visually impaired. All CBC Digital Programs must be delivered with Described Video.

The Described Video (DV) channels are a stereo mix derived from the main program to which descriptive commentary is added. The audio level of these channels shall be similar to the main program level.

Competitive closed captioning and DV rates are available. Please contact Tyler Rampersaud at Tyler.Rampersaud@cbc.ca for further details. The master (both titled & textless) should be sent via Aspera. Please contact Justine for an Aspera invite as well as info on how to use Aspera.
Clips & Promo for Social Media

<table>
<thead>
<tr>
<th>VIDEO HD</th>
<th>1920 x 1080</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRAME RATE/</td>
<td>must be NATIVE OF SOURCE (i.e 23.98. 29.97 fps)</td>
</tr>
<tr>
<td>SCAN TYPE</td>
<td>Progressive</td>
</tr>
<tr>
<td>FILE WRAPPER</td>
<td>MP4 or M4V</td>
</tr>
<tr>
<td>VIDEO CODING</td>
<td>H.264 (~ 6Mbps)</td>
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<td>AUDIO</td>
<td>Stereo: (1: L 2: R )</td>
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<td></td>
<td>24 bit, 48 kHz</td>
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<tr>
<td>AUDIO CODING</td>
<td>LPCM</td>
</tr>
<tr>
<td>CLOSED CAPTIONING</td>
<td>As separate SCC AND SRT files</td>
</tr>
<tr>
<td>DESCRIBED VIDEO</td>
<td>NOT Required</td>
</tr>
</tbody>
</table>

Closed Captioning

- English text in EIA 608, 708 format
- Scenarist SCC AND SRT
- Synchronization within 1-second of audible dialogue
- CC must be mixed cased
- CC files must conform, within a half second, to the Primary Video Mezzanine
- CC must not obscure burned-in text
- pop-on style

Please note that closed captioning is a requirement for all social videos moving forward. However, if you have not budgeted for closed captioning, we will accept a full transcript in word format.

Clips and promotional video for Social Media can be sent via Vimeo, Dropbox or other ftp method and copied to shortdocs@cbc.ca
YouTube Export Settings
When preparing a file for YouTube:
  ● No bars or count-in, remove slate from the beginning of the video
  ● Start at the first frame of the doc
  ● Zero captions to the beginning

Captions
  ● Important! *Zero captions to the beginning of the video (so they are synced)*
  ● Export sidecar file in ".scc" format (Scenarist Closed Caption).
  ● Do not burn captions into video (except in the case of translation)

Export Settings:
Format: H.264 (MP4)
Resolution: At least 1920x1080 (or higher if footage is native to a higher resolution)
Frame Rate: Frame rate native to the footage (YouTube can handle up to 60fps)
Field Order: Progressive (not interlaced)
TV Standard: NTSC
Profile: High
Level: 4.2
Render at Maximum Depth: ON

Bitrate Settings:
Bitrate Encoding: VBR, 1 Pass
High (recommended) or Medium
Target Bitrate: 50 Mbps 30 Mbps
Maximum Bitrate: 62 Mbps 36 Mbps
Use Maximum Render Quality: ON
If given high processing power and time: VBR, 2 Pass, at 36 Mbps is ideal

Audio:
Codec: ACC
Channels: Stereo
Audio Quality: High
Bitrate: 320 kbps
* Audio should be normalized to 0db without peaking. Basically, as loud as possible. *

Adobe Premiere preset file
You can download this file, and import the ready-to-go settings into Premiere here:
https://drive.google.com/open?id=0B66d2CF-KAAhSjdrUzFaR2lvMzA
FORMAT GUIDELINES

All Short Docs must follow the below format guidelines.

Master

<table>
<thead>
<tr>
<th>TIMECODE (at start)</th>
<th>DURATION (hh:mm:ss:ff)</th>
<th>AUDIO VIDEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:59:00:00</td>
<td>00:00:30:00</td>
<td>1 kHz @ reference level Colour bars (audio/video Synchro.)</td>
</tr>
<tr>
<td>09:59:30:00</td>
<td>00:00:05:00</td>
<td>Reference tones Slate (audio/video Synchro)</td>
</tr>
<tr>
<td>09:59:35:00</td>
<td>00:00:20:00</td>
<td>Vocal Track ID/Pink Noise</td>
</tr>
<tr>
<td>09:59:55:00</td>
<td>00:00:03:00</td>
<td>Silence Black</td>
</tr>
<tr>
<td>09:59:58:00</td>
<td>00:00:00:01</td>
<td>1 kHz @ reference level Colour bars (audio/video Synchro.)</td>
</tr>
<tr>
<td>09:59:58:01</td>
<td>00:00:02:00</td>
<td>Silence Black</td>
</tr>
<tr>
<td>10:00:00:00</td>
<td>00:00:15:00</td>
<td>Act 1 Act 1</td>
</tr>
<tr>
<td>00:00:03:00</td>
<td>Credit Music Closing Credits (Card Format)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>00:00:03:00 (approx.)</td>
<td>CBC Backplate Animation CBC Backplate Animation</td>
</tr>
</tbody>
</table>
CBC BRANDING

The following is required on the titled master:

“A CBC SHORT DOCS ORIGINAL” (in show font type)

Duration: 2 seconds (min)

Preferably, this would run at the beginning of the documentary over picture, but we are flexible about placement, provided such placement is approved by CBC in writing in advance. This could also run in the main title card sequence.

There should be no other corporate head credits for the Producer, or any distributor or other financial participants.

The CBC backplate should appear at the end of your documentary after the end credits. This backplate can be found here:

https://www.dropbox.com/sh/40c0pvh3dcbwsvm/AADLjUOkWxmH9CMEvPtZqbBXa?dl=0

Other Considerations

- Subtitles should be at least 82pts (Remember that most Short Docs are viewed on mobile devices so subtitles need to be larger than usual).
- No scrolling end credits please, card format only

Trailer, Social videos and Extras

- No slate
- Burned-in text must be at least 82 pts

Please note that all titled masters and social media videos MUST follow the branding guidelines. If you have any questions regarding the branding, please contact your Digital Producer.

File Name Convention

It is very important that all files sent to the CBC follow the naming convention listed in the deliverables checklist. We receive many files daily and it is imperative that you name your files appropriately. Simply naming your digital master “CBC Master” will cause a lot of confusion and could mean your files may get misplaced.
APPENDICES

All appendix references can be downloaded from the below Dropbox link:

https://www.dropbox.com/sh/tmrupzqhgg4pujs/AABbS-vGl6K47B3-tlZBbXIYa?dl=0

You will find the following:

Appendix 1: Short Docs Budget Template
Appendix 2: Inclusion & Diversity Plan Template
Appendix 3: CFM Letter of Adherence
Appendix 4: Social Media and Promotion Plan Template
Appendix 5: Annotated Transcript Example
Appendix 6: Music Cue Sheet Template
Appendix 7: Photos and Graphics Specifications
Appendix 8: CBC Diversity Tracking Form
Appendix 9: Invoice Template
Appendix 10: Production Schedule Template
Appendix 11: Short Docs Credit Template
Appendix 12: Youtube Delivery Specs