



UGANDA
COMMUNICATIONS
COMMISSION

**CONTENT DEVELOPMENT SUPPORT
PROGRAMME
(GUIDELINES)**

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DEFINITIONS

The following words and expressions shall have the following meaning:

Animation; This genre consists of all film works consisting of a series of Drawing, puppets; both computer and non-computer generated, to give the illusion of movement when projected in rapid sequence.

Cinematograph Theatre; Means any building, structure, tent or other erection of whatever nature or any place or land in or on which a cinematograph or video exhibition is presented to the public either gratuitously or for reward.

Commission; Means the Uganda Communications Commission established under the Uganda Communications Act, 2013.

Copyright; The exclusive and assignable legal right, given to the originator for a fixed number of years, to print, publish, perform, film, or record literary, artistic, or musical material.

Conflict of interest; A situation in which a person is in position to derive personal benefit from actions or decisions made in their official capacity.

Distribution; The process for making film or video works available for viewing by an audience.

Documentary; Film works that are based on factual events or facts.

Dubbing; the process of adding new dialogue or other sounds to the soundtrack of a motion picture that has already been shot or translating foreign language films into audience language.

Exhibition; Means a display of art, video, or data to the public, with or without sound by means of any electronic apparatus.

Feature Film; Films works with a length of 60 minutes and above based on imagination and not necessarily facts.

Filming; means producing for exhibition to the public, a motion picture or producing still photograph for commercial use.

Financial year; the period commencing 1st July ending 30th June of the following year.

Local Content; Content which recognizes the cultural and linguistic diversity of Uganda carrying themes of relevance to the local audience and produced under Ugandan's creative control.

The local content must be:-

- a) produced by natural persons who are citizens or permanently residents of Uganda or produced by legal persons whose legal domicile and a majority of whose shareholders and directors are citizens or permanently residing in Uganda; and
- b) which reflects the artistic creativity, culture, social economic conditions and values of Uganda.

Poster; Means any picture, drawing, painting, photograph, figure or other device advertising audio-visual works.

Producer; Means a person making arrangements necessary for the production of a film or video work and for the organization and direction of the scenes to be depicted in the film or video work.

Recoupment; Means the refund made to the Commission after sales from the Audio-visual works where applicable.

Script; A written version of film or video work (audio-visual work).

Short Film; Film works with a running time of 59 minutes or less including the credits and based on imagination and not necessarily facts.

Ugandan Citizen; Any person who has acquired citizenship by birth, descent and naturalization according to the Constitution of Uganda.

TV Drama/Series; A television drama/series is a show presented in a dramatic way and explores a range of genres from comedy, soap opera, science-fiction to costume drama and usually engages with issues of the day in an accessible fashion that an audience can connect with.

Ugandan owned company; A Company incorporated in Uganda where majority shareholders are Ugandans holding at least 51%.

1. INTRODUCTION

The Content Development Support Programme (CDSP) is an initiative dedicated to supporting the audio-visual Industry in Uganda. This initiative will provide support to Ugandan production companies and individuals for the development of Audio-visual content. This includes feature films, short films, animations, documentaries, and television dramas. It is envisaged that through this Programme, Ugandans will be able to create employment opportunities, generate revenue, acquire skills, promote and develop audiences for local content.

1.1 Objectives of Content Development Support Programme

The Content Development Support Programme seeks to achieve the following objectives;

- i. Increase competitiveness of the Ugandan audio-visual content locally and internationally
- ii. Boost production of audio-visual content to increase the volume and diversity of content.
- iii. Create employment opportunities in the audio-visual industry through increased and coordinated opportunities for content development
- iv. Develop and build audiences for Ugandan audio-visual Content.
- v. Globally Position, Promote and market Uganda as a filming destination for international productions and co-productions.

2.0 SUPPORT AREAS

This financial year 2020/2021, the Commission has prioritized support for development and production of local films/audio-visual content which promotes Ugandan culture and tourism. The content should be under any of the following genres;

- I. Feature Films
- II. TV Dramas
- III. Documentaries
- IV. Animation
- V. Short films

3.0 GENERAL CONDITIONS FOR APPLICATION

3.1 Exclusion Areas

The Programme does not support the following:

- i. corporate videos;
- ii. non-governmental organisations and other institutions or companies not primarily involved in the film and television industry;
- iii. individuals or companies who are not Ugandan citizens;
- iv. training programmes primarily focussed on the performing arts; and

3.2 Time limit on Committed support

Successful applicants or beneficiaries have a one-year period (financial year) to raise and utilise the approved support. Failure to do so will result in the automatic forfeiture of such support, which will be reallocated to other projects. The onus is on the applicant to ensure that funds are raised and milestones met within this time period. Extension may be granted in exceptional circumstances. The beneficiary must request an extension in writing at least three months before the expiration of the one-year period.

3.3 Recoupment

The Content Development Support Programme will operate on a recoupment basis where applicable. The recouped revenue from audiovisual productions that have been successful will be used to replenish the Content Development Support Programme.

4.0 EVALUATION PROCESS OF APPLICATIONS

4.1 General Evaluation criteria for applications

The project will be evaluated according to the following criteria:

- i. The project shall be evaluated on its originality, uniqueness and relevancy to the Ugandan values.
- ii. The applicant should show a good understanding of filming structures in their projects.
- iii. The project will be assessed on its marketing strategy to its potential audience.
- iv. The applicant should demonstrate how their project will impact the development of the local Audio-Visual industry.
- v. The project and supporting documents should be submitted and presented professionally.
- vi. The project team should possess relevant educational qualifications and or experience to deliver the proposed project timely.
- vii. The project budget and plan should be feasible according to the relevant market.

4.2 Requirements for Application

- i. A completed application form
- ii. An application letter
- iii. A project plan
- iv. a synopsis/ script
- v. Registration document for companies or Copy of National identification card for individuals.
- vi. proof of ownership of the project;
- vii. Applicant's Curriculum Vitae;
- viii. Cast and Crew Curriculum Vitae
- ix. Budget.
- x. Marketing Strategy
- xi. Co-productions agreement or contracts (if any).