



CONTENT DEVELOPMENT SUPPORT PROGRAMME

**Guidelines
2022-2023**

1. BACKGROUND

The Content Development Support Programme 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 will include feature films, short films, animations, documentaries, television dramas. It is envisaged that through the support provided by the 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.
- vi. Support the building of infrastructure for content development.

2.0 Support Areas

This financial year 2022/2023, the Commission has prioritized support for production of local films/audio-visual content, which is **original, unique and relevant to Ugandan Values**. The content should be under any of the following genres. These projects can be in local language with subtitles, or English or a mixture of both.

- i. Feature
- ii. Short films
- ii. TV Dramas
- iii. Documentaries
- iv. Animation

3.0 EVALUATION CRITERIA OF APPLICATIONS

3.1 Below is a check list table indicating what applicants are required to submit alongside the application.

NO	DOCUMENTS	ATTACHED(TICK)
1	A completed application form	
2	An Introduction/Cover letter	
3	A logline of the film (<i>one or two clear, concise sentences</i>)	
4	A detailed treatment of the film (one-page document that summarizes your film).	
5	A Synopsis of the film including images (document that presents the story idea of your film).	
6	Sample Visuals for Animation genre.	
7	Pilot outline for TV Drama Series.	
8	Applicant's Curriculum Vitae & Key Cast and Crew's Curriculum Vitae (Script writer, director, producer, Lead Actor/Actress).	
9	Implementation plan that illustrates; Target audience, production process, start to finish timelines, budget of the film, marketing, and distribution plan.	
10	Budget (UCC budget template must be used)	
11	Agreements for film production, Acquisition agreements to acquire actors, directors, costume designers, location, Intellectual property agreements, co-production agreements if any.	
12	Registration document for companies or Copy of National identification card for individuals.	

3.2 SPECIFIC EVALUATION CRITERIA FOR SUPPORT AREAS

Concept Development

Evaluation criteria:

Applications are evaluated based on the following:

- 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 and 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 should demonstrate that it is all-inclusive and non-discriminatory.
- vii. The project team should possess relevant educational qualifications and or experience to deliver the proposed project timely.
- viii. The projects intended for international markets should demonstrate clear marketing strategy and crew capability.
- ix. The project budget and plan should be feasible according to the relevant market.
- x. Impact assessment indicating number of jobs created.

4.0 SCHEDULE OF CALL FOR PROJECTS AND EVALUATION PROCESS

Timeline	Activity
30 th April 2023	End of submission