



**Deadline for entries: 15th February 2010**

## **NFB Category: "Next Generation Online Video Experience"**

**The National Film Board of Canada is on the lookout for the best and brightest to push the online video experience to a whole new level and imagine the next "killer feature" for the NFB.ca website.**

### **THE BRIEF**

In 2009, The National Film Board of Canada celebrated its 70th anniversary, and to help mark the occasion, we opened our vaults and put over 1,000 full-length films, trailers and clips online, free for personal use and on a subscription basis for schools and institutions.

Our collection includes animation, documentaries, experimental films and alternative dramas. We showcase films that take a stand on issues of global importance that matter to Canadians – stories about the environment, human rights, international conflict, the arts and more. Works that push the boundaries, give a voice to the underrepresented, and build bridges between cultures.

On NFB.ca, people can discover new releases, old favorites and forgotten classics with works by many of Canada's legendary directors. We have films for all ages, in both French and English. We are committed to making our vast collection accessible to all Canadians so we're adding dozens of films every week.

We are committed to delivering the most engaging and exciting online experience as possible. This is why NFB.ca provides its users with a powerful, yet easy-to-use feature set. However, with online technology evolving at an ever-increasing speed, we are well aware that NFB.ca needs to constantly evolve if it is to remain at the forefront of online film delivery.

This is where Content 360 comes in. We're on the lookout for the best and brightest to imagine the next "killer feature" for NFB.ca: an innovative and audacious new element that has the power to push the NFB.ca experience to a whole new level. We are open to ideas of any form: Advanced integration of social media, innovation in Interface design and User experience, Semantic content management, new methods of Video delivery, etc. All avenues are open to exploration. The winning Content 360 pitch will be awarded a contract by the NFB to further develop this new feature.

### **SELECTION CRITERIA**

- **Innovation:** Will the feature demonstrate originality in its use of various technologies?

- **Interactivity:** Will the feature enhance the overall user experience and encourage user participation?
- **Global:** Will the feature have meaning for broad audiences across borders?
- **Feasibility:** Is the feature likely to succeed? Is the technology readily available? If the feature encourages user participation, what evidence is there audiences will contribute?

## **ABOUT THE NFB**

Canada's public film producer and distributor, the National Film Board of Canada creates social-issue documentaries, auteur animation, alternative drama and digital content that provide the world with a unique Canadian perspective. In collaboration with its international partners and co-producers, the NFB is expanding the vocabulary of 21st-century cinema and breaking new ground in form and content, through community filmmaking projects, cross-platform media, interactive cinema, stereoscopic animation – and more. Since the NFB's founding in 1939, it has created over 13,000 productions and won over 5,000 awards, including 12 Oscars and more than 90 Genies. In 2009, the works of NFB animation pioneer Norman McLaren were added to UNESCO's Memory of the World Registry. The NFB's new website features over 1,000 productions online, and its iPhone app has become one of the most popular and talked about downloads. Visit NFB.ca today and start watching!

### ***SPECIFIC TERMS AND CONDITIONS FOR THE NFB CATEGORY***

*Entries for this competition can come from anywhere in the world. The winning project will receive a 12,000 Euros development contract from the National Film Board of Canada (NFB) subject to the NFB's standard terms and conditions. Note that this is not a cash award but an offer to develop the project in partnership with the NFB. The winning producers will work collaboratively with an assigned NFB producer to guide the project through a development phase defined by the NFB's standard terms and conditions. These terms are also subject to French law and jurisdiction.*