



**originals**  
WITH



**Screen Queensland's digital production initiative Queensland Originals with YouTube will see top tier YouTube creators and the Queensland screen industry come together to develop new content for the YouTube platform, combining the star power of the YouTube creators with the production and creative drive of the screen industry.**

After an EOI process, five production companies or key creative teams will be chosen to mine the incredible top YouTube creator talent in Queensland. Together they will then develop a new series for the creator's YouTube channel. One of these five pitches will then be funded to further develop and produce the series which will premiere on the YouTube creator's channel.

### **Who can apply?**

Any Queensland-based production company or creative team can lodge an expression of interest to take part in Queensland Originals with YouTube. Production companies must be based in Queensland and creative teams must be made up of a producer, writer and director – two of which must be bona fide Queenslanders (Don't know if you're a bona fide Queenslander? Check out page 8 of our [Terms of Trade](#))

### **How can I apply?**

The EOI process is simple – create a 3-minute or less video that pitches why the company or creative team should be one of the five shortlisted to work with YouTube creators.

Be creative. Be interesting. Stand Out.

From the EOI, Screen Queensland and YouTube will short list five (5) companies or teams who will then meet with Queensland's top YouTube creators to develop and pitch ideas. Of these, one will be chosen for production.

### **What are the specifics?**

The shortlisted production companies and the YouTube creators will be responsible for contracting their agreement to work together and the intended ownership of the created series. Screen Queensland will allow all workable co-production agreements that don't breach its Terms of Trade.

The funded series will need to have at least five (5) episodes each with a length of five (5) minutes or more. The series will be built around the YouTube creator and should be aimed at a similar audience. It will need to fit with the YouTube creator's brand and work on their channel.

Animation series will also be considered with at least five (5) episodes each with a length of two (2) minutes or more.

The series will premiere on the YouTube creator's channel, either in one bingeable hit or in slow release over a short period – whichever works for the audience and the content.

Screen Queensland will provide a \$150,000 grant towards the cost of production.

The completed series will need to be uploaded to YouTube by 31 January 2017.

**How will the teams be shortlisted and chosen?**

The teams will be assessed from the EOI on the following criteria:

- the team's track record
- the team's potential – both production and creative
- the extent to which the overall team is QLD based/overall QLD impact
- the creative strength (note, not just the production value) of the pitch video

**Where to from here?**

EOI's open on 13 May 2016 and close 5pm Friday 1 July 2016.

To apply, go to <http://screenqueensland.smartygrants.com.au>

**Want more information?**

Simply contact the Development & Production team at Screen Queensland on [developmentandproduction@screenqld.com.au](mailto:developmentandproduction@screenqld.com.au) or give them a call on 07 3248 0500.