

Appendix A - Questions for Web Series Project

Questions for Web Series Producers

- About The Web Series
 1. What is the genre of your web series?
 2. What is the average length of an episode?
 3. On what platforms is the web series distributed?
 4. At what stage are you in this project?
- About Funding
 5. What various funding sources (be they public or private) were used to initially begin funding the project?
 6. What percentage of the project's budget comes from each of the previously mentioned funding sources?
 7. Where any restrictions or expectations, monetary or otherwise, stipulated as part of receiving funding?
 - a) **IF YES** What were they?
 - b) **IF YES** Did any of these restrictions or expectations impact production? How so?
 - c) **IF YES** Were you able to fulfil the expectations set by the sources of funding?
 8. Are you expected to repay or reimburse the funds received for the production of your web series?
 - a) **IF YES** Have you been able to repay or reimburse?
 - i. **IF YES** How long after receiving the funds have you repaid them?
 - ii. **IF NO** Do you expect to be able to repay in the future and at what point?
 9. What resources or information sources about funding were used for this project?
 10. What kind of resources or information sources about funding could have been considered useful to have during the development of this web series?
- About Monetization
 11. What various monetization methods have been used with the web series?
 12. What percentage of the project's income comes from each of the previously mentioned monetization methods?
 13. Did your choice of monetization methods impact in some way the production of the web series or web series episodes? How so?
 14. What techniques were used to promote or advertise these monetization methods? Were they deemed successful?
 15. Have you been able to make a profit from the production and distribution of the web series?
 - a) **IF YES** At what point were you able to make a profit?
 - b) **IF NO** Are you expecting to in the foreseeable future? If so, when?
 16. What resources or information sources about monetization were used for this project?

17. What kind of resources or information sources about monetization could have been considered useful to have during the development of this web series?

Questions for Funding Agency Representatives

1. What is the name of the organization you work for?
2. What funds do you make available to web series producers? What are the names of these funds?
3. How much, on average, is offered to web series producers from each of these funds?
4. What is the judgement criteria used to determine what web series receive funding?
5. What conditions or expectations are required of web series producers who receive funding?
6. Are producers expected to repay the money they receive?
 - a) **IF YES** What proportion of producers are able to repay their funding?
 - b) **IF YES** What is the average time taken by producers to repay their funding money?
7. What non-monetary resources do you offer to web series producers?

Questions for Web Series Community Groups

1. What group do you work for?
2. What are some of the concerns being brought up by web series producers?
3. Specifically, what concerns are web series producers stating regarding funding and monetization?
4. Does your group offer services, support, or resources to help producers with the issues that they are expressing regarding funding and monetization?
 - a) **IF YES** How many have requested this kind of support?