



ROCKET ONLINE SAFETY PROGRAM ELIGIBILITY CRITERIA

Shaw Rocket Fund
2421 37 Avenue Northeast
Suite 100
Calgary, Alberta
T2E 6Y7
(403) 750-4517
info@rocketfund.ca
www.rocketfund.ca

1. ELIGIBILITY

1.1 Eligible Applicant

- An incorporated company which is neither owned nor “controlled in fact” by any non-Canadian individual or permanent resident¹, or any non-Canadian corporation.

1.2 Eligible Digital Content

- Be targeted to children (under 13), youth (under 18) or a family audience. For greater clarity, youth digital content must be relevant and speak to a teen/youth audience (as opposed to a young adult audience). In respect to family, variety, documentary and magazine digital content, the program must clearly demonstrate clear relevance to children or teen/youth rather than the general audience.
- Must be Canadian, which means:
 - Canadians own the underlying rights;
 - Canadians developed the content in a meaningful way;
 - The content is produced in Canada, with at least 75% of the costs spent in Canada; and
 - The content is and remains through its production and exploitation under Canadian ownership and control.
- Not contain excessive violence, sexual violence, sexual exploitation, obscenity, indecency or pornography.² At a minimum, be in line with the Canadian Association of Broadcasters’ (CAB) guidelines on television violence, advertising to children, and sex-role portrayals,³ as well as the CRTC’s notice of television violence,⁴.
- Not be libelous or in any other way unlawful.

1.3 Types of Digital Content for certification

- Websites and technologies, including online game sites,
- educational services
- virtual worlds
- social networks
- mobile apps
- tablet devices
- connected toys, and
- other similar online and interactive services

¹ As defined in the *Immigration Act*.

² Within the meaning of the *Criminal Code*.

³ *Voluntary Code Regarding Violence in Television Programming, Broadcast Code for Advertising to Children and Code on Sex-Role Portrayal for Television Programming*.

⁴ CRTC Public Notice 1997-80, *Classification System for Violence in Television Programming*.

