



For immediate release

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Bell Fund announces monthly deadlines for Development Applications.

In order to focus interactive digital media producers on the need to undertake thorough creative and business development of proposed new projects, the Board of Directors of the Bell Broadcast and New Media Fund has increased the number of application deadlines for the Development Program from 3 times per year, to 12 monthly deadlines.

It is expected that these regular deadlines will enhance the opportunities to provide timely development scheduling of the interactive material that is being created in parallel with the development of the associated television programs. This will ensure that interactive digital content is produced and available for audiences at the launch of the associated television broadcast.

The new application deadlines will be the first day of each month, or the Monday following if the 1st is on a weekend or holiday. The first application deadline will be February 1, 2011.

Applications will undergo an evaluation process by industry consultants, with recommendations submitted to the Board of Directors for approval. Financing decisions should be announced within 3 weeks of the application deadlines.

The Bell Fund continues to adapt to the evolving needs of the industry in its efforts to encourage cross-platform productions. The Bell Fund has invested \$94M to support 170 development projects and nearly 600 television and interactive productions in the past 13 years. Development funding has been generated from the interest from a \$10M endowment received by the BCE/CTV Benefits in 2001. The Bell Fund also receives annual contributions of \$13 M from Bell TV as part of its broadcast distribution undertaking contributions to the industry.

The Bell Fund is incorporated as a not-for-profit organization, governed by an independent Board of Directors representing various sectors of the television and new media industry. The Fund is administered by the Independent Production Fund.

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