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THE PIONEERING CONTINUES: BELL FUND OFFERS NEW BUSINESS DEVELOPMENT SERVICE FOR DIGITAL CONTENT

TORONTO/MONTREAL (April 22, 2008) The Bell Broadcast and New Media Fund is undertaking an exciting business development initiative that will see the Bell Fund doing much of the leg work to help their content producers get a head start on monetizing their digital content in conjunction with their television programming.

“We believe we are at a pivotal moment in the interactive content business,” says Executive Director Andra Sheffer. “We have financed innovative and pioneering content over the last ten years to enhance the viewer experience and to help broadcasters reach their audiences with new content designed for other platforms, There are now many new global opportunities for this content to have a life of its own. There is value to this content and the potential for revenue generation is now a reality“

With the launch of its Marketing and Business Development Initiative, the Bell Fund will take an active role in supporting its content producers by finding ways to monetize their digital content and enhance the potential for revenue generation by providing consultative and marketing services, resources and training. Leading the charge on this front will be Rita Carbone Fleury, an interactive marketing and business development specialist who was recently commissioned by the Bell Fund to deliver a report on the state of marketing and distribution in the interactive content business in Canada. The report is available on line at <http://www.ipf.ca/Bell/English/publications.html>

“One of our primary goals over the next year will be to qualify and clarify business opportunities for our interactive content producers and distributors,” says Carbone Fleury. “The Bell Fund will provide insight to producers that will help them create interactive content that is market-ready and then help facilitate sales and licensing opportunities.”

The Bell Fund provides grants to Canadian independent producers who develop and produce outstanding television content complemented and enhanced by innovative, interactive content designed for digital delivery. These new media projects reflect state-of-the-art technology and are helping traditional television producers and broadcasters to discover the value added benefits of a web presence. The Bell Broadcast and New Media Fund receives annual contributions of approximately \$10.5 M from Bell ExpressVu as part of its broadcast distribution undertaking (BDU) contributions to the industry. In addition, the Development Program is supported by the interest generated by a \$10M endowment resulting from BCE-CTV benefits. 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.

For further information:
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