



**Bell Broadcast and New Media Fund Honours Groundbreaking Canadian Productions,  
Celebrates 10 Years of New Media Excellence**

*International jury of experts selects Top 10 new media projects that have impacted the  
Canadian New Media industry over the past decade*

TORONTO, ON – October 3, 2007 – In celebration of 10 years of fostering new media excellence in Canada, the Bell Broadcast and New Media Fund is pleased to announce the selection of the “Top 10 New Media Groundbreakers”. Recipients of this honour include new media productions that have had a significant impact and contributed to the advancement of the Canadian cross-platform new media industry over the past decade.

Since its inception in October 1997, the Bell Fund has played a fundamental role in positioning Canada as a global industry leader in new media and broadcast convergence. The Top 10 Groundbreakers represent notable innovation or milestones contributing to the progress of Canada’s interactive, world-class new media heritage, specifically developed in association with Canadian television programs.

The Top 10 Groundbreakers as selected by an international jury of new media experts and industry thought leaders is as follows:

<u>Production</u>	<u>Companies</u>	<u>Broadcaster</u>
<a href="http://www.angelaa.com">www.angelaa.com</a>	Decode Entertainment Inc.	Teletoon
<a href="http://www.cornemuse.com">www.cornemuse.com</a>	Téléfiction Productions inc.	Télé-Québec
<a href="http://www.deafplanet.com">www.deafplanet.com</a>	marblemedia interactive inc.	TVO
<a href="http://www.degrassi.tv">www.degrassi.tv</a>	Epitome Pictures Inc. Snap Media Inc.	CTV
<a href="http://www.extremis.tv">www.extremis.tv</a>	Macumba International inc.	Télé-Québec
<a href="http://www.madeinmtl.com">www.madeinmtl.com</a>	Bluesponge inc. Locomotion Télévision inc.	CTV, TV5
<a href="http://www.regenesistv.com">www.regenesistv.com</a>	Shaftesbury Films Xenophile Media	TMN, Movie Central
<a href="http://www.renegadepress.com">www.renegadepress.com</a>	Vérité Films Inc. OH Media Inc.	APTN, TVO, SCN, Access Book TV, Knowledge, TFO
<a href="http://www.zimmertwins.ca">www.zimmertwins.ca</a>	Zinc Roe Design inc.	Teletoon
<a href="http://www.11someset.com">www.11someset.com</a>	Trinôme inc.	Télé-Québec, CHUM

The jury also selected Eco-Nova Productions in Halifax, NS as a Groundbreaker honourable mention for its work on [www.shipwreckcentral.com](http://www.shipwreckcentral.com), broadcast on History Television.

Comprised of experts and thought leaders from Canada and around the world in the fields of new media, broadcasting, online culture and digital entertainment, the 7 person jury included:

Frank Boyd, Founder, *Unexpected Media*, [www.unexpectedmedia.com](http://www.unexpectedmedia.com), UK

Dr. Ron Burnett, President, *Emily Carr Institute of Art and Design*, [www.eciad.ca](http://www.eciad.ca)

Scott Colborne, *Globe and Mail*, [www.globeandmail.ca](http://www.globeandmail.ca)

Hervé Fischer, Associate Professor, UQAM, Founding Director of the Observatoire international du numérique, [www.hervefischer.net](http://www.hervefischer.net)

Domenic Friguglietti, Manager, *International Projects, ABC International Division*, <http://abc.net.au>, Australia

Gary Smith, President, *Bell ExpressVu*, [www.bell.ca/tv](http://www.bell.ca/tv)

Steve Tilley, *SunMedia*, [www.canoe.ca](http://www.canoe.ca)

“The last 10 years are representative of the coming of age of the new media industry and Canada has played a significant part in driving this blossoming industry forward, not only at home, but around the world,” said Paul Hoffert, Chair of the Bell Broadcast and New Media Fund. “The Bell Fund is proud to recognize 10 world-class projects that, over the past decade, have helped to shape the face of new media in Canada while also setting the stage for future innovation.”

The Bell Fund is also investing in the future of Canada’s new media industry. In celebration of 10 years of new media excellence, the Bell Fund has recognized “10 to Watch” – students and organizations who are setting new standards on the global new media scene. The following individuals were selected, following a competitive national application process, as the recipients of internship positions to train on convergent media projects.

- Kendal Husband, WishboneX Creations Ltd. (Burnaby, BC)
- Daisy Chia, Hop To It Productions (Toronto, ON)
- Malcolm Oliver, The Nimble Company (Vancouver, BC)
- Maayan Cohen, marblemedia interactive inc. (Toronto, ON)
- Christina Monai, Reel Girls Media (Edmonton, AB)
- David Stubbs, Stitch Media (Toronto, ON)
- Anne Washeul, Turbulent Média inc. (Montréal, QC)
- Landry Mussard, PVP Interactif inc. (Matane, QC)
- Chantal Mathieu, Productions Nova Média inc. (Rouyn-Noranda, QC)
- Ryan Mullins, Eyesteelfilm (Montréal, QC)

The Bell Fund and its commitment to propel Canada to the top of the global new media landscape, has invested \$50 million in the production of over 500 new media projects associated with television productions over the last 10 years. The Bell Fund is supported with \$9 million in annual contributions from Bell ExpressVu and investments generated by a \$10 million endowment resulting from the BCE/CTV Benefits. This financial support has fostered the growth of the Canadian new media industry to become a global leader in convergent new media. As of November 2006, it is estimated that 3,200 firms in Canada are engaged in new media, generating approximately \$5 billion annually. Canadian producers are also being recognized as international new media trailblazers, with Canadian projects taking top honours at a number of top industry awards around the world including this year’s International Interactive Emmy Awards held in Cannes.

For more information on the Bell Broadcast and New Media Fund, in-depth details on each of the Top 10 Groundbreakers and an interactive Canadian new media industry timeline, highlighting important industry milestones and developments from the last decade, please visit [www.bellfund.ca](http://www.bellfund.ca)

### **About The Bell Fund**

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 benefit of a web presence.

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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