



For immediate release

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CRTC approves new funding for Bell Broadcast and New Media Fund

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The Bell Fund will benefit from increased contributions made by Bell ExpressVu's DTH PPV service as a result of an amendment to their pay-per-view Licence renewal. Broadcasting Decision 2006-22 approved ExpressVu's request to direct its entire annual 5% PPV contributions to the Bell Fund. This should result in an increase of over \$1 M to the annual contributions to be made to the Bell Fund. Total annual contributions are now estimated at approximately \$7M from Bell ExpressVu, including its broadcast distribution undertaking (BDU) contributions.

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Bell ExpressVu has been visionary in its support of experimental and innovative digital content associated with Canadian television programming. Since 1997 the Bell Fund has invested over \$38M into the development and production of nearly 400 interactive projects as well as providing extensive research, training and business development opportunities for the industry. "The industry mobilized to support the ExpressVu pay-per-view application last year and have been waiting anxiously for a Decision. This is great news for producers and broadcasters as Bell Fund support of cross-platform projects has been essential for the industry's growth, and now at least 5 or 6 more projects a year will benefit from its financial support", noted Andra Sheffer, Bell Fund's Executive Director.

The Bell Fund provides grants to Canadian independent producers who develop and produce outstanding television content complemented and enhanced by excellent 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 an interactive content on websites, mobile telephones, interactive television and other digital devices.

In addition to Bell ExpressVu's contributions, the Bell Fund's Development Program is supported by the interest generated from a \$10M endowment resulting from BCE-CTV benefits, as well as recent contributions from Aliant. 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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