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“MobiStarz” Wins Bell Broadcast and New Media Fund iPitch Award at Banff 2005

The Canadian production team of Allan Novak and Greg Rubidge was awarded the \$10,000 iPitch Award presented by the Bell Broadcast and New Media Fund at this year’s Banff Television Festival. The winning team also received a full scholarship to attend the Banff Centre New Media Institute’s Interactive Screen Program.

MobiStarz is a multi-platform project devoted to developing, collecting and showcasing one- minute clips in the comedy, music, animation or “change the world” genres. The project is a talent search and digital film festival where budding directors, musicians and animators can submit their videos, which are made available for viewing on mobile devices (cell phones or PDAs) internet, and Video On Demand. Through voting and popularity of downloads, the top clips will be selected and then featured in a weekly ‘top-ten’ type TV series. As fan favorites emerge, sequel ‘mobisodes’ (mobile episodes) will be commissioned, thereby nurturing grassroots talent and generating cult following that can be then ‘spun-off’ into larger projects thereby creating the next great MobiStar! (for more information, contact the producers at: greg@rubidge.com)

“The jury was impressed with the very high quality of the three finalists, and our decision was difficult,” noted Ken Murphy, iPitch jury member and member of the Bell Broadcast and New Media Fund Board of Directors. “We selected the MobiStarz project because it intimately linked wireless media with the television program in a virtual circle, because it had the strongest business plan, and because it contemplated short programming produced by and consumed by the all-elusive young audience.”

The Bell Broadcast and New Media Fund provides grants to independent new media producers who develop and produce television content complemented and enhanced by by outstanding interactive content designed for digital delivery. These new media projects are helping traditional television producers and broadcasters discover the added value of interactive productions.

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