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Bell Broadcast and New Media Fund announces new funding for HD production and increased matching broadcaster support for new media digital productions.

The Bell Fund has identified two areas of industry growth in need of additional support. In honour of its 10th anniversary in October 2007, the Board has approved new funding of up to \$75,000 for television programs that are shot and broadcast in HD format and has also doubled the eligible bonus to \$100,000 to match broadcaster cash contribution to the production of new media digital projects.

Funding for the television component of eligible Bell Fund projects is in the form of a grant of up to 75% of the total Canadian broadcast licence fees for the program, to a maximum of \$75,000. Now, in addition to this, if the program is both shot and broadcast in HD, the production will receive double the eligible grant, to a maximum of \$150,000.

The cap on the grant matching any broadcaster cash contributions to the financing of the new media component has now also been increased from \$50,000 to \$100,000. This is in addition to the standard new media grant of up to 75% of the cost of production of the project, to a maximum of \$250,000.

Therefore, successful Bell Fund applicants can now receive up to \$500,000 for their television and associated digital projects. Both of these increases will take effect at the next Bell Fund application deadline of October 1, 2007.

The Bell Fund continues to adapt to the changing needs of the industry and these new funding opportunities are designed to help maintain the leadership and competitive role that Canadian producers have established in the world of cross-platform production.

About the Bell Fund

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 encouraging television producers and broadcasters to discover the value added benefits of content developed for multiple distribution platforms.

The Bell Broadcast and New Media Fund receives annual contributions of approximately \$9 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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