



BELL BROADCAST AND NEW MEDIA FUND

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5th ANNIVERSARY MEDIA KIT

CONTENTS

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5th Anniversary

**The Bell Broadcast and New Media Fund:
“The Little Fund that Surprised Everyone “
celebrates five years of new media funding.**

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For a private Fund which started off in 1997 with a limited two and a half year lifespan and a mandate no one could understand, the Bell Broadcast and New Media Fund has proven to be the largest single influence on the production of innovative interactive content associated with television programming in Canada.

Five years later, the Bell Fund has supported 214 new media and television productions and invested \$20.5 million into the Canadian new media and television industries. It invests nearly \$6 million a year into the industry. It has published two training manuals for new media producers. It has organized a series of landmark Roundtable Discussions with new media and television producers and their broadcasters. It has organized an industry workshop about website marketing. It has produced a “Top Tips” list of lessons learned. It has undertaken and shared the results of various research reports. The Bell Fund supported the promotion and launch events for several high profile websites. It has sponsored several training initiatives and encouraged development opportunities through CyberPitch awards. It has designed generic new media documents and a budget template which have become industry standards. And it has made the existence of some of Canada’s leading interactive production companies possible.

The results have been impressive. Canadian new media projects associated with television programs have sold to an estimated 40 broadcasters worldwide. Twenty-three different Canadian broadcasters have benefited from enhanced television with interactive components. Bell Fund projects have won acclamation and dozens of awards around the world, and at home. The Gemini and Prix Gémeaux Awards for Most Innovative and Most Popular Websites have been awarded to Bell Fund projects for the past two years. International standards for new media licensing and revenue models have been pioneered by recipients of Bell Fund support. Traffic numbers are soaring on many of the successful websites.

The History

Five years ago, in order to satisfy CRTC requirements and obtain their own trial broadcast licences, Bell Canada was inspired with a radical idea: establish a private fund specifically for the support of interactive new media content linked to television programs. Twelve million dollars was allocated in 1997 to support this new Fund for two and a half years. An independent Board of Directors

representing the television and new media industry and operating at arm's length from Bell Canada was established to fund projects originating in Ontario and Quebec.

As a result of the Bell Fund's impact and success, in 1999, Bell ExpressVu ensured the long-term existence of the Bell Fund. It undertook to make annual contributions of 1% of its revenues to the Bell Fund, satisfying CRTC requirements that broadcast distribution undertakings (BDU's) support the Canadian television industry. Producers across Canada were now eligible to apply to the Bell Fund.

The Mandate

The Bell Fund's objective is to encourage the development and production of Canadian content for digital media and television, and to stimulate partnerships and learning among members of the new media and television industries.

The focus has been on creating innovative content, using state-of-the-art technology and developing new approaches to financing, business and marketing. The ultimate goal is to enhance the viewer's television experience by driving audiences back and forth between the new media project and associated television program.

The Programs and the statistics

All projects eligible for Bell Fund support must have at least two components: a television component and an accompanying online interactive component, such as a website, iTV or wireless application.

The Bell Fund's *Production Program* awards grants to fund 50% of the costs of new media project to a maximum of \$250,000, and matches 50% of the Canadian broadcast licence fees up to a maximum of \$75,000.

One hundred and four (104) new media projects have received \$15,150,525 of funding from the Bell Fund in the past 5 years, and 75 television programs have been awarded grants of \$4,794,775. Sixty percent of funding has been allocated to English-language projects, and 40% to French-language projects. Fifteen percent of all projects are bilingual. Successful applications have originated in all regions of the country.

A *Development Program* was launched in 2001 thanks to a \$10 million endowment established as a result of the BCE/CTV benefits. This program supports new media projects in the planning stages, design, research, testing and prototypes. Projects are eligible for up to 75% of their development costs to a maximum of \$25,000. Twenty-one projects have been funded to date with grants totaling \$483,830.

The Development Program also provides professional development grants to non-profit industry organizations to provide training and educational services that reflect the mandate of the Fund. Fourteen such projects have been sponsored for a total of \$105,500 including CyberPitch Awards, New Media Awards and workshops.

Training Activities

In 1999, recognizing that step-by-step guidance was needed by new media producers who were learning how to convince various funders to invest in their projects, the Bell Fund's first book was published: *Create a Winning Proposal: The Handbook for New Media Producers*. This became the industry bible for everyone developing new media properties and funding proposals. This was followed in 2001 with the publication of *New Media, New Business: The Producer's Guide*, which is a complete "how-to" business resource for producers of new media content.

Responding to needs identified by the industry, the Bell Fund organized a Producers and Broadcasters Roundtable Discussion in 2002. For the first time, both parties shared their concerns and frustrations and learned to understand the constraints and issues which face their partners.

DRIVING TRAFFIC: Website Marketing – Online and Offline Strategies was a workshop organized by the Bell Fund in the fall of 2002 to encourage stronger promotion and marketing of websites to attract higher traffic.

Conclusion

The private Funds in Canada make significant contributions to the health and survival of Canada's television, film and new media industries. The Bell Fund was visionary in its mandate, but has proven to be a key to the success of our new media interactive content industry. It has helped to develop business tools and strategies to support and encourage the growth of this nascent sector of the communications industry. Much of what has been accomplished by Canadian new media producers and their television and broadcast partners would not have been possible without the financial support, the flexibility, the foresight and the enthusiasm of the Bell Fund.

The Bell Broadcast and New Media Fund is administered by the Independent Production Fund.

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attach: statistical charts
industry quotes
active website URL's
funded projects and production companies

Quotes about the Bell Fund from the industry:

“Over the past few years, Canada has emerged as one of the world’s leading creators and distributors of interactive content that enhances and extends television programming. This phenomenon correlates directly with the creation of the funding initiatives of the Bell Broadcast and New Media Fund.”

Dan Fill, Decode Entertainment

“...the Bell Fund structure has almost single-handedly supported the creation of innovative interactive Canadian television content...The Bell Fund has allowed producers and broadcasters to experiment with new and innovative broadcast related content despite the absence of clear business models and returns on investment for such content.”

Roma Khanna, SNAP Media Corp.

“The Bell Fund is a unique and dynamic part of both the Television and New Media industries in Canada... The Bell Fund has created new opportunities in developing our skills, training and technologies”.

Leif Storm Kaldor, Tyndal Stone Media Inc.

[translated from the French original]

“...the Bell Fund is a very strategic partner for our project notably because of its mandate to encourage innovation and convergence which are two important concepts in the business plan of our company.”

Guy Boucher, Sarbakan

“The Bell Fund is such a vital piece of the financing puzzle for elaborate (new media) projects...”

Playback, April 17, 2000

[translated from the French original]

“The Bell Fund...has broken many barriers creating a new culture of convergence between television and new media. It has worked pro-actively to evolve attitudes towards convergence...”

Ciné-Tv-Multimédia, January 6, 2003

BELL BROADCAST AND NEW MEDIA FUND

FIVE YEARS PRODUCTION STATS 1997-2002

	Number of projects	Amount \$	%
New Media projects	104	15,150,525	75.96
Television projects	75	4,794,775	24.04
TOTAL	179	19,945,300	100.00
English-language projects (new media)	64	9,205,055	60.76
French-language projects (new media)	40	5,945,470	39.24
English-language (television)	44	2,798,754	58.37
French-language (television)	31	1,996,021	41.63

Note: Totals include bilingual projects which have been deemed either "French" or "English" for purposes of these statistics.

TWO YEARS DEVELOPMENT STATS 2000-2002

	Number of projects	Amount \$	%
TOTAL	21	483,830	100.00
English	15	343,330	71.00
French	6	140,500	29.00
Professional Development	14	105,500	100.00

SUMMARY 1997-2002

TOTAL PROJECTS FUNDED	214
TOTAL FUNDING COMMITTED	\$20,534,630

BELL FUND -- ACTIVE URL's (January 2003)
WEBSITES **CORRESPONDING TV SHOWS**

www.anamorphoses.com	Autopsy of a Film Director
www.angela.com	Angela Anaconda
www.canadianparks.com	Great Canadian Parks
www.cornemuse.com	Cornemuse
www.deafplanet.com	Deaf Planet
www.degrassi.tv	Degrassi: The Next Generation
www.dogswithjobs.com	Dogs With Jobs
www.dropthebeat.com	Drop the Beat
www.elovetelevision.com	eLove
www.espacite.tv OR www.shanda.ca/espacite/	Demain l'espace
www.extremis.tv	Xtremis
www.izzigo.com	La Forteresse suspendue
www.franklintheturtle.com	Franklin the Turtle
www.girlstuffboystuff.com	Girlstuff Boystuff
www.greatcanadianrivers.com	Great Canadian Rivers
www.historylands.com	History Lands
www.hugoetledragon.com	Hugo et le Dragon
www.ilovemummy.com	I Love Mummy
www.ilparleaveclesloups.com	Il Parle avec les Loups
www.kingandempire.com	For King and Empire
www.kloutz.com	Kloutz
www.loftyideas.ca	Lofty Ideas
www.madeincanada.ca	Made in Canada
www.mw.mcmaster.ca	Mystic Women
www.monsterbymistake.com	Monster by Mistake
www.mysteriouswaystv.com	Mysterious Ways
www.oilieland.com	Ollie's Under the Bed Adventures
www.paradisefalls.ca	Paradise Falls
www.pixtv.net	Marto
www.pixtv.net	Les choix de Sophie
www.radio-canada.ca/jeunesse/sagwa	Sagwa
www.riverdale.ca	Riverdale
www.santenet.tv	Top Santé
www.saveums.com	Save Ums
www.savoirfaire.ca	Savoir Faire
www.sgbtv.com	SGB-TV Live Chat
www.sketchcom.com	Sketchcom
www.somethingfromnothing.com	Something from Nothing
www.tablo.ca	Tablo
www.tallshipchronicles.com	Tall Ship Chronicles
www.theshoppingbags.com	The Shopping Bags
www.thezackfiles.com	The Zack Files
www.touscontreun.tv	Tous Contre Un
www.trackertv.com	Tracker
www.trinome.com/pleinsud	Plein Sud, le grand voyage
www.undergrads.tv	Undergrads
www.virtualcanada.tv	Virtual Canada
www.war2music.com/	War Music
www.wholenotestv.com/	Whole Notes
www.wumpasworld.com/	Wumpa's World

BELL FUND PROJECTS ~ Production

Project Title	New Media Company	Television Company
<i>2030 CE</i>	Minds Eye Pictures	Minds Eye Pictures
<i>A Scattering of Seeds</i>	White Pine Pictures	White Pine Pictures
<i>After Darwin</i>	Galafilm Inc.	Galafilm Inc.
<i>Alienated</i>	SNAP Media	Bright Light Pictures
<i>Anamorphoses</i>	In Extremis Images inc.	In Extremis Images inc.
<i>Angela Online</i>	Decode Entertainment	Decode Entertainment
<i>CG Kids</i>	Summerhill Entertainment, National Geographic, Overdrive, Cyberworld	Summerhill Entertainment
<i>Complètement marteau</i>	Productions Pixcom Inc.	Productions Pixcom Inc.
<i>Cornemuse</i>	Téléfiction Productions	Téléfiction Productions
<i>Cyberclub</i>	JPL Productions Inc.	JPL Productions Inc.
<i>Deaf Planet</i>	Marble Media Inc.	Marble Media Inc.
<i>Degrassi: The Next Generation</i>	SNAP Media and Epitome Pictures	Epitome Pictures
<i>Demain l'espace</i>	Shanda Multimédia inc.	TV Shanda inc
<i>Dish it Out</i>	Digital Renaissance (Extend Media)	Dish It Out Inc.
<i>Dogs with Jobs</i>	Cineflix Inc.	Cineflix Inc.
<i>Doodlez</i>	Trapeze	Cellar Door Productions
<i>Drop the Beat</i>	Extend Media	Back Alley Productions
<i>e-LOVE</i>	Cineflix Inc.	Cineflix Inc.
<i>Empire of the Bay</i>	Digital Renaissance (Extend Media)	John McGreevy Productions/Generic Productions
<i>Exn-net</i>	Exploration Production Inc.	
<i>For King and Empire</i>	Breakthrough Films and Television	Breakthrough Films and Television
<i>Franklin the Turtle</i>	SNAP Media	Nelvana Limited
<i>Génération W</i>	Cirrus Productions Inc.	Cirrus Productions inc.
<i>Girlstuff, Boystuff</i>	Decode Entertainment	Decode Entertainment
<i>Great Canadian Lakes</i>	Digital Wizards (Ontario) Inc.	Good Earth Productions
<i>Great Canadian Parks</i>	Digital Wizards (Ontario) Inc.	Good Earth Productions
<i>Great Canadian Rivers</i>	Digital Wizards (Ontario) Inc.	Good Earth Productions
<i>Greenthumb's Garden</i>	Cinemark Inc	Cinemark Inc
<i>Historylands.com</i>	Digital Wizards (Ontario) Inc.	Good Earth Productions
<i>Hugo et Le Dragon</i>	Hugo et le Dragon	Arico Films
<i>I Love Mummy</i>	Breakthrough Films and Television	Breakthrough Films and Television
<i>Monster Home/Xanadu</i>	Image Business	Ultramagnetic Productions

<i>Il Parle avec les loups</i>	Productions Nova Média inc. et Studios ArtMédia inc.	Production Nova Média inc.
<i>Insectia</i>	Production Pixcom Inc.	Productions Pixcom Inc.
<i>Inventors Interactive</i>	Devine Entertainment and Media Tribe	Devine Entertainment
<i>It Seems Like Yesterday</i>	Breakthrough Films and Television	Breakthrough Films and Television
<i>Jacob Two-Two</i>	Digital Renaissance (Extend Media)	Shaftesbury Films Inc.
<i>Jewel on the Hill</i>	Pixelera.com Inc	Sound Venture Productions
<i>La Diva</i>	Cinéma 3180 B. E. Inc	Cinéma 3180 B. E. Inc.
<i>La Forteresse Suspendue</i>	Productions La Fête	Productions La Fête
<i>La Grande Expédition</i>	Téléfiction Productions	Téléfiction Productions
<i>La Revanche des Nerdz</i>	Productions Pixcom Inc.	Productions Pixcom Inc.
<i>L'Amérique Française</i>	Edirom Inc	Les Productions Hyperzoom inc.
<i>Le Kaosbar</i>	Communications Kaomax Inc	Communications Kaomax Inc
<i>Le Retour des Débrouillards</i>	SDA Productions Inc.	SDA Productions Inc.
<i>Les Choix de Sophie</i>	Inpix Media Inc.	Productions Pixcom Inc.
<i>L'Esprit des lieux</i>	Les Productions Vic Pelletier	Les Productions Vic Pelletier
<i>Lofty Ideas</i>	GAPC	Mountain Road Productions
<i>Made in Canada</i>	SNAP Media	Salter Street Films
<i>Manic Organic</i>	Breakthrough Films and Television	Breakthrough Films and Television
<i>Métamorphoses</i>	In Extremis Images inc.	In Extremis Images inc.
<i>Mixmania</i>	Zone3 inc	Zone3 inc
<i>Monster by Mistake</i>	Cambium Entertainment (CCI)	Cambium Entertainment (CCI)
<i>Mysterious Ways</i>	SNAP Media	Lions Gate Entertainment
<i>Mystic Women</i>	Red Canoe Productions	Red Canoe Productions
<i>Noël en Ligne/ L'Histoire du bas de Noël</i>	Productions 10e Avenue	Productions 10e Avenue
<i>NWMP March West</i>	digg design	GAPC
<i>Ollie's Under the Bed Adventures/ Olliver's Adventures</i>	Collideascope Digital Productions	Collideascope Digital Productions
<i>Our Hero</i>	Extend Media	Heroic Film Company
<i>Paradise Falls</i>	Trapeze	Breakthrough Films and Television
<i>Parents d'aujourd'hui</i>	Les Productions Virgo inc. et Acme Multimédia Inc.	Les Productions Avanti Ciné Vidéo inc.
<i>Passepart.ca</i>	ECP (Entreprises de création Panacom)	ECP (Entreprises de création Panacom)
<i>Pelswick</i>	Nelvana Limited	Nelvana Limited
<i>Plein Sud</i>	Trinôme inc.	Trinôme inc.
<i>Polar Magnate</i>	March Entertainment	March Entertainment
<i>Popular Mechanics for Kids</i>	SDA Productions Inc.	SDA Productions Inc.
<i>Riverdale</i>	SNAP Media and Epitome	Epitome Pictures

	Pictures	
<i>Room Service</i>	SNAP Media	Primevista Television
<i>Sagwa</i>	CinéGroupe interactif	Productions Ciné-Groupe
<i>Santé Net</i>	Les Productions M.A.R.A. Inc	Les Productions M.A.R.A. Inc
<i>Save 'Ums</i>	Decode Entertainment	Decode Entertainment
<i>Savoir Faire</i>	SNAP Media	Primevista Television
<i>Sea Hunters</i>	Eco Nova Productions	Eco Nova Productions
<i>SGB-TV</i>	Bitcasters Inc.	Bitcasters Inc.
<i>Silverwing</i>	Bardel Entertainment	Bardel Entertainment
<i>Sketchcom</i>	Origo.com Inc	Abbott/Ferguson Productions Ltd.
<i>Something From Nothing</i>	Byte Size Media	Portfolio Entertainment Inc.
<i>Tablo</i>	Icari Studio	Productions Léa Pascal
<i>Tall Ship Chronicles</i>	Topsail Entertainment	Topsail Entertainment
<i>The Itch</i>	Salter Street Films and Collideascope	Salter Street Films
<i>The Seen</i>	Smiley Guys Studios Inc.	Smiley Guys Studios Inc.
<i>The Shopping Bags</i>	Communicopia.net	Force Four Entertainment
<i>Timeless Places</i>	BC Pictures	BC Pictures
<i>Tous Contre Un</i>	Télé-Vision inc.	Télé-Vision inc.
<i>Tracker: The Hunt for Zin</i>	SNAP Media	Lions Gate Films
<i>Un Trésor dans mon jardin</i>	Stringer Marketing Média	Les Productions Tooncan inc
<i>Undergrads</i>	Decode Entertainment	Decode Entertainment
<i>Village des Klootz/Klootz</i>	Klik Animation	Klik Animation
<i>Virtual Canada</i>	BC Pictures	BC Pictures
<i>War2Music</i>	Sharp Media	Warm Machine Inc.
<i>Whole Notes</i>	Pixelera.com Inc	Sound Venture Productions
<i>Wild Files</i>	Reel Girls Media	Reel Girls Media
<i>Workout Jr.</i>	Cipher New Media	Oasis & Cipher New Media
<i>World of Under/King</i>	Decode Entertainment	Funbag Productions
<i>Wumpa's World</i>	Cité-Amérique Cinéma Télévision inc.	Cité-Amérique Cinéma Télévision inc.
<i>Xtremis</i>	Macumba International inc.	Macumba International inc.
<i>YB Normal?</i>	Deer Park Communications	Deer Park Communications
<i>Zack Files</i>	Decode Entertainment	Decode Entertainment

BELL FUND PROJECTS ~ *Development*

Project Title	New Media Company	Television Company
<i>Banzai Adventures</i>	Productions Pixcom Inc.	Productions Pixcom Inc.
<i>Baxtervision.com</i>	Klik Animation	Klik Animation
<i>Deaf Planet</i>	Marble Media Inc.	Marble Media Inc.
<i>Delilah and Julius Interactive</i>	Collideascope Digital Productions	Collideascope Digital Productions
<i>Edible Shorts</i>	Zoot Capri Entertainment	Zoot Capri Entertainment
<i>Environmentor</i>	Digital Wizards (Ontario) Inc.	Good Earth Productions
<i>Gemini/Genies Enhanced</i>	Xenophile Media	Academy of Canadian Cinema and Television
<i>Hockey: The Website</i>	Productions Roch Brunette Inc.	Productions Roch Brunette Inc.
<i>L'Ambassade Snoozleberg</i>	Sarbakan inc.	Sarbakan inc.
<i>Noël en Ligne/ L'Histoire du bas de Noël</i>	Productions 10e Avenue	Productions 10e Avenue
<i>Passepart.ca (artsetautres.ca)</i>	ECP (Entreprises de création Panacom)	ECP (Entreprises de création Panacom)
<i>PG.TV</i>	Collideascope Digital Productions	Collideascope Digital Productions
<i>Sea Hunters</i>	Eco Nova Productions	Eco Nova Productions
<i>Sin Cities</i>	Paradigm Pictures	Paradigm Pictures
<i>Smilin' Perry</i>	Decode Entertainment	Decode Entertainment
<i>Table Hockey</i>	Virtual Media Productions	Virtual Media Productions
<i>Tom Stone.tv</i>	Alberta Filmworks	Alberta Filmworks
<i>Un Trésor dans mon jardin</i>	Stringer Marketing Média	Les Productions Tooncan inc
<i>Veronica Online</i>	Cinémaria	Cinémaria
<i>Wapos Bay New Media</i>	Dark Thunder Productions	Dark Thunder Productions
<i>Wild Files</i>	Reel Girls Media	Reel Girls Media

BELL BROADCAST AND NEW MEDIA FUND

BOARD OF DIRECTORS 2003

Paul Hoffert, <i>Chair</i>	Author and New Media Guru
Sheridan Scott, <i>Vice-Chair</i>	Chief Regulatory Officer, Bell Canada
André Caron	Professor, Communication Department, Université de Montréal
Ken Murphy	Past President, Discovery Channel
Chris Frank, <i>Treasurer</i>	Vice-President Programming and Government Affairs, Bell ExpressVu
Louise Guay	Founder, My Virtual Model
Lucie Lalumière	Executive Director, New Media, Société Radio Canada
Catherine Warren	Media and Entertainment Strategist; Business Humour Columnist, The Vancouver Sun