

Bell Broadcast and New Media Fund Gets Ready to Celebrate 10 years of New Media Excellence

International jury of experts selected to vote on 10 Canadian new media projects that made a difference in the past decade

BANFF, AB – June 7, 2007 – To highlight its 10th anniversary in September 2007, the Bell Broadcast and New Media Fund today announced it has selected a prestigious panel of judges to identify ten new media projects that have impacted and advanced the Canadian cross-platform new media landscape over the past decade.

The jury is comprised of experts and thought leaders in the fields of new media, broadcasting, online culture and digital entertainment. The 10 person jury includes:

Frank Boyd, Founder, *Unexpected Media*, www.unexpectedmedia.com

Dr. Ron Burnett, President, *Emily Carr Institute of Art and Design*, www.eciad.ca

Scott Colborne, *Globe and Mail*, www.globeandmail.ca

Herve Fischer, Daniel Langlois Chair, *Concordia University*, www.fondation-langlois.org

Debbie Gordon, Managing Director, *Mediacs*, www.mediacs.ca

Bruno Guglielminetti, *Radio-Canada*, www.radio-canada.ca

Pierre Mathieu, *France Television Interactive*, www.francetv.fr

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

Gary Smith, President, *Bell ExpressVu*, www.bell.ca/tv

Steve Tilley, *SunMedia*, www.canoe.ca

The jury members will review projects funded by the Bell Fund over the past decade. Upon evaluating the projects, 10 will be selected that represent the most significant innovations and enhancements to Canada's interactive, world-class new media heritage, specifically developed in association with Canadian television programs. The "Top Ten that Made a Difference" will be announced in September 2007.

"Canada is truly a world leader in new media and broadcast convergence, and we are thrilled to partner with such a prestigious line up of experts to help us recognize the wealth of new media innovation driven over the past 10 years by the Bell Fund," said Paul Hoffert, Chair of the Bell Broadcast and New Media Fund. "The projects supported by the Bell Fund in the last decade have set an extremely high bar for excellence, and we are excited to see what the next decade will bring."

Over the past ten years, the Bell Fund has invested \$50 M in the production of over 500 new media projects associated with television productions. 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 this year's International Interactive Emmy Awards held in Cannes.

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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