



For Immediate Release
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Bell Fund releases research report Highlights:

BEYOND RATINGS – New Metrics for New Media Benchmarks for exploiting TV show websites

A Bell Fund Report for Broadcasters, Producers, Advertising Agencies & Everyone in the Business of Capitalizing on 'Net Assets for Television Properties

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As part of its research and knowledge sharing mandate, the Bell Fund recently undertook a first phase research study to determine the various perceived values of websites associated with television programs. Catherine Warren, media analyst/writer/producer and Bell Fund Board member undertook the research and prepared a detailed report for the Bell Fund Board.

This report covers an exciting array of topics related to the business metrics for TV show websites. The highlights indicate that although the value-proposition for TV show websites isn't yet a known quantity – there are identifiable benefits for each stakeholder and confidence in the convergence vision. Ultimately, the findings begin to illuminate what is of value to the most important stakeholder of all: the media audience.

Two-dozen corporate officers and senior managers from media in three countries contributed their latest business thinking during the course of detailed interviews. Many of these experts stressed the importance of conducting this research at this time. No one was aware of a similar study. The Bell Fund is recognized as an excellent choice to spearhead this work, as the preeminent catalyst for excellence in interactive content for Canadian TV programming.

The research also looks at 55 TV show websites to evaluate online treatments and revenue strategies. Ultimately, it compares Web execution to the best-laid corporate plans – and takes a hard look at the practice of what is preached in the boardroom.

As business models for convergence media continue to evolve, the Bell Fund is pleased to share what it is learning along the way.

The Bell Broadcast and New Media Fund invests \$7 million annually in the development and production of new media digital projects associated with Canadian television programs.

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For further information, or to obtain a copy of the complete report:

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