



2 Carlton St., Suite 1709  
Toronto, Ontario M5B 1J3  
Tel.: (416) 977-8154  
Fax: (416) 977-0694  
e-mail: [bellfund@ipf.ca](mailto:bellfund@ipf.ca)  
[www.bellfund.ca](http://www.bellfund.ca)

4200, boulevard Saint-Laurent  
Bureau 503  
Montréal (Québec) H2W 2R2  
Tél.: (514) 845-4418  
Télééc.: (514) 845-5498  
Courriel: [fondsbell@ipf.ca](mailto:fondsbell@ipf.ca)  
[www.fondsbell.ca](http://www.fondsbell.ca)

For immediate release  
May 24, 2005

### **The Latest “Tips for Success” published by the Bell Fund.**

The Bell Broadcast and New Media Fund is sharing 133 tips for success, designed for producers of convergent interactive digital projects. These tips are a compilation of the lessons learned from the experiences of Canada’s new media and broadcasting community in the past few years.

- Make the most of the relationship with the broadcaster
- Content that works; content to beware of
- Finance, budget and even generate revenue
- Marketing and promotion tricks and traps
- Bell Fund applications

The tips range in detail and relevance. Some may seem obvious, but surprising many are not. Producers of digital content will discover what their colleagues have learned, sometimes the hard way. Does user-generated content work? What are Chat Room pitfalls? What’s the best URL to use? Why is fragmentation good for interactive properties? How to prepare for a bilingual website? Even the most experienced producer is likely to find a few little suggestions they hadn’t considered before.

These tips and advice result from extensive Analysis Reports undertaken recently by consultants Kelly Lynn Ashton and Jean Lalonde on behalf of the Bell Fund. They studied over 30 English and French convergent projects financed with the support of the Bell Fund and interviewed the producers and broadcasters across Canada who agreed to share their secrets. *Tips for Success* is the latest publication of the Bell Broadcast and New Media Fund available online, compliments of the Bell Fund, at [www.bellfund.ca](http://www.bellfund.ca), click on “Useful Tools”. The Bell Fund also recently published a *Legal Toolkit* including 12 legal templates for use by the new media industry. These two projects are a result of the Bell Fund’s mandate to undertake research and knowledge sharing with the industry in order to encourage the creation of excellent Canadian digital media associated with Canadian television programming.

Since 1997, the Bell Fund has invested over \$33 million in the production and development of cross-platform content with interactive and television components. The Fund receives annual contributions from Bell ExpressVu as well as interest generated from a \$10 million endowment resulting from the BCE-CTV Benefits Program.

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

- 30 -

416-977-8154  
[bellfund@ipf.ca](mailto:bellfund@ipf.ca)  
[www.bellfund.ca](http://www.bellfund.ca)

514-845-4334  
[fondsbell@ipf.ca](mailto:fondsbell@ipf.ca)  
[www.fondsbell.ca](http://www.fondsbell.ca)