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**The Bell Broadcast and New Media Fund
Launches Another New Media Business Tool:
“The Legal Toolkit”**

Producers and broadcasters of convergent cross-platform television/digital productions may now access the Bell Broadcast and New Media Fund’s **Legal Toolkit**, a set of 12 legal Agreement templates and annotated commentary, designed to assist producers and other non-lawyers to recognize and understand some of the legal issues and business practices that they may encounter in the digital industry in Canada. Available online in downloadable PDF’s at www.ipf.ca/Bell/English/tools_legal.html, the legal agreements identify essential elements that should be negotiated, with notes, explanations and advice about what to consider and to beware of in key clauses.

The legal toolkit includes the following agreements:

- Alternative Completion Guarantee
- Broadcaster Website License Agreement
- Confidentiality and Non-Disclosure Agreement
- Co-Production Agreement
- Distribution Agreement
- Hosting Services Agreement
- Independent Contractor Agreement
- New Media Production Agreement
- Software Escrow Agreement
- Website Privacy Policy
- Website Terms of Use

These Agreements were researched and written by entertainment and new media lawyer, Mary Barroll under the direction of the Bell Fund. The Toolkit is provided for educational purposes and is meant as a general introduction and a guide to some of the potential business and legal issues new media producers may face in developing, producing and distributing their new media productions. Previously very few formal agreements existed and producers and broadcasters depended extensively on case-by-case, ad-hoc agreements. The Legal Toolkit provides a framework allowing new media producers and their legal advisors to adapt the Agreements to their specific needs.

French-language versions of these Agreements specifically adapted to Quebec’s jurisdictional requirements will be available at www.fondsbell.ca in April 2005.

As Canada’s digital convergence industry continues to develop, the Bell Fund responds to the business needs identified by its stakeholders. Previously, the Bell Fund published two business manuals: *Create a Winning Proposal (1999)* and *New Media New Business: The Producer’s Guide (2001)* and undertook research to evaluate the value of interactive assets to broadcasters – *Fiscal Reality Television (2004)* (all manuals and reports are available at: www.ipf.ca/Bell/English/publications.html).

The Legal Toolkit is an activity of the Bell Fund's Professional Support Program that was established to enhance the business skills of the new media industry. This Program complements the Fund's production funding activities by promoting sustainable businesses in the broadcast and digital sectors, engaging in research and knowledge sharing and enhancing the national and international profile of industry stakeholder. Other activities of this program include *"Destination Digital"* a series of business workshops for regional and emerging new media producers, a trade mission to Australia and Singapore in February 2005 and coming soon "Hot Tips" – a compilation of lessons learned by industry and now to be shared by the Bell Fund.

The Bell Fund has invested over \$32 million in the production of television/digital cross-platform projects since 1997. It is funded by annual contributions from Bell ExpressVu as well as interest on a \$10 million endowment provided through the BCE-CTV Benefits.

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