



For immediate release
February 8, 2005

Bell Broadcast and New Media Fund's New Media Mission to Australia

Australia will be hosting a delegation of 14 Canadian new media cross-platform television/digital new media producers, broadcasters and funders from February 20 – March 5, 2005. This trade mission has been designed by the Bell Broadcast and New Media Fund to encourage partnerships and new co-production opportunities between Canadian and Australian digital interactive content producers and broadcasters and to develop licensing potential.

PARTICIPANTS

Application to join this mission came from new media producers across Canada. Those selected to participate have had extensive convergence production experience and suitable projects for licensing in Australia or projects in development seeking co-production partners. They include the CEO's of 10 of Canada's leading new media cross-platform companies: Steven Comeau, Collideascope Digital Productions; Patrick Crowe, Xenophile Media; Nathon Gunn, Bitcasters Inc; Pierre-Paul Larivière, Trinôme Inc; Dan Fill, Decode Entertainment; Gail Bryanton, Minds Eye Interactive; Diane Williamson, Digital Wizards Inc; Mark Bishop, Marblemedia; Ava Karvonen, Reel Girls Media Inc; Barry Ward, Bardel Entertainment.

Also accompanying the producers are:

Claude Galipeau, Executive Director of CBC New Media; Ann MacKenzie, Chief Executive Officer, Nova Scotia Film Development Corporation; Andra Sheffer, Executive Director, Bell Broadcast and New Media Fund and, Jeff Leiper, Publisher and Editor-in-Chief of Canadian NEW MEDIA.

ADELAIDE

The Canadian delegation will be participating in workshops and panels at the Adelaide International Documentary Conference (AIDC) and the Adelaide Film Festival (AFF). In addition, various events are being organized by the South Australian Film Commission including Digi-Day sessions that will provide opportunities to showcase Canadian new media projects, discuss the challenges of extending linear production to interactive works, and examine co-production treaties. Highlighting the Adelaide events will be a "Pitch' n' Punt" event. Ten participating Canadian producers have been matched with co-production partners in Australia in order to develop projects together with co-production potential. The top Pitch to be presented and juried during the AFF will receive a development award of \$15,000 provided by the SAFC, the AFF, and the Bell Fund.

MELBOURNE/SYDNEY

The Canadian financing and distribution models will be examined in Melbourne and Sydney at presentations to be made to the Australian Interactive Media Industry Association (AIMIA), public broadcaster ABC, Film Victoria, government policy agency the Australian Film Commission (AFC), and to Australian new media producers and broadcasters. The Consulate General in Sydney has organized meetings with key broadcast and new media organizations, round-tables to discuss co-production treaties and the Canadian funding model which is much envied by the Australian industry, forums, trade booths, a tour of state-of-the-art Australian film/digital facilities, and is also hosting receptions to ensure networking opportunities. In addition, each of the

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delegates has scheduled a series of one-on-one meetings to meet with their colleagues and develop new business partnerships and market intelligence.

SINGAPORE

Several of the delegates have also been invited to develop the new media market for Canadian productions and examine partnership potential with the digital content industry in Singapore. Two days of intensive meetings with Infocomm Development Authority (IDA), the Media Development Authority (MDA), site visits, presentations and pitches have also been organized.

PARTNERS

The mission has been organized and funded by the Bell Broadcast and New Media Fund with the financial assistance of the Trade Routes Program of the Department of Heritage and the Canadian Consulate General in Sydney, International Trade Canada, Foreign Affairs Canada, the Ontario Media Development Corporation, the Nova Scotia Film Development Corporation, and travel support from B.C. Film, the Alberta Film Development Corporation and SaskFilm.

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