



For immediate release
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Television Funding added to Bell Fund's Low Budget Digital Media Production Program

The Bell Fund Board has expanded its Low Budget Digital Media Production Program to include a new Television Licence fee top-up for the associated television program. The Low Budget Program was established to encourage digital media productions with budgets no greater than \$100,000 with the Bell Fund contributing grants of up to 75% of the production costs. Now, in addition to this digital media support, the associated television program will also be eligible for a licence fee top-up of up to 75% of the broadcaster licence fee to a maximum of \$75,000. Eligible Television programs will automatically receive this new funding if the associated digital media project is selected for funding.

This new funding initiative is based on the model the Bell Fund has implemented for the past 15 years in its Production Program which is for projects with digital media budgets that have been averaging \$300,000-\$400,000. This has successfully encouraged television producers to become actively involved in the creative design, implementation and marketing of the second screen projects based on their television programs. Applications will be accepted the first of each month commencing January 1, 2013 and must be submitted with the digital media applications in the Low Budget Production Program. (For program guidelines and applications see - bellfund.ca/funding-programs/low-budget-production/)

The Low Budget Production program is designed to stimulate the production of enhanced, interactive digital content that has targeted audience strategies. Certain demographics and genres and production cycles have typically benefited from interactive content that is focused and more limited in scope. For example, low budget projects may include individual games or activities or modules, mobile/tablet applications, content to accompany the first season of a series, updates for previous seasons of interactive content, content for niche audiences or social media content designed to establish communities of interest. The TV Licence Top-up is a grant that should be used to enhance the TV program with the intent of optimizing the content so that the TV and Digital Media projects complement each other.

All applications to the Bell Fund are evaluated by industry professionals whose recommendations and analyses are submitted to the Board of Directors for approval of funding. Funding decisions on the Low Budget applications are announced within the month of application.

The Bell Fund adapts regularly to the changing needs of the multi-platform digital media industry in order to both facilitate the growth of the industry, and to provide Canadian audiences with the content that they want and use. The Bell Fund has contributed over \$115 M to Canadian television and digital media producers for the development and production of 1,000 cross-platform projects and research, in the past 15 years. The Bell Fund receives annual contributions of \$14M from Bell TV and Bell Aliant as part of its annual BDU support of the industry as well as the interest generated from a \$10M endowment resulting from the BCE/CTV Benefits received in 2001.

The Bell Fund is a non-profit organization with an independent Board of Directors representing various sectors of the television and digital media industry. The Fund is administered by the Independent Production Fund.

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