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# CELEBRATING **20** *years*

2017 ANNUAL REPORT

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# CHAIR MESSAGE



Suzanne Guèvremont  
CHAIR

**2017** marked the Bell Fund's 20th anniversary and will be remembered as a year of profound changes for the Fund. I was honoured to accept the position of Chair, a challenge that I have taken on with humility knowing the turbulence that our industry is going through. I wish to thank Paul Hoffert, who, since its inception, has chaired this Board with passion, dedication and wisdom.

The Bell Fund has always been committed to supporting high-quality Canadian content in both official languages. The Board of Directors and I are optimistic about the new directions the Fund is taking and the impact it will continue to have on our industry.

The significant changes in the Bell Fund's programs came from the CRTC's 2016 decision to modify its Policy Framework for Certified Independent Production Funds. While adapting to a rapidly changing environment, the Bell Fund took this opportunity to reach out to our community and conduct comprehensive discussions, looking for ways to dovetail with industry needs while keeping in mind the necessity to comply with the CRTC's new Policy Framework.

Based on these consultations, we have developed a series of pilot programs. We are increasingly committed to audio visual programming across all platforms. We are calling them "pilot programs" as we want to test them, assess their value, pertinence, and

ability to stimulate meaningful results. Of all our new programs, the Slate Development Program is certainly our most original. This program supports independent production companies with early stage development and funds for up to three projects. Innovative as it is, this program also addresses one of the key priorities of Minister Joly's Creative Canada Policy Framework.

Our mission statement reads: "The Bell Fund is dedicated to supporting Canadian media content makers in creating for and connecting with, audiences here and everywhere", a statement that we as an organization are now, more than ever, committed to and passionate about. Looking to our next 20 years, my wish is for the Bell Fund to continue, with great effort and diligence, to stay nimble, efficient, pertinent and innovative; to encourage our industry to be visionaries; and to maintain, protect and promote our great Canadian culture. This is what inspires me and makes me most proud of my role as Chair of the Bell Fund.

In closing I offer my heartfelt thanks to all the Bell Fund personnel in Toronto and Montreal, who have worked tirelessly this year to develop our new programs. The challenges were grand, and I am confident that we can move toward the future with the satisfaction of a job well done.

# CHAIR EMERITUS MESSAGE



**Paul Hoffert**  
CHAIR EMERITUS

**I**t has been exciting and rewarding to steer the Bell Fund for the past 20 years through the uncharted and shifting waters of broadcast and digital platform content. Today we are in a world with an abundance of content for consumers. Yet the challenge for producers of getting projects financed and discovered is tougher than ever.

To illustrate, here are some excerpts from my annual messages over the past two decades.

"The Bell Fund had its first full year in 1998, committing more than \$3 million to the production of Canadian new media tied to broadcast television....The financial profits from the Internet and its relatives are still largely in the future and we continue to grapple with how best to serve this still immature industry [1998]...We are producing training materials that will help new media producers acquire the financing expertise found in our television industry [1999]".

"This year the Bell Broadcast and New Media Fund became permanent with ongoing funding assured by Bell ExpressVu (now Bell TV)...There is a growing awareness that "the property" is not just a television program, website, book, or game but an idea – a story with characters that cannot be wholly represented in any single medium [2002]".

"Year after year, Canadian television and new media producers prove that they can raise the bar of innovation and quality while attracting ever-greater audiences to their productions [2003]".

"[It used to be] that the big screen meant cinema and the small screen meant television. Today, the big screens are home theatres and small screens are cellphones and iPods [2005]... leaps in technology and consumer acceptance of new platforms continues to challenge the broadcast and new media industries as portable devices such as the Apple iPod move from music-playing to television program-playing and as mobile phones begin to resemble portable televisions [2006]. Rights issues invaded the agendas of unions and guilds, who want revenues from new digital uses [2007]".

"The federal government decided to replace the Canadian Television Fund (CTF) with the newly branded Canada Media Fund (CMF). Producers now need to provide content on at least two platforms to receive CMF support, as has been the case with Bell Fund since our inception [2009]... Hugely popular iPads now compete with computer monitors and television sets for viewer's time... traditional broadcasters are introducing new on-demand services that use Internet distribution to satisfy their subscribers' demands for everything, anytime, anywhere [2010]".

"Nowadays, almost nobody watches just television anymore... [2012] Everyone seems to be talking about 'cord cutters', 'cord shavers', and 'cord nevers'. This year the term 'cord stackers' entered our lexicon - the trend is for audiences to watch both broadcast and OTT (over the top) services [2013]".

# CHAIR EMERITUS MESSAGE

"Bell Fund is driven by quality, innovation and excellence. We continue to carve out promising paths for emerging talent, business, and technologies. Nowhere is this more apparent than in our support of virtual reality (VR), 360 video and augmented reality (AR)[2015]".

"...Digital media content builds engaged online communities of fans who want to interact with the stars of their favourite shows and brands; to play games featuring their favourite characters and to

share their experiences with their friends. 2016 also brought new challenges. The CRTC announced changes to the Certified Independent Production Funds policy framework effective September 1<sup>st</sup>...[2016]".

As Yogi Berra famously said, "the future ain't what it used to be [2017]". It has been quite the dynamic journey for the Fund and I look forward to how we and the industry will continue to evolve.



## VICE-CHAIR MESSAGE

Payal Gabrani-Bahl

VICE-CHAIR

**Over** the past 20 years, Bell TV has seen first-hand the important role that Certified Independent Production Funds play in the development and production of Canadian content. In the case of the Bell Fund, through our BDU contributions of over \$200 million, the Fund has been able to lead the industry in the development and production of over 2000 cross-platform digital media and TV projects. We have encouraged risk-taking and developed a solid talent base capable of producing award-winning content becoming the envy of the world. Bell TV is very proud of the

outstanding accomplishments that the industry has achieved with this support.

More recently as our business environment has evolved, so has the need for the Bell Fund to evolve with it. To that end, 2017 was all about listening to and working with the industry to create new programs that can continue to foster a robust Canadian production sector. Bell TV looks forward to continuing to support the Bell Fund in helping bring the best Canadian content to consumers.





# 20 YEARS

# 2000 PROJECTS

# \$200 MILLION IN FUNDING



# INNOVATE

For over 20 years, Bell Fund's mission has been to support innovative content creation. We are proud to highlight standout projects that have distinguished themselves both nationally and internationally.



## Le Rêve de Champlain

Groupe Fair-Play & Slalom Productions • Television Series

This TV series and its digital platforms promote Champlain's discoveries to an audience of all ages. By experiencing the difficulties he overcame with humanism in a playful and educational way, we gain a better understanding of his vision and legacy.

## The Defector: Escape from North Korea

Fathom Film Group • Documentary

A first person POV interactive web documentary enabling audiences to experience first-hand what it's like to be a defector. Featuring true-to-life animation recreating the journey, along with real footage and darkly stunning imagery, it explores the bewildering array of decision and risks defectors must face – and shows how much courage it takes to pursue freedom.







## Indian Horse

Screen Siren Pictures • Film

This immersive transmedia experience is a companion to the feature film and includes a website that acts as a hub for education, action and reconciliation. Included is the #Next150 challenge calling on Canadians to be ambassadors of change.

## C'est juste du web

Urbana • Web Series

This popular series, which offers a unique look at online culture, has been widely referenced and has also aired on TV. With the help of key influencers and participants in online culture, the series explores all sorts of new and uncompromising digital content from all over the web, with content also available via podcasts.



## Slugterra/Slug It Out

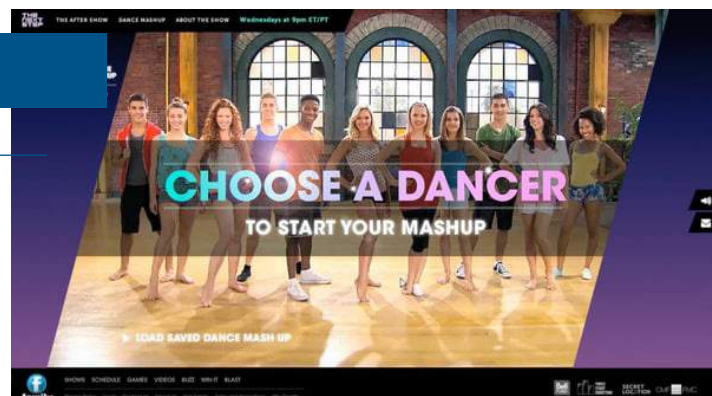
Nerd Corps Entertainment & DHX Studios • Television Series

Mobile games Slug It Out 1 & 2 enjoyed international success continuing to develop new stories adding to the Slugterra tv canon that allowed users to immerse themselves in the world every day at their leisure. The games saw up to 100,000 downloads a day and 1.2 million monthly average users.

## The Next Step

Boat Rocker Media • Television Series

The Next Step – continues to build on the success of this live-action multi-season series by delivering an immersive multi-platform fan experience that includes mobile games and an ultimate fan experience including dance videos, behind the scenes and 360 tour videos. TNS is available in 123 countries and has over 250 million views on Youtube.







## Cracké

Productions Squeeze • 3D Animation Television Series

In this series known around the world, Ed makes heroic efforts to protect his brood from all sorts of danger. In the associated app and video game, kids become the heroes of interactive "Cracked" adventures.

## RenegadePress.com

Vérité Films • Television Series

Produced in Saskatchewan, the series followed the lives of a group of teenagers running an online newspaper about their daily experience. In 2007, it was honored as one of Bell Fund's top 10 groundbreaking productions for its cross-platform production. Viewers watched the TV show and then went to the website to see how the stories unfolded in the e-zine.



## Le sexe autour du monde

Eurêka! Productions • Documentary Series

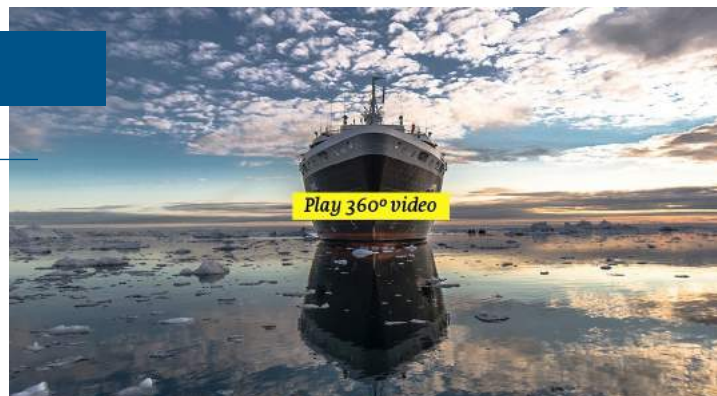
This series and its associated mobile apps take us across the globe to help uncover the national peculiarities of love, relationships and sexual practices in a surprising, clever and humorous way.



## Polar Sea 360

DEEP Inc. & Primitive Entertainment • Television Series

Polar Sea 360 allows you to immerse yourself in the world's first 360 documentary film that explores the drastically changing Arctic landscape as seen through the eyes of the Inuit.





# DEVELOP

Over the past 20 years, Bell Fund has witnessed the evolution and growth of dynamic companies across Canada. These companies' development, and their partnerships, continue to inspire us as we move into the next chapter of this country's content creation.



Bell Fund has always been at the forefront of innovation in the digital space. They have pushed us to take the road less travelled, creating new and exciting ways to entertain and engage viewers.

**Eric Rebalkin**  
Co-Founder & COO



Working with Bell Fund means being heard in our desire to innovate, benefiting from dynamic support that allows you to be creative and make the most of each project!

**Brigitte Lemonde**  
President & Executive Producer







# INNOVATE BY DAY

Thanks to Bell Fund's support on projects like *Mohawk Girls*, *Corner Gas* and *The Bachelor Canada*, Innovate By Day has grown to be a leading strategic marketing & digital content studio - reaching, engaging, retaining audiences everywhere. #Grateful

**Deborah Day**  
President & CEO



The children say thank you! Bell Fund has allowed us to innovate by creating relevant digital games as well as impactful digital multi-platform experiences for children.

**Florence Roche**  
Executive Producer & Co-CEO

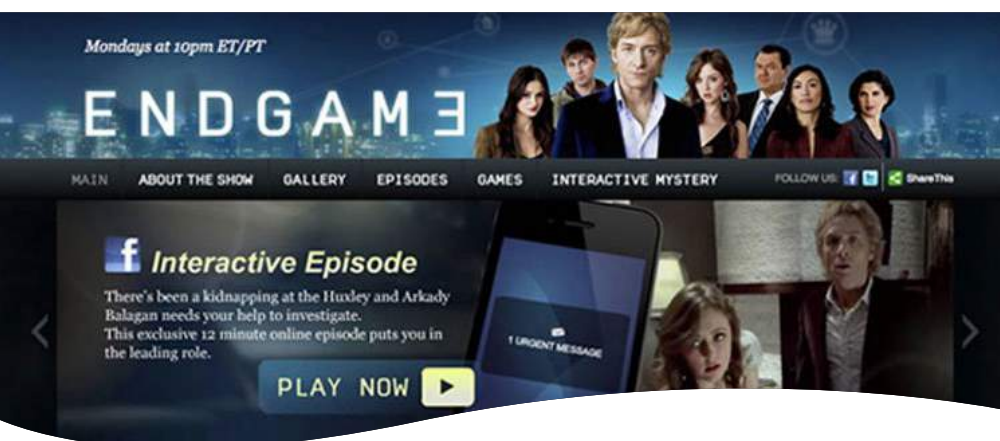


# SECRET LOCATION

Secret Location turned 10 years old this year. In that time we have won two Emmys (nominated for 6), 16 Canadian Screen Awards (nominated for over 30) and hundreds more internationally, along with being acquired by Entertainment One. Simply put, none of this would have been possible without Bell Fund, who continually supported our ability to take

creative and innovative opportunities and risks, enabling us to succeed and compete at home and around the world. Bell Fund has shown the industry that Canada invests in our home grown talent and supports the world class digital media projects.

**James Milward**  
Founder & Executive Producer





## PIXCOM

For Pixcom, Bell Fund's contribution has been an essential creativity engine to many projects and their interactive experiences such as Cirque Alfonse, Argonauts and Code Max.

**Nicola Merola**  
President

CODE MAX



## URBANIA

Bell Fund has contributed to the emergence of a whole sector by helping companies develop their content and technological expertise. In URBANIA's progression, it was significant.

**Philippe Lamarre**  
President & Producer

## les films re:z:olution pictures

I want to congratulate Bell Fund. Without such funds, Canadian producers would not be able to create important cultural stories and allow shows like Mohawk Girls to be seen by audiences around the world.

**Christina Fon**  
Producer & Executive Producer

MOHAWK GIRLS







From creating 'the world's first sit.com' to a 'choose-your-own-ending' TV show, Bell Fund has been an indispensable ally in the Smiley Guy mission to push the limits of immersive entertainment.

**Jonas Diamond**  
Executive Producer

## marblemedia



Marblemedia has been very fortunate to work with Bell Fund since our first project in 2001. Throughout these past 17 years, the Fund has shared our values and supported our efforts in creating premium, world-class, cross-platform content to engage and resonate with audiences around the world. Their support has helped fuel the creation of projects that have accelerated the growth and reputation of marblemedia and our interactive digital media division.

**Mark Bishop**  
Co-CEO & Executive Producer



## TURBULENT

Bell Fund played a key role in the development of our business. Today Turbulent has more than 70 employees and exports 50% of its services to the United States.

**Marc Beaudet**  
CEO



# CONNECT

Since its inception, Bell Fund has been committed to developing talent. Through professional development funding, Bell Fund has supported organizations and progressive programming, panels and workshops as well as the promotion of Canadian companies and their content.

## Organizations



# Broadcasters





# Bell FUND 20 years

## 20 Years of Funding Outstanding Canadian Talent



2017



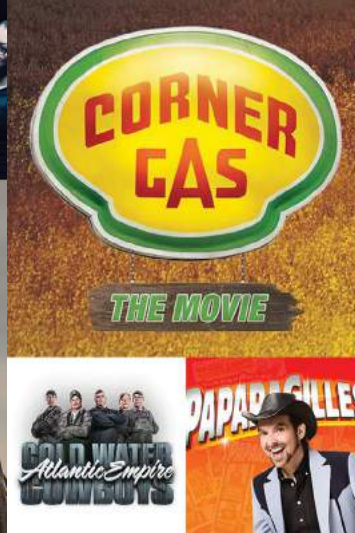
2016



# 2015



2014



2013



# 2012





[illegible][illegible][illegible][illegible]

This is a large, colorful collage representing Canadian television and film from 2007 to 2011. The collage is organized into five horizontal rows, each corresponding to a year. The years are labeled vertically on the left and right sides of the grid. The central area is filled with various images, including promotional photos of actors, show posters, and scenes from popular programs. The colors are vibrant, with a mix of blues, reds, and yellows. The overall layout is dense and visually appealing, showcasing a wide range of Canadian entertainment. The years 2007, 2009, and 2011 are on the left, while 2008 and 2010 are on the right. The collage includes titles like 'WebGeol', 'Au pays des Têtes à claques', 'Canada's Smartest Person', 'Tat sur moi', 'QC12', 'Human Vampires', 'Alphée des étoiles', 'J'ai la mémoire qui tourne', 'Diamond Road', 'Harry et les Buckethead', 'Emily Young', and 'Corinne et ses amis'.

[illegible]





This is Daniel Cook.



2005



2004



2003



2002



2001



2000



1999



1998





# LOOKING FORWARD

## OUR NEW PILOT PROGRAMS

### PRODUCTION

#### SHORT FORM DIGITAL SERIES

The purpose of the Program is to fund original digital video for online distribution, specifically the production of scripted fiction (drama, comedy, and children's and youth programming, excluding animated series) and scripted non-fiction (i.e. documentary and lifestyle/factual programming). Only series will be supported, with a maximum length of 15 minutes per episode and a minimum of 6 episodes.



#### TELEVISION PROGRAM

The purpose of the Program is to fund the production of television series in the genres of drama, comedy and lifestyle which are supported by CRTC-licensed Canadian broadcasters. Only series with a maximum of length between 30-60 minutes and a minimum of 6 episodes will be eligible.





## DEVELOPMENT

### WEB DOC DEVELOPMENT

This program supports the development of stand alone projects where the content is conceived for an interactive experience which allows the user to navigate through the components of the project autonomously. The content is primarily designed to inform but may also educate and entertain, providing an in-depth critical analysis of a specific subject or point of view through the integration of interactive digital technologies and platforms.

### SLATE DEVELOPMENT

This program offers financial support for the planning and development of original IP, allowing independent production companies to diversify their development slate both in terms of number of projects and variety of platforms and media.

### PROFESSIONAL DEVELOPMENT

This program supports organizations in creating informative programming, panels and workshops to engage in discussions and issues relevant to the state of the Industry as well as the promotion of Canadian companies and their content.

# 2017 IN REVIEW

## OVERVIEW 2017

In 2017, the Bell Fund provided grants of over \$9M to 64 projects, supporting audio visual programming and non-programming digital content. Included in this are 38 digital media and related television productions and the development of one digital media project. We also funded 25 professional development initiatives.

Across all programs, two-thirds of all funding was distributed to English-language projects and one-third distributed to French-language projects.

Program Type	Number of Applications	Number of Funded Projects	Grant in \$
Programming/Non-programming	65	38	\$9,218,517
Development (DEV/TV DEV ONLINE)	4	1	\$29,850
Professional Development	29	25	\$214,500
<b>TOTAL</b>	<b>98</b>	<b>64</b>	<b>\$9,462,867</b>

## OVERVIEW 1997 - 2017

Program Type	Number of Funded Projects	Grant in \$
Programming/Non-programming	1,362	\$181,487,932
Development	320	\$13,808,246
Professional Development	327	\$2,081,460
<b>TOTAL</b>	<b>2,009</b>	<b>\$197,377,638</b>

## PRODUCTION PROGRAM 2017

English and French Expenditure

Program Type	Number of Funded Projects			Grant in \$		
	English	French	Total	English	French	Total
Programming						
Associated Television*	14	9	23	\$953,344	\$603,250	\$1,556,594
Non-Programming						
Digital Media	23	12	35	\$4,656,940	\$2,801,983	\$7,458,923
Performance Accelerator	3	0	3	\$203,000	\$0	\$203,000
<b>TOTAL</b>	<b>40</b>	<b>21</b>	<b>61</b>	<b>\$5,813,284</b>	<b>\$3,405,233</b>	<b>\$9,218,517</b>

\* 23 of the 38 non-programming digital content projects funded, were also approved for TV funding

# 2017 IN REVIEW

## PRODUCTION PROGRAM 1997-2017

Since 1997, over \$181 million in funding to support the production of digital media projects, performance accelerator and television projects has been awarded to 1379 projects.

Program Type	Number of Funded Projects			Grant in \$		
	English	French	Total	English	French	Total
Programming						
Television	321	185	506	\$22,709,236	\$13,154,248	\$35,863,484
Non-Programming						
Digital Media	539	317	856	\$93,870,760	\$50,488,765	\$144,359,525
Performance Accelerator	10	7	17	\$754,550	\$510,373	\$1,264,923
<b>TOTAL</b>	<b>870</b>	<b>509</b>	<b>1,379</b>	<b>\$117,334,546</b>	<b>\$64,153,386</b>	<b>\$181,487,932</b>

## DEVELOPMENT PROGRAM 2017

The Bell Fund's development program is funded by the revenues generated from an endowment of \$10 million committed to the Bell Fund as a result of the BCE/CTV tangible benefits program.

Language	Number of Projects	Grant in \$
English	0	\$0
French	1	\$29,850
<b>TOTAL</b>	<b>1</b>	<b>\$29,850</b>

## DEVELOPMENT PROGRAM 2001-2017

Since the inception of the Development Program in 2001, 320 digital media projects have been awarded grants totaling over \$13.8 million. These totals also include the TV Development Online program launched October 2012 and Online to OnTV launched 2014.

Language	Number of Projects	Grant in \$
English	217	\$9,436,131
French	103	\$4,372,115
<b>TOTAL</b>	<b>320</b>	<b>\$13,808,246</b>

# 2017 IN REVIEW

## PROFESSIONAL DEVELOPMENT 2017

In 2017, professional development initiatives located across Canada received grants totaling \$214,500 for workshops, conferences, research and promotion of Canadian content.

Language	Number of Projects	Grant in \$
English	18	\$153,500
French	7	\$61,000
<b>TOTAL</b>	<b>25</b>	<b>\$214,500</b>

## PROFESSIONAL DEVELOPMENT 2001-2017

To date, the Bell Fund has supported 327 events and contributed over \$2 million in professional development support; nationally and internationally.

Language	Number of Projects	Grant in \$
English	224	\$1,545,410
French	103	\$536,050
<b>TOTAL</b>	<b>327</b>	<b>\$2,081,460</b>

## PROJECTS IN REGIONS

(OUTSIDE TORONTO, MONTREAL, VANCOUVER)

Province	Number of Funded Projects	Amount Funded (\$)
Saskatchewan	2	\$192,500
Ontario	4	\$457,500
British Columbia	1	\$149,000
Quebec	2	\$355,000
<b>TOTAL</b>	<b>9</b>	<b>\$1,314,000</b>

## OFFICIAL LANGUAGE MINORITY COMMUNITIES

English language projects in Quebec, 2017

In 2017, 3 Quebec-based, English-language projects and one bilingual Quebec-based project received over half a million dollars in funding. There were no French-language projects from outside Quebec.

Number of Projects	Amount Funded (\$)
3 English	\$380,000
1 Bilingual	\$170,500
<b>TOTAL</b>	<b>\$550,500</b>



# FUNDED PROJECTS

## PROGRAMMING

### Ados, sexe et confidences

Does Quebec society have a reason to worry about teenage sexuality in 2017?

Through meetings with teenagers, parents, professors, sexologists and other specialists, this documentary aims to answer this very question, ultimately concluding that the sexuality of today's teens is no more out of control than that of their parents when they were the same age.

Echo Média Productions  
Producers: Luc Châtelain, Dominique Mendel  
Documentary and fiction - Live Action  
Language: French  
Company Location: Montreal, QC  
Production Location: Montreal, QC  
Broadcaster/Platform: Télé-Québec



### The Bachelor Canada

Season 3

Canada's most eligible bachelor is in search of the love of his life and embarks on a journey to find the right bachelorette from across Canada.

ITM Productions Inc.  
Executive Producer: Claire Freeland  
Producer: Amy Hosking  
Reality/Variety - Live Action  
Language: English  
Company Location: Toronto, ON  
Production Locations: Vancouver, Calgary, Winnipeg, Montreal, Toronto, Halifax  
Broadcaster/Platform: Corus - W Network



### Canadian Country Music Association Award 2017 Show

A live television special on CBC, announcing the winners of eight award categories, and featuring performances by some of Canada's brightest country stars.

CCMA Entertainment 2017 Inc.  
Executive Producer: Don Green  
Producers: Claire Adams, Joel Stewart  
Reality/Variety - Live Action  
Language: English  
Company Location: Toronto, ON  
Production Location: Saskatoon, SK  
Broadcaster/Platform: CBC



### À fond de train

Season 2

*À fond de train* is a huge train rally where pairs of kid-parent teams compete on a route that starts in the Maritimes and takes them all the way to the Rockies. The course is made up of ten stages in ten towns and villages served by train, and all full of attractions worth visiting. Ten stages, filled with riddles, puzzles and extraordinary challenges! Which team will arrive first?

Blimp Télé  
Producers: Marc St-Onge, Isabelle Vaillancourt, Eloise Forest  
Kids - Live Action  
Language: French  
Company Location: Montreal, QC  
Production Locations: Halifax, Amherst, Bathurst, Trois-Pistoles, Montreal, Kingston, Niagara Falls, Portage, La Prairie, Smithers, Prince Rupert, Vancouver  
Broadcaster/Platform: Unis



### The Bot Shop

A robot mechanic Becca and her dogbot Bubo find the perfect upgrade for each of the Robot citizens of Solderville. The robots communicate through emotive expression, action and robot sounds.

Cheshire Smile Animation Inc.  
Executive Producers: Tim Tyler, Neil Greening  
Producers: Tim Tyler  
Kids - Animation  
Language: English  
Company Location: Saskatoon, SK  
Production Location: Vancouver, BC  
Broadcaster/Platform: TFO, Blimp Télé



### Corner Gas: The Animated Series

A new, primetime animated sitcom based on the live-action series created by comedian Brent Butt, and featuring the voice talents of the original cast.

Vérité Films Inc.  
Executive Producers: Brent Butt, Virginia Thompson, David Storey  
Producer: Leslie Thomas  
Drama - Animation  
Language: English  
Company Location: Toronto, ON  
Production Location: Toronto, ON  
Broadcaster/Platform: Bell Media - Comedy Network



# FUNDED PROJECTS

## PROGRAMMING

### C'est juste de la TV

Season 11

*C'est juste de la TV* examines the TV universe in a deep, original and surprising way. Host Anne-Marie Withenshaw and contributors Thérèse Parisien, Dave Ouellet and Nathalie Petrowski watch and critique TV from both here and elsewhere.

Urbania  
Producers: Raphaëlle Huysmans, Philippe Lamarre, Annie Bourdeau  
Magazine – Live Action  
Language: French  
Company Location: Montreal, QC  
Production Location: Montreal, QC  
Broadcaster/Platform: ICI ARTV



### Cochon Dingue 2

*Cochon Dingue* is a daily show for kids between 8 and 10 years old. Its five friendly hosts, including Neo, a talking guinea pig, challenge themselves to develop a new creative "web encyclopedia": the WIKIDINGUE!

Trio Orange  
Producers: Carlos Soldevila, Éric Hébert  
Kids – Live Action  
Language: French  
Company Location: Montreal, QC  
Production Location: Montreal, QC  
Broadcaster/Platform: Télé-Québec

### Equator 360

A 12-part documentary series portraying the equatorial region of Eden, taking us on a breathtaking 12-hour journey through its many landscapes now under threat from climate change.

Primitive Entertainment  
Producers: Michael McMahon, Kristina McLaughlin, Kay Siering  
Documentary – Live Action  
Language: English  
Company Location: Toronto, ON  
Production Locations: Brazil, Colombia, Ecuador, Kiribati, Indonesia, Congo, Kenya, Malaysia, Maldives, Papua New Guinea  
Broadcaster/Platform: CBC, Bell Media - Discovery Canada



### Dino Dana

Season 3

Season 3 continues to take the franchise to a whole new level of dinosaur adventure, bringing 10 new bigger and weirder prehistoric creatures to life.

Sinking Ship Entertainment Inc.  
Executive Producers: JJ Johnson, Blair Powers, Christin Simms, Matt Bishop  
Producers: JJ Johnson, Blair Powers  
Kids – Live Action  
Language: English  
Company Location: Toronto, ON  
Production Location: Toronto, ON  
Broadcaster/Platform: TVO



### Frankie Drake

Season 1

Set in the 1920s and starring Lauren Lee Smith (*This Life*, *The Listener*), the series follows Toronto's only female private detective, Frankie Drake.

Shaftesbury Films  
Executive Producers: Christina Jennings, Scott Garvie  
Producer: Jonathan Hackett  
Drama – Live Action  
Language: English  
Company Location: Toronto, ON  
Production Location: Toronto, ON  
Broadcaster/Platform: CBC

### Hello Charlie! / Allô Charlie!

Charlie is a four-and-a-half-year-old whale and the protagonist of a new series for preschool children. The show follows Charlie and her family, demonstrating the value of familial relationships to children.

Echo Média Charlie Inc.  
Canada: Luc Châtelain, Dominique Mendel  
UK: Andrew Baker, Roddy McManus  
Kids – Animation  
Language: English, French  
Company Location: Montreal, QC  
Production Location: Montreal, QC  
Broadcaster/Platform: TVO, TFO, Knowledge, ICI



# FUNDED PROJECTS

## PROGRAMMING

### Ici on chante

Once a week, Véronic DiCaire invites three famous personalities to join her and sing! Through a series of musical numbers, directly inspired by the interests and artistic dreams of her guests, Véronic DiCaire takes the stage to perform with her three guests, and sometimes, fulfills their musical dreams.

Attraction Images Productions X Inc.  
 Producer: Marie-Christine Pouliot  
 Variety- Live Action  
 Language: French  
 Company Location: Montreal, QC  
 Production Location: Montreal, QC  
 Broadcaster/Platform: ICI Radio-Canada



### Just Like Mom & Dad

A game show that rewards families for how well they know each other. Each episode features three teams of parent-kid pairs, competing in interactive trivia challenges.

Marble Media Inc.  
 Executive Producers:  
 Mark Bishop and Matthew Hornburg  
 Producer: Steve Sloan  
 Kids - Live Action  
 Language: English  
 Company Location: Toronto, ON  
 Production Location: Hamilton, ON  
 Broadcaster/Platform: YES TV, BYU TV



### Like-moi!

Season 3

*Like-moi!* is a sketch comedy that illustrates the many different sides of the sexual and emotional lives of Generation Ys. Each episode consists of a tasty sequence of 8 to 10 skits propelled by the emotional and sexual reality of this "connected" generation that seems to have everything easy!

Zone3 Inc  
 Producer: Josée Fortier  
 Comedy - Live Action  
 Language: French  
 Company Location: Montreal, QC  
 Production Location: Montreal, QC  
 Broadcaster/Platform: Télé-Québec



### Hubert et Fanny

Hubert, tattoo artist, and Fanny, social worker, have nothing in common, but during a hold-up, they'll live through the most intense emotions of their lives. An irresistible and mutual desire to meet again follows. Will Fanny give up her happy and fulfilled life? Can Hubert open his heart?

Sphère Média 2016 Inc.  
 Producers: Josée Vallée, Sophie Pelle  
 Drama- Live Action  
 Language: French  
 Company Location: Montreal, QC  
 Production Location: Montreal, QC  
 Broadcaster/Platform: ICI Radio-Canada



### La belle gang

*La belle gang* is a daily 60-minute show on Canal Vie. Hosts Isabelle Racicot, Kim Rusk and Patrick Langlois invite viewers to discuss social topics and share their latest finds and gossip, all in a fun and friendly environment! Comments from the public are integrated via social media and the show's website.

7043597 Canada Inc.  
 Producers: Caroline Borne, Jean-Pierre Laurendeau  
 Lifestyle/Magazine - Live Action  
 Language: French  
 Company Location: Montreal, QC  
 Production Location: Montreal, QC  
 Broadcaster/Platform: Canal Vie (Bell Media)



### Mordu de la pêche

Season 7

This season, Cyril pushes his adventures to the remotest parts of the globe in order to face the world's largest and most difficult fish. From Argentina's wild steppes to Florida's mysterious creatures, this season explores both fascinating human culture on dry land and the scarcity of beautiful wild fish living in the most unexplored corners of the planet.

Untamed productions 2  
 Producer: Cyril Chauquet  
 Magazine - Live Action  
 Language: French  
 Company Location: Montreal, QC  
 Production Location: Montreal, QC  
 Broadcaster/Platform: Évasion





# FUNDED PROJECTS

## PROGRAMMING

### Moosemeat & Marmalade

Season 3

A show that brings together two very different chefs: one Canadian Cree and one Brit, to explore contrasting cultures and traditions through the way we access, cook and present food.

May Street Productions Ltd  
Executive Producer: Hilary Pryor  
Producer: Mike Wavrean, Art Napoleon  
Documentary - Live Action  
Language: English  
Company Location: Victoria, BC  
Production Locations: Cowichan Valley, Gulf Islands, Smithers, Hazelton, BC and Yellowknife, NT  
Broadcaster/Platform: APTN



### Salmigondis

Saison 3

*Salmigondis* invites kids from 4 to 7 years old to discover a world where the toys are alive! A princess who wants to live in fairy tale, an overeager firefighter, a rocker witch, a clumsy cowboy, a friendly monster, an almost perfect android and her gifted sidekick, a grumpy pirate and his clumsy deckhand. Laughs and emotions are guaranteed in *Salmigondis*!



Téléfiction Productions Inc.  
Producers: Lucie Veillet, Martine Quinty  
Kids - Live Action  
Language: French  
Company Location: Montreal, QC  
Production Location: Montreal, QC  
Broadcaster/Platform: ICI Radio-Canada, Télé-Québec

### Side Stories

A series that focuses on one artist per episode, featuring their Snapchat stories, music videos, footage from live performances, studio sessions, and interviews.



Blue Ant HDTV Productions Inc.  
Executive Producer: Sam Linton  
Producer: Chayne Japal  
Reality/Variety - Live Action  
Language: English  
Company Location: Toronto, ON  
Production Location: Toronto, ON  
Broadcaster/Platform: Blue Ant Media - Bite TV

### Tous pour un chalet

Saison 2

Mathieu Baron is the leader of this renovation competition where nine pairs of apprentice renovators work to fix up a cottage that is full of potential, but in really bad shape.

Zone3 Inc  
Producer: Francis Laforest  
Reality/Variety - Live Action  
Language: French  
Company Location: Montreal, QC  
Production Location: Shawinigan, Montreal, QC  
Broadcaster/Platform: Canal Vie (Bell Média)



### Occupation Double Bali

*Occupation Double* follows the lives of single guys and girls that are looking for love. In this new season, the selected contestants get to live it up on the island of Bali. Over the course of 12 weeks, the guys and girls work to eliminate one another so that by the end, only one couple will get to take home the grand prize of several hundreds of thousands of dollars.

Productions FLICKA, a subsidiary of Productions J  
Producer: Marie-Pier Gaudreault  
Reality/Variety - Live Action  
Language: French  
Company Location: Montreal, QC  
Production Location: Bali, ID  
Broadcaster/Platform: Groupe V Média

### Ping & Pong

Season 1

Ping and Pong are inseparable friends that live their adventurous lives through song and music. Ping loves melody and Pong, rhythm. This series for preschoolers stimulates musical and language development.



Kondolole Films Inc.  
Executive Producers/Producers: Annick De Vries, Ernest Godin, Celia Catunda, Kiko Mistrorigo, Ricardo Rozzino  
Kids - Animation  
Language: English  
Company Location: Outremont, QC  
Production Location: Montreal, QC  
Broadcaster/Platform: TVO, TFO, Knowledge, Société Télé-Québec - Télé-Québec

### Songs with Daisy & The Gumboot Kids

A spin-off series from the hit CBC Kids television show, *Scout & The Gumboot Kids*. The series features 40 music videos with music by award-winning artist Jessie Farrell.



Imagine Create Media Inc.  
Executive Producers: Eric Hogan, Tara Hungerford, Bruce Kakesh, Dave Valteau  
Producers: Tracey Mack, David Roncin  
Kids - Animation  
Language: English  
Company Location: Vancouver, BC  
Production Location: Vancouver, BC  
Broadcaster/Platform: CBC



### When I Grow Up!

A series for ages 6-9 that shows how an education in science can lead to countless inspiring jobs, stoking an interest in both STEM concepts and the professional world.

Riverbank Pictures  
Executive Producer: David Mitchell  
Producers: Francis Mitchell, David Mitchell  
Kids - Live Action  
Language: English  
Company Location: Toronto, ON  
Production Locations: Toronto, Ottawa, Sudbury, Waterloo  
CBC: TVO

# FUNDED PROJECTS

## NON-PROGRAMMING DIGITAL CONTENT

### À fond de train Express

The virtual *À fond de train* rally has 10 stages that correspond to the 10 towns featured in the TV series. Players travel virtually while remaining in the comfort of their own home. Each stage has 30 questions and challenges themed around the destination of the week.

Blimp Télé  
Producers: Marc St-Onge,  
Isabelle Vaillancourt, Eloise Forest  
Service Company: Les Affranchis  
Kids – Live Action  
Language: French  
Company Location: Montreal, QC  
Production Locations: Halifax, Amherst, Bathurst,  
Trois-Pistoles, Montreal, Kingston, Niagara Falls,  
Portage, La Prairie, Smithers, Prince Rupert, Vancouver



### The Amazing Race Canada VR

#### Season 5

Using VR 360° immersive video capture, this virtual reality experience will bring viewers right into some of the incredible locations and courses from The Amazing Race Canada.

Tyger Shark Inc.  
Producer: Tyler Murray  
Language: English  
Company Location: Barrie, ON  
Production Location: Across Canada

### BotShop

Through an interactive webpage children can get to the know Botshop, watch episodes and engage in the Robot world by building their own robots and even conducting a robot choir.

Cheshire Smile Animations  
Producer: Tim Tyler  
Language: English  
Company Location: Saskatoon, SK  
Production Location: Saskatoon, SK



### Cochon dingue

#### Season 2

*Cochon dingue's* digital project will feature six new games. The themes section will be replaced by the Wikidingue and will contain all content related to the themes as well as the "web extras". Neo, the talking guinea pig, will continue to offer topics that will be explored from every angle through reports, columns, funny sketches and several games.

Trio Orange  
Producers: Carlos Soldevila, Éric Hébert  
Service Company: Les Affranchis  
Kids – Live Action  
Language: French  
Company Location: Montréal, QC  
Production Location: Montréal, QC



### Canadian Country Music Association Awards 2017 Digital Media

The CCMA's digital component includes live event coverage, fan engagement opportunities, live stream elements, digital video series, optimized graphic content, and a social media campaign.

Canadian Country Music Association  
Executive Producer: Don Green  
Service Company: Innovate by Day  
Language: English  
Company Location: Toronto, ON  
Production Location: Toronto, ON



# FUNDED PROJECTS

## NON-PROGRAMMING DIGITAL CONTENT

### Corner Gas: The Animated Series

An audience-centric, video-driven campaign offers fan-exclusive access to the cast and a robust social media experience.

Vérité Films Inc.  
Executive Producers: Brent Butt, Virginia Thompson, David Storey  
Service Company: Smiley Guy Studios, Innovate By Day  
Language: English  
Company Location: Toronto, ON  
Production Location: Toronto, ON



### C'est juste du web

*C'est juste du web* explores digital content in all its forms (fiction and documentary web series, interactive experiences, virtual reality, digital trends, etc.), with an informed and critical look at the online universe. Each week the web is analyzed and unpacked by a panel of three permanent collaborators, all experts on the web.

Urbania  
Producers: Raphaëlle Huysmans, Philippe Lamarre, Annie Bourdeau, Pierre-Mathieu Fortin  
Service Company: PLIAB  
Magazine – Live Action  
Language: French  
Company Location: Montréal, QC  
Production Location: Montréal, QC

### Daisy & the Gumboot Kids

This interactive mini-game features Daisy leading the Gumboot Kids through the creation of a fun nature craft, that children can create themselves online.

Two Story Productions Inc.  
Executive Producers: Eric Hogan, Tara Hungerford, Bruce Kakesh, Dave Valteau  
Producers: Tracey Mack, David Roncin  
Service Company: Rival Schools Media Design Inc.  
Language: English  
Company Location: Vancouver, BC  
Production Location: Vancouver, BC



### Dino Dana Vision

Includes VR and AR apps, and a browser-based experience, where kids can do anything from conduct their very own dino experiments to decorate a virtual dino colouring page.

Sinking Ship Interactive Inc.  
Producers: JJ Johnson, Blair Powers  
Language: English  
Company Location: Toronto, ON  
Production Location: Toronto, ON

### Eye of the Beholder VR

A virtual reality single-player gaming experience that brings audiences and users directly into the moral conflicts and overarching narrative of the feature-length documentary film *My Enemy, My Brother*.

Fathom Film Group  
Executive Producers: Ann Shin  
Language: English  
Company Location: Toronto, ON  
Production Location: Toronto, ON



### Equator 360

A four-part VR experience that takes audiences on a cinematic exploration of the Earth's Equator over the course of a single day, highlighting the urgent effects of climate change.

Deep Inc.  
Producers: Thomas Wallner, Irene Vandertop  
Language: English  
Company Location: Toronto, ON  
Production Location: Various



# FUNDED PROJECTS

## NON-PROGRAMMING DIGITAL CONTENT

### Finding Stuff Out Online

Season 5

An arcade/action style game platform with areas for players to unlock multiple worlds to explore with varied challenge levels that put their skills to the test.

Apartment 11 Productions  
Executive Producer: Jonathan Finkelstein  
Service Company: Smiley Guy Studios Inc.  
Language: English  
Company Location: Montreal, QC  
Production Location: Montreal, QC



### Frankie Drake

Season 1

A six-part digital series experiment to support the launch of the television series, including web series video, commenting, and additional visual and textual elements.

Shaftesbury Films  
Executive Producers: Christina Jennings, Scott Garvie  
Producers: Jay Bennett, Ted Biggs, Steph Ouaknine  
Language: English  
Company Location: Toronto, ON  
Production Location: Toronto, ON



### Ici on chante

The cheerful spirit of *Ici on chante!* can be found here on the web. With Véronic's challenges, six show guests participate in the creation of a new song arrangement. A singing contest allows a member of the public to create their musical fantasy with the host. Finally, fun quizzes allow users to compare their results with the those of that week's guests.

Attraction Images Productions X Inc.  
Producer: Sophie Bernier  
Service Company: Les Affranchis  
Variety – Live Action  
Language: French  
Company Location: Montréal, QC  
Production Location: Montréal, QC



### Hello Charlie! /Allô Charlie!

This is a bilingual web and mobile experience for children ages 3–5. Each play session enables the user to engage in a mini game with short and long term goals in mind.

Echo Média Productions Inc.  
Producers: Dominique Mendel, Luc Châtelain  
Service Company: Yellow Bear Studios Inc.  
Language: English  
Company Location: Montreal, QC  
Production Location: Toronto, ON

### Hubert et Fanny

The digital component of *Hubert et Fanny* pays tribute to real love at first sight! Six love at first sight stories are told in a bold graphic format that combines artwork and web animation technologies. Anchored in real life stories, the experience is available on computer, tablet and phone thanks to an adaptive web interface.

Sphère Média 2016 inc.  
Producer: Josée Vallée  
Service Company: Turbulent  
Drama – Live Action  
Language: French  
Company Location: Montréal, QC  
Production Location: Montréal, QC



### IndianHorse.ca

This website will offer a multimedia experience, integrating cross-platform interactivity and a social media campaign that will challenge audiences to take small actions toward Reconciliation.

Screen Siren Pictures  
Producers: Trish Dolman, Christine Haebler, Paula Devonshire  
Service Companies: Aminikii Studio and Hello Cool World  
Language: English  
Company Location: Vancouver, BC  
Production Location: Vancouver, BC



# FUNDED PROJECTS

## NON-PROGRAMMING DIGITAL CONTENT

### Just Like Mom & Dad

Through mobile games and a video library, fans of the Just Like Mom & Dad television show are exposed to new content, behind-the-scenes clips and interactive experiences.

Marblemedia Interactive Inc.  
Executive Producers: Mark Bishop, Matt Horburg  
Language: English  
Company Location: Toronto, ON  
Production Location: Toronto, ON

### Like-moi! – Le fan kit

Season 3

The *Like-Moi!* fan kit brings together its community of followers by inviting them to integrate the *Like-moi!* grammar into their text and Facebook interactions, and also to challenge their creativity in an engaging participatory component! On the menu: many hilarious stickers, memes and gifs to share, new mobile ringtones and access to show skits.

Zone3 Inc.  
Producer: Josée Fortier  
Service Company: Turbulent  
Comedy – Live Action  
Language: French  
Company Location: Montréal, QC  
Production Location: Montréal, QC



### Mohawk Girls

Season 5

Walk a mile in our moccasins! Now in its fifth and final season, *Mohawk Girls* offers its avid fan-base a comedic look at the lives of four modern-day Indigenous women by nurturing an online community.

Rezolution Pictures  
Executive Producers: Tracey Deer, Cynthia Knight, Ernest Webb, Catherine Bainbridge, Christina Fon, Linda Ludwick  
Service Company: Innovate By Day  
Language: English  
Company Location: Montreal, QC  
Production Location: Montreal, QC



### La belle gang

The digital component of *La belle gang* provides a direct link between Internet users and the production team, allowing viewer input into discussions around the show. The public is challenged on a multitude of topics throughout the weeks of broadcast and has a dedicated space where they can react and comment on topics chosen by members of the TV team.

7043597 Canada Inc.  
Producers: Jean-Pierre Laurendeau, Caroline Borne  
Service Company: Les Affranchis  
Lifestyle/Magazine – Live Action  
Language: French  
Company Location: Montréal, QC  
Production Location: Montréal, QC

### Magazine Mordu de la pêche

*Mordu de la pêche* will be back on Évasion with "Les Extras des mordus", a brand new web magazine that offers original content related to the world of fishing and a subscription area to buy and watch the entire series online.

Untamed Productions 2  
Producer: Cyril Chauquet  
Service Company: Turbulent  
Magazine – Live Action  
Language: French  
Company Location: Montréal, QC  
Production Location: Amazonia (Brazil), Florida (US), Argentina, Guyana, Quebec, United States, Senegal, Congo



### Moosemeat & Marmalade

Season 3

Users are taken on an interactive exploration of Canada's food landscape, examining the sources of a variety of different foods, and highlighting food sustainability and accessibility.

May Street Productions Ltd  
Executive Producer: Hilary Pryor  
Producer: Mike Wavrecan  
Service Company: Denman Digital Inc.  
Language: English  
Company Location: Victoria, BC  
Production Location: Victoria, BC





# FUNDED PROJECTS

## NON-PROGRAMMING DIGITAL CONTENT

### Occupation Double 2017

To highlight the return of *Occupation Double*, show contestants will be given access to a smartphone. Controlled by the production team on a closed circuit, these phones will allow candidates to create their own content, allowing Internet users to live the OD adventure from the inside!

Productions FILCKA, a subsidiary of Productions J  
Producer: Madeleine Cantin  
Service Company: Les Affranchis  
Reality/Variety – Live Action  
Language: French  
Company Location: Montréal, QC  
Production Location: Bali, ID



### Ping & Pong

This Ping and Pong online experience allows young fans to discover music, sounds and language with their favorite characters.

Kondolole Films Inc.  
Executive Producers: Annick De Vries, Ernest Godin  
Service Company: Les Productions Version 10 Inc.  
Language: English  
Company Location: Outremont, QC  
Production Location: Outremont, QC



### Salmi-Musique

With *Salmi-Musique*, children can watch previously unreleased videos of the best songs in the series and personalize these clips in the video editor. By using their camera or photo gallery, kids get the chance to put themselves in the video by swapping character's faces with their own! The Salmi-radio also includes a playlist of 14 Salmigondis hits!

Téléfiction Productions inc.  
Producers: Lucie Veillet, Florence Roche  
Service Company: Tobo  
Kids – Live Action  
Language: French  
Company Location: Montréal, QC  
Production Location: Montréal, QC



### Odd Squad 360 Cases

An immersive touch-screen experience, full of puzzles, fun, and oddness. Kids are Odd Squad agents who explore Headquarters in all directions on their mobile devices.

Sinking Ship Entertainment  
Producers: JJ Johnson, Blair Powers  
Language: English  
Company Location: Toronto, ON  
Production Location: Toronto, ON

### On parle de sexe

*On parle de sexe* is a digital project on sexuality for 13-15 year olds. It contains 35 thematic videos across three categories: sketches from young comedians, teenage testimonies, and a short animation that is both funny and that answers user questions. Each theme has its own page on the site and will be enhanced by chats, fill-in the-blank text messages, quizzes, and memes, all of which are shareable.

Echo Média Productions  
Producers: Luc Châtelain, Dominique Mendel  
Service Company: DPT  
Documentary and fiction – Live Action  
Language: French  
Company Location: Montréal, QC  
Production Location: Montréal, QC



### Sharkwater VR

Sharkwater VR is a virtual reality adventure that introduces participants to the world's greatest predator – the shark – and turns their fears into fascination!

Occupied VR Inc.  
Executive Producers: Sean Evans, Karen Shaw  
Language: English  
Company Location: Toronto, ON  
Production Location: Toronto, ON





# FUNDED PROJECTS

## NON-PROGRAMMING DIGITAL CONTENT

### Side Stories Interactive

This project comprises a year's worth of Snapchat artist takeovers (bi-weekly) of the A.Side Snapchat account, the production of supplementary videos and a social media campaign.

Blue Ant Media Productions Inc.  
Executive Producer: Jamie Schouela  
Producers: Collin Sideris, Tyler Munro  
Language: English  
Company Location: Toronto, ON  
Production Location: Toronto, ON



### The Next Step: Mobile Game

Built for both iOS and Android phones and tablets, this digital companion will allow players to master dance routines or replay the story for alternate outcomes.

Temple Street Productions  
Executive Producers: David Fortier, Ivan Schneeberg  
Producer: Bryce Hunter  
Service Company: Relish Interactive  
Language: English  
Company Location: Toronto, ON  
Production Location: Toronto, ON



### When I Grow Up! Online

A companion to the television series When I Grow Up! Online is a rich, interactive experience that will allow kids to embark on their own exploration of careers.

Riverbank Pictures  
Francis Mitchell and David Mitchell  
Kids  
Language: English  
Location of Production Company: Ontario



### Taken

#### Season 2

To support Season 2 of the Taken series, compelling new content will be added to the Taken website as well as the creation of the Taken Knowledge Keeper app, where users can acknowledge their loved ones.

Eagle Vision Inc.  
Executive Producers: Lisa Meeches, Kyle Irving  
Producers: Lisa Meeches, Kyle Irving, Rebecca Gibson, Richard Duffy  
Service Company: Tactica Interactive  
Language: English  
Company Location: Winnipeg, MB  
Production Location: Winnipeg, MB



### Tous pour un chalet!

#### Season 2

*Tous pour un chalet!* offers a seamless convergent digital platform. From the auditions all the way to the winner's announcement, through the weekly predictions, renovation quizzes, decorating tips from designer Emilie Cerretti, top highlights and a live pre-show hosted by Mathieu Baron himself, all content on offer is designed specifically with the preferences of our target audience in mind.

Zone3 Inc.  
Producers: André Larin, Brigitte Lemonde  
Service Company: Les Affranchis  
Reality/Variety – Live Action  
Language: French  
Company Location: Montréal, QC  
Production Location: Shawinigan, Montréal, QC



# MEASURES OF SUCCESS

**In 2017,** the Bell Fund supported the production of high-quality digital media content (now referred to as non-programming content) associated with a television program or series (now referred to as programming content). As part of the application process both Producer and Broadcaster are required to state their “Measures of Success”. These may include but are not limited to: increase audience for the programming content; increase loyalty to the programming content; increase users on the broadcaster website; provide an excellent online or mobile experience; support international sales and generate revenues.

The first step in the evaluation process is led by a cohort of independent industry experts. These experts evaluate the applications submitted based on a set of formal criteria which include: content (creative excellence and design); company track record; financial assessment; broadcaster support; audience engagement strategy and business plan.

Recommendations are made to the Board of Directors with all final decisions resting with the Board. Once a project is approved for funding, the Fund monitors and evaluates the project’s progress against the Measures of Success identified by the Producer and Broadcaster through reporting mechanisms.



# BOARD OF DIRECTORS



## Suzanne Guèvremont

### CHAIR - INDEPENDENT

Hired in 1995 at the School of Digital Arts, Animation and Design (NAD), she became the School's General Manager in 1999. Suzanne has been active within the digital media industry, culture and education sectors for more than 23 years while contributing significantly to the economic development of Quebec's digital, 3D animation, video game and visual effects industries. Holder of a Law degree and a specialized graduate diploma in management; she was elected Bell Fund Chair in 2017. She is also vice-president of the board of directors of the Société de développement des entreprises culturelles (SODEC), member of the board of directors of the ADÉSAM (Association of the higher schools of art of Montreal) and Chair of the Notre-Dame College board.



## Payal Gabrani-Bahl

### VICE-CHAIR - BELL

Payal Gabrani-Bahl is Vice President of Marketing and Pricing for Bell Canada, and develops marketing strategies that strengthen Bell's position as a leading Canadian telecommunications provider. Drawing on over 15 years of marketing experience, Payal oversees marketing programs for all of Bell's residential products and leverages data driven insights to build national campaigns to increase revenue, value and differentiation across Bell's markets. Prior to this, Payal was Vice President of Content for Bell Canada, accountable for sourcing and packaging leading programming for Bell TV and all digital platforms, ensuring Bell's customers had access to the best content in Canada. She has also held senior leadership positions across the organization in strategic planning and sales. Payal holds an MBA from the Ivey School of Business at Western University and an Honours BA in Economics from the University of Waterloo.



## Kevin Goldstein

### TREASURER - BELL

Vice-President of Regulatory Affairs, at Bell Media, Kevin joined the company after BCE's acquisition of CTVglobemedia, where he had been vice-president, Regulatory Affairs. Prior to that, he was director of Regulatory Affairs for CHUM Ltd. Kevin has played a key role in a number of major files, including BCE's acquisition of Astral Media, the sale of CTV to BCE and of CHUM to CTVglobemedia, as well as CHUM's purchase of Craig Media Inc. Kevin has also worked on a series of important CRTC policy proceedings. Named one of Canada's leading lawyers under 40 by Lexpert Magazine, Kevin holds a BA and a Bachelor of Laws from the University of Manitoba.

# BOARD OF DIRECTORS



## Suzanne Gouin

### DIRECTOR - INDEPENDENT

Working in the media sector for over 30 years, Suzanne's achievements as CEO of TV5 Québec Canada (2002 to 2015) include: the launch of a new network UnisTV; the creation of the Fonds TV5 pour la production numérique which produced web series by young professionals; and various programming web applications. Since 2016 Suzanne has been the chair of the board of Le Printemps numérique. She also sits on the boards of Hydro-Québec, la Fondation du Grand Montréal and L'Esplanade. A graduate in Political Science from Concordia University, Suzanne holds an MBA from the Ivey School of Business at Western University. Suzanne is certified with the Institute of Corporate Directors.



## Dr. Paul Hoffert

### CHAIR EMERITUS - INDEPENDENT

Paul is not only the past chair of the Bell Fund, but also former president of the Academy of Canadian Cinema & Television, former chair of the Ontario Arts Council, and former chair of the Canadian Screen Composers Guild of Canada. A professor at University of Toronto and a former faculty fellow of Harvard Law School, Paul is the author of best-selling books about the information age and a textbook about composing music for video games. Awarded the Order of Canada in 2004, Paul received the Pixel award in 2001 as Canada's New Media Visionary, and was inducted into the Canadian Rock and Roll Hall of Fame in 1995 for his band Lighthouse.



## Dany Meloul

### DIRECTOR - BELL

Vice-President, Programming, French-Language TV at Bell Media since October 2015, Dany oversees scheduling, planning, original content, and acquisitions for French-language specialty channels Canal Vie, Canal D, Z, VRAK, and Investigation, as well as Super Écran and Cinépop. Previously at Bell Media Dany was assistant general counsel, Québec. Prior to Bell Media Dany was vice-president, Legal and Regulatory Affairs and Affiliates Relations for Astral Broadcasting Group, director, chief legal officer and assistant secretary of Transcontinental Inc., and senior counsel for Alcan Inc. A graduate of McGill University Faculty of Law, Dany is president of the Canadian Broadcast Standards Council for Québec. She is also a board member of INIS, WIFT – Montréal, ACCT, and Le Fonds Harold Greenberg.



# BOARD OF DIRECTORS



## Naveen Prasad

### DIRECTOR - INDEPENDENT

Naveen is the co-founder and President of Impossible Objects, a company he launched in 2018 to package and produce features and television. Before that he was the Executive Vice President & General Manager of Elevation Pictures, the Toronto-based media company that he helped launch in 2013. Naveen oversaw the company's business activities including distribution, production, and business development. Prior to Elevation Pictures, Naveen served as a SVP at Entertainment One, overlooking the company's television and digital activities. He served in the same role at Alliance Films prior to its acquisition by eOne where he also led the relaunch of Alliance's television production business after a lapse of many years. In addition to the Bell Fund, Naveen is a founding board member of Hollywood Suite and a director at CAFDE, the Canadian Association of Film Distributors & Exporters.



## Catherine Warren

### DIRECTOR - INDEPENDENT

Catherine Warren is the newly-appointed President & Board Director at the Centre for Digital Media, a thriving urban district for academia, industry and public engagement, located in the heart of Vancouver. She serves on the Nominating Committee for the international Emmy Awards organization and the board of DigiBC, the provincial industry association for video games, animation, visual effects and interactive marketing. The founder of FanTrust, a digital business development and audience-building consultancy celebrating 15 years, Catherine works with global entertainment clients in TV, film, video games and eSports, the emerging pro-gaming sector. Prior to founding FanTrust, Catherine was Chief Operating Officer of a broadcast tech company that she and colleagues took public on the Nasdaq, growing it to a \$300M market cap, with powerful 24-hr news broadcasting clients. Her interests in culture-building and strategic transformation come from living and working internationally and from bridging the media, tech, tourism and education sectors. Catherine has a physics degree from Reed College and an MS from the Columbia University Graduate School of Journalism, where she did her original digital work on-site at MIT covering the launch of its Media Lab.

# ADMINISTRATION



**Nancy Chapelle**

Executive Director (Toronto)



**Claire Dion**

Associate Director (Montréal)

## Toronto Office



**Suzanne Lacey**

Program Manager



**Charles Zamaria**

Financial Director



**Rachel Feldbloom-Wood**

Business Analyst



**Eloise Veber**

Office & Communications  
Coordinator

## Montreal Office



**Chantal Côté**

Program Manager



**Isabelle Doré**

Communications Coordinator



**Joanne Duguay**

Project Coordinator



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