

OVERVIEW

Mandate

To advance the Canadian broadcasting system, the Bell Fund encourages and funds the creation of excellent Canadian digital media, promotes partnerships and sustainable businesses in the broadcast and new media sectors, engages in research and sharing knowledge and enhances the national and international profile of industry stakeholders.

Eligible Applicants

- Must be Canadian, and in the case of a company, must be Canadian-controlled.
- Must be an independent producer or broadcaster-affiliated production company.

Eligible Projects

- Must include both a new media component as well as a television component.
- The television component must be certified Canadian (8 points minimum) under the rules of the CRTC.
- The television component must have a broadcast licence commitment from a Canadian broadcaster.
- The television component may not be news, reporting and actualities, or sports programming.

Financial Participation – Production Program

- The new media component is eligible for a grant not to exceed 75% of its costs of production to a maximum of \$250,000.
- The new media component is also eligible for a bonus to match any broadcaster cash contribution, to a maximum of \$100,000.
- The television component is eligible for a grant based on 75% of the broadcast licence fee to a maximum of \$75,000. The television component eligibility amount may be doubled to a maximum of \$150,000 if the program is shot and broadcast in High Definition HD format (“HD Bonus”).
- Low Budget Interactive Digital Media Program funds up to 75% of the costs of production for projects with budgets that do not exceed \$100,000. The television component must meet all Bell Fund Guidelines, but is not eligible for funding. (Program effective May 1, 2009).

Financial Participation – Development Program

- The new media component is eligible for a grant not to exceed 75% of the costs of development to a maximum of \$50,000.
- Professional development grants are available to non-profit industry organizations to provide training and educational services that reflect the objectives of the Fund.

Deadlines for Application

February 1, May 1, October 1

Administration

The Bell Fund is a not-for-profit organization which receives financial contributions from Bell TV under the terms of section 29 (2) of the Broadcasting Distribution Regulations. It is administered by the Independent Production Fund.

PAUL HOFFERT
CHAIR

The Bell Broadcast and New Media Fund has been a pioneer in assisting and promoting the production of Canadian programs and content on multiple platforms. In 2009 this concept went mainstream as 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 since the Bell Fund's inception.

The question of what should constitute a platform for the purposes of funding support has been hotly debated, in part because the future distribution of television programs is not yet settled. Many unanswered questions about the future of television program distribution are still looming: Will consumers get streamed digital programs from the "cloud" on-demand or will programs be downloaded to local devices that consumers own, such as home entertainment centres and mobile devices such as cell phones and iPads? Will the internet become an extension of existing broadcast distribution undertakings or will it become a parallel and competitive distribution undertaking? Will programs be encoded with digital rights management?

Whatever the answers to these questions, the industry can rest assured that the Bell Fund is committed to support the most excellent content development and production, so that Canada can remain a global leader in this exciting and vital industry.

The one thing we can be sure of is that we are in a period of technological change and business adjustment. In the end, no matter which platforms and business models prevail, producers will still need to be expert at telling stories that are relevant to their audiences. That's what the Bell Fund has always supported and will continue to support. Our thanks as always, to Bell TV for their annual contributions to the Bell Fund, and to Aliant and BCE/CTV benefits, which make this support possible.



Paul Hoffert
Chair

CHRIS FRANK
VICE-CHAIR

The Bell Fund has been an enthusiastic advocate of the new world of transmedia storytelling, financing online/digital/interactive content and associated television programs for the past twelve years. We have learned how fans of television programs connect online and participate in interactive activities, developing loyal audiences who in turn contribute new inspiration and content. It's a win-win-win situation for producers, broadcasters and audiences.

The big concern remains the business model and the challenges of revenue generation. The Bell Fund researched and published an online bliki: How to Make Money with Multi-Platform Digital Media (www.bellfundbliki.ca). It addresses the issues of online revenue generation from the perspective of those who have had successes, and is open for industry updates and input. We have also been analyzing traffic data to try to determine what really works online with statistics and analyses that we will be able to share next year. In this process we discovered that simpler is indeed sometimes better, so the Bell Fund launched a new Low Budget Program to encourage online projects that target audience expectations, without excess bells and whistles.

During 2009, the Bell Fund invested \$12 M in the cross-platform industry, supporting 40 digital projects as well as the development of 16 others. Our Professional Development program supported 21 research, marketing and training projects across the country. Since its inception in 1997, the Bell Fund has contributed \$82 M to this industry of the future.

The Bell Fund has become a model of cross-platform production - which will be a new mandate for the Canada Media Fund in 2010. There's going to be a lot more in the future, and the Bell Fund has helped to build the infrastructure and develop the skills, the reputations and the expertise to make it possible. The future looks exciting for cross-platform production and the Bell Fund will be there for the industry, as it has been for the past decade.



Chris Frank
Vice-Chair

BOARD MEMBERS

PAUL HOFFERT

Paul Hoffert (Chair) is a former President of the Academy of Canadian Cinema and Television, former Chair of the Ontario Arts Council, and on the Fine Arts faculty of York University. He is the author of best-selling books about the Information Age and a textbook about composing music for videogames and websites. Mr. Hoffert received the Pixel award in 2001 as Canada's New Media Visionary, was inducted into the Canadian Rock and Roll Hall of Fame in 1995 for his success with his band Lighthouse, and was awarded the Order of Canada in 2004 for his contributions to Media and Music. (See www.paulhoffert.ca)

CHRIS FRANK

Chris Frank (Vice-Chair and Treasurer) is Vice President, Programming at Bell TV. With more than 35 years experience in the broadcasting and telecommunications industries, Chris has held a number of public and private sector positions encompassing broadcast programming, business development, regulatory, government and public affairs. He has worked at the Canadian Radio-Television and Telecommunications Commission, the former Department of Communications, the former Department of the Secretary of State. He has also held management positions in private consulting firms and at Telesat Canada before joining Bell ExpressVu LP (now Bell TV) as a founding officer in 1995. Currently Chris is responsible for all linear programming, pay per view and video on demand services on DTH and terrestrial digital platforms.

SUZANNE GUÈVREMONT

Suzanne Guèvremont has been the General Manager of the NAD Centre (National Animation and Design Centre) since 1999, a college and university institution of 3D animation and digital art and design in Montreal. Before becoming General Manager she was Manager of Business Development from 1995 to 1999. Her duties included the creation of a corporate training program, and with well known companies such as Softimage/AVID and Autodesk Media and Entertainment she collaborated to the establishment of a worldwide Authorized Training program, thus allowing the NAD Centre to reach international recognition. Suzanne has been a member of the board of Directors of the Alliance numeriQc between 2001 and 2005 (acting as President for the last two years). She was also a member of the boards of Directors of the Consortium multimedia CESAM (1995-2001), the Forum des Inforoutes et du Multimedia (FIM) (1999-2001) where she had a say in important matters regarding business and cultural growth of the Canadian and Quebec new digital markets.

VERONICA HOLMES

As Senior Director, Portal Content and Strategy, Veronica is responsible for developing content and application experiences for the Sympatico.ca portal. Working with partners such as CTV, Transcontinental, Reader's Digest and Canadian music recording companies, Sympatico.ca is the portal experience of choice for more than 9 million Canadians.

JACQUES LABELLE

Jacques Labelle is Managing Partner of Alfred Communications. For the last 25 years, he has been helping major Canadian advertisers build strong brands by creating outstanding multiplatform campaigns. He works with companies who are tapping into his expertise in production, new media and advertising. Prior to Alfred Communications, Mr. Labelle was Managing Partner of Ricochet Branded Content. He also served as Vice-President Creative Director for Cossette Communication Marketing, producing successful campaigns for such clients as Bell Canada, Coca-Cola, General Motors, Bank of Montreal and McDonald's. His creative talent has been recognized by numerous awards, both in Canada and abroad.

JEAN LANOIX

Jean Lanoix founded Net2 Evolution Inc. with the mandate to create and develop Internet services of social relevance. In 2003, he published Internet 2025, a book about the future of the Internet and practical projects applied to health, marketing, public service, journalism, cinema and education. He is a sought-after speaker on the subject of the Internet of today and tomorrow. He began his career in public relations and then developed advertising and marketing campaigns for clients such as Coca-Cola, Métro-Richelieu and Air Canada. He produced the television series SOS TÉLÉ, which won the CanPro Award for Best Information and Public Affairs Program in 1989. He directed Télé-Québec's New Media services from 2004 to 2006. Before writing Internet 2025, he was the Director, Interactive Strategies, for Fujitsu Consulting's Global eCommerce Competency Center, which served 65 offices around the world. (See www.jeanlanoix.com)

KEN MURPHY

Ken Murphy is a media executive with over 25 years of leadership experience in Canadian specialty television. Ken is co-founder of High Fidelity HDTV Inc, a Canadian based specialty broadcaster producing a suite of four exciting and original High Definition channels serving curious and passionate people who love **Nature, Culture and Adventure. Treasure HD** : for the millions among us passionate about the world's cultural treasures ...from museums to music to movies; **Oasis HD** : the world's first and only all nature channel; **Equator HD** : explores the infinite diversity of the human condition and how we impact spaceship Earth; and **Rush HD** : breathtaking adventure for adrenaline junkies of all ages. Prior to founding High Fidelity HDTV, Ken was President of Discovery Channel Canada, and was behind the development and growth of many successful digital channels and interactive media projects over the years. Before Discovery, Ken was part of the original management team which launched and grew TSN. When he's not spending time with his family, Ken is an art lover, skier, naturalist and avid collector of rare vinyl records.

LORI ROSENBERG

Lori Rosenberg, Director, Network Programming, for the Bell Video Group, has spent the past twenty years in the launch, programming and distribution of specialty and broadcast television networks. She was a member of the start-up team for Showcase Television and History Television, led the creation of two Corus Entertainment digital specialty channels, and oversaw programming, production and publicity for over-the-air broadcast network ONtv (formerly CHCH Hamilton). Lori managed the analysis of English language projects for the Canadian Television Fund; and has worked for Canada's largest distributor of television and theatrical programming, a co-venture of Astral Communications, Columbia Tri-Star and Twentieth Century Fox. Currently, she is responsible for the linear channel content relationships for Bell's satellite, terrestrial and television value-add on demand/online distribution platforms.

CATHERINE WARREN

Catherine Warren, President of FanTrust Entertainment Strategies, is celebrating 25 years in mass media and new media, working in Canada and internationally. As an advisor to Fortune 500 corporations and the entertainment industry, Catherine helps clients with digital media growth, including raising capital, distribution deal-making, revenue generation and cross-platform productions, partnerships and fans. The former Chief Operating Officer of the entertainment portal software company Blue Zone and European Bureau Chief of the computer magazine publishing house PCI, Catherine has variously served as editor or publisher of more than 25 books and magazine series for children and adults on science and computing as well as executive produced 20 websites and interactive broadcast initiatives, including ORCA FM, the world's first all-whales/all-the-time radio station (the original "pod"cast!) and the Gemini Award-winning CTVNews.com. Catherine is an international judge for the Digital Emmy Awards and a member of the International Television Academy of Arts & Sciences. She has served as the Chief Industry & Research Officer of Emily Carr University and sits on a number of corporate and not-for-profit boards, including the United Nations flagship World Summit Award for digital media. She holds a degree in physics from Reed College, and a masters from Columbia University Graduate School of Journalism. Catherine's strategies and tactics for multiplatform entertainment can be viewed at www.FanTrust.com.

STATISTICAL OVERVIEW

OVERVIEW 2009

	Number of Projects	Grants
Production	68	\$ 11 645 523
Development	16	\$ 673 927
Professional Development	22	\$ 101 800
Total	106	\$ 12 421 250

In 2009, the Bell Fund invested over \$12M in over a hundred projects including 68 new media and related television productions, and the development of 16 new media projects. These innovative and ground breaking projects are made possible by increased contributions from Bell TV.

PRODUCTION 2009

	English	French	Total	English	French	Total
Interactive Digital Media	27	14	41	\$ 6 306 075	\$ 2 588 973	\$ 8 895 048
	54 %	22 %	76 %			
Television	20	7	27	\$ 1 850 475	\$ 900 000	\$ 2 750 475
Total	47	21	68	\$ 8 156 550	\$ 3 488 973	\$ 11 645 523
	70 %	30 %	100 %			

Over \$11 M was approved for the production of 41 interactive digital projects and 27 associated television programs. 70% of all funding was for English-language projects and 30% for French-language projects (some of which were bilingual).

DEVELOPPEMENT 2009

	Number of Projects	Grants
English-language Interactive Projects	11	\$ 448 750
French-language Interactive Projects	5	\$ 225 177
Total	16	\$ 673 927

In 2009, \$673,927 was allocated to support the early development of 16 interactive digital projects, to prepare them for production.

PROFESSIONAL 2009

	Number of Projects	Grants
English	16	\$ 78 500
French	6	\$ 23 000
Total	22	\$ 101 800

Twenty-two professional training activities located across Canada received grants totaling \$101,800 for workshops, conferences, research and promotion.

OVERVIEW 1997/2009

	Number of Projects	Grants
Production	531	\$ 74 939 701
Development	153	\$ 5 431 258
Professional Development	127	\$ 735 560
Total	811	\$ 81 106 519

Since 1997, the Fund has invested over \$80 M in 811 projects, including 531 in Production, 153 in Development and 127 Professional Development initiatives.

Regional Distribution Summary 1997/2009

Regions	Number of Projects	Grants
British Colombia	42	\$ 3 926 173
Prairies	35	\$ 2 508 015
Ontario	387	\$ 40 398 310
Quebec	300	\$ 29 944 054
Atlantic	46	\$ 4 665 616
International	1	\$ 5 000
Total	811	81 106 519 \$

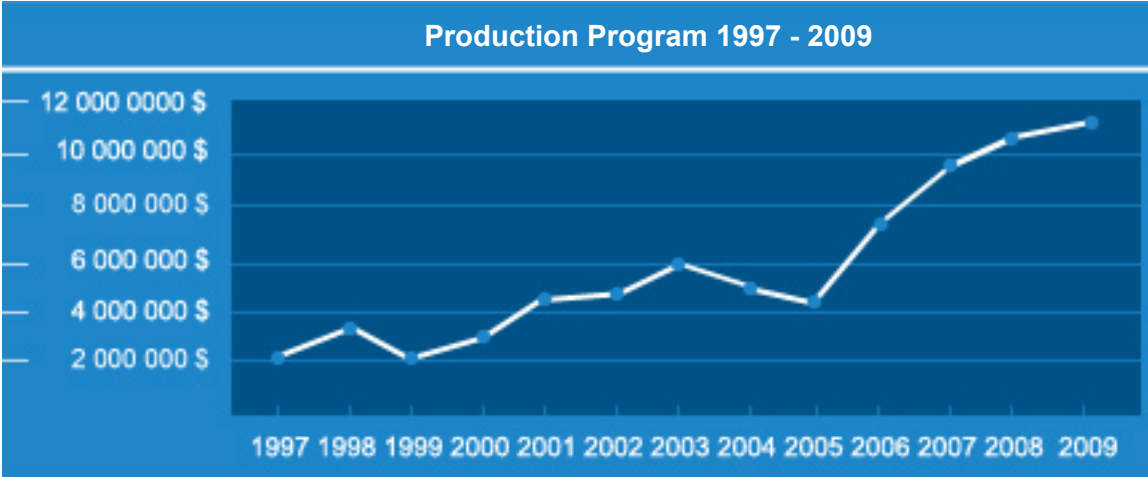
New media and television productions have originated from across the country. Dominant production centers for cross-platform projects continue to be Ontario and Quebec¹. The Bell Fund has undertaken various regional training initiatives and support programs to encourage producers nationwide to develop local cross-platform expertise.

¹. Note that the Bell Fund's mandate in its first two years was limited to supporting production companies in Ontario and Québec only. This mandate was expanded nationally in 1999.

PRODUCTION 1997/2009

	English	French	Total	English	French	Total
Interactive Digital Media	201	112	313	\$ 38 691 751	\$ 19 813 606	\$ 58 505 357
	52 %	26 %	78 %			
Television	142	76	218	10 754 629 \$	5 679 715 \$	16 434 344 \$
	14 %	8 %	22 %			
Total	343	188	531	49 446 380 \$	25 493 321 \$	74 939 701 \$
	66 %	34 %	100 %			

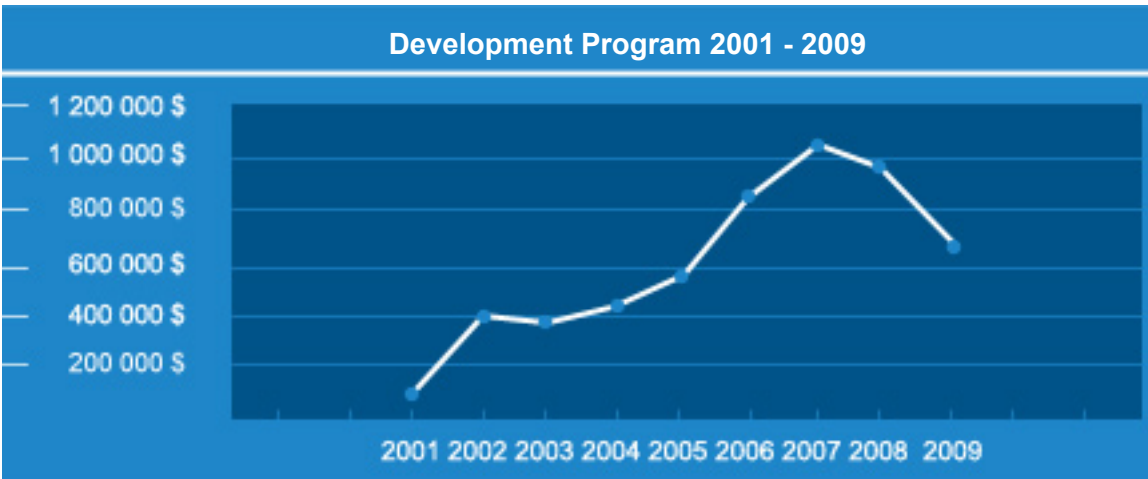
531 projects have benefited from nearly \$75 M that has been allocated to the production of new media projects and television programs since 1997. 78% of all funding supports the new media component and 22% supports the associated television component. This has been allocated 66% to English-language projects and 34% to French-language projects (some of which were bilingual).



DEVELOPPEMENT 2001/2009

	Number of Projects	Grants
English-language Interactive Projects	100	\$ 3 456 272
French-language Interactive Projects	53	\$ 1 974 986
Total	153	\$ 5 431 258

Since the inception of the Development Program in 2001, 153 new media projects have been awarded grants of over \$5M. The Development Program relies on interest from the BCE/CTV Benefits endowment.



PROFESSIONAL 2001/2009

	Number Projects	Grants
English	93	\$ 579 510
French	34	\$ 156 050
Total	127	\$ 735 560

Professional development support for activities such as conferences, seminars, training, research and promotion was allocated to 127 organizations across Canada, for local, regional, national and international events.



DEVELOPMENT

PROJECTS

NM: AMOS DARAGON - SITE WEB ET MONDE VIRTUEL

COMPANY: Spectra Animation inc.

PRODUCER: André A. Bélanger

TV: AMOS DARAGON

COMPANY : Spectra Animation inc.

PRODUCER : André A. Bélanger

BROADCASTER : Télé-Québec

NM: CATALOGUE OF LIGHT INTERACTIVE

COMPANY: Zima Junction Productions Inc.

PRODUCER: Robin Schlaht

TV: CATALOGUE OF LIGHT

COMPANY: Zima Junction Productions Inc.

PRODUCERS: Robin Schlaht, Linda Payeur

BROADCASTER: SCN

NM: GEOBREAKZ.COM

COMPANY: CCI Digital

PRODUCERS: Charles Falzon, Arnie Zipursky, Chris Gudgeon

TV: GEOBREAKZ

COMPANY: CCI Productions Inc.

PRODUCERS: Arnie Zipursky, Charles Falzon

BROADCASTER: Teletoon

NM: HEALTH NUTZ

COMPANY: Chasing Pictures Inc.

PRODUCERS: Dasha Novak, Jason Friesen

TV: HEALTH NUTZ

COMPANY : Chasing Pictures Inc.

PRODUCERS : Dasha Novak, Jason Friesen

BROADCASTER : APTN

NM: ICE PILOTS (AKA: BUFFALO AIR)

COMPANY: Propheads Productions Ltd.

BROADCASTERS: Gabriela Schonbach, Leigh Badgley

NM SERVICE COMPANY: Switch Interactive

TV: ICE PILOTS NWT

COMPANY: Propheads Productions Ltd.

PRODUCERS: David Gullason, Linda Hay

BROADCASTER: History

NM: INSIDE DISASTER (AKA: WHEN DISASTER STRIKES)

COMPANY: PTV Productions

BROADCASTERS: Andrea Nemtin, Ian Dunbar

TV: INSIDE DISASTER (AKA: WHEN DISASTER STRIKES)

COMPANY: WDS Productions Inc.

PRODUCER: Andrea Nemtin

BROADCASTER: TVO

NM: INVENTIONS THAT SHAPED THE WORLD

COMPANY: Marblemedia Interactive Inc.

BROADCASTER: Diane Williamson

TV: INVENTIONS THAT SHAPED THE WORLD

BROADCASTER: Proper Television Inc.

PRODUCER: Guy O'Sullivan

BROADCASTER: Discovery

NM: MAKING SUFF! INTERACTIVE

COMPANY: Digital Wizards (Ontario) Inc.

BROADCASTER: Diane Williamson

NM SERVICE COMPANY: Moonray Studios inc.

TV: MAKING SUFF!

COMPANY: Making Stuff Productions Inc.

PRODUCER: Wendy Loten

BROADCASTER: TVO / TFO

NM: MEET PHIL FITZ ONLINE

COMPANY: iThentic Canada Inc.

PRODUCER: Jonas Diamond

TV: MEET PHIL FITZ

COMPANY: Meet Phil Productions Inc./MPF Productions Inc./Fitz Productions Inc.

PRODUCERS: Teza Lawrence, Mike Souther, and David MacLeod

BROADCASTERS: TMN & MC

NM: LE MONDE AU BALCON.CA

COMPANY: Les Productions EGM Ltée

PRODUCER: Brigitte Germain

TV: LE MONDE AU BALCON

COMPANY: EGM Productions

PRODUCER: Brigitte Germain

BROADCASTER: Radio-Canada

NM: LE MONDE DU VIN

COMPANY: Serdy Vidéo inc.

PRODUCER: Sébastien Arsenault

TV: LE MONDE DU VIN

COMPANY: Serdy Vidéo inc.

PRODUCER: Sébastien Arsenault

BROADCASTER: Canal Évasion

NM: LIFE AS I SEE IT (AKA: WHITE COLLAR ONLINE)

COMPANY: Magnus Echelon Productions Inc.

PRODUCERS: Debbie Nightingale, Denis Coyne

TV: LIVING IN YOUR CAR

COMPANY: The Nightingale Company et Walker/Roman

PRODUCER: Debbie Nightingale

BROADCASTER: TMN

NM: PIRATES INTERACTIVE

COMPANY: Halifax Film Digital Ltd.

PRODUCERS: Michael Donovan, Charles Bishop, Katrina Walsh

TV: PIRATES!

COMPANY : Privateer Productions Inc.

PRODUCER : Katrina Walsh

BROADCASTER : CBC

NM: PRIME RADICALS INERACTIVE

COMPANY: GAPC Entertainment Inc.

PRODUCERS: Ken Stewart, Hoda Elatawi

TV: THE PRIME RADICALS

COMPANY: GAPC Entertainment

PRODUCERS: Ken Stewart, Hoda Elatawi

BROADCASTER: TVO

NM: VIE DE QUARTIER

COMPANY: Spectra Animation inc.

PRODUCERS: André A. Bélanger, Luc Châtelain

TV: VIE DE QUARTIER

COMPANY: Spectra Animation inc.

PRODUCER: André A. Bélanger

BROADCASTER: Radio-Canada

NM: YOGA, LE FILM

COMPANY: Toast Studio inc.

PRODUCER: Alexandre Gravel

TV: YOGA, LE FILM

COMPANY: Production InformAction inc.

PRODUCERS: Ian Quenneville, Nathalie Barton

BROADCASTER: Radio-Canada

PRODUCTION PROJECTS

NM: A FOR AWESOME ONLINE

COMPANY: Nerd Corps Entertainment

PRODUCER: Asaph Fipke

TV: A FOR AWESOME

COMPANY: Nerd Corps Entertainment

PRODUCERS: Asaph Fipke, Chuck Johnson, Ken Faier

BROADCASTER: YTV, 26 x 30 minutes

This animated series follows the exploits of four friends using their imaginations and guts to make their town more awesome! The website will offer fans a virtual world where they can compete against their friends, complete adventure missions and improve the world.

NM: ALFRED HÉRISSON ET LA SOCIÉTÉ DES MYSTÈRES

COMPANY: Muse Entertainment

PRODUCER: Jesse Prupas

NM SERVICE COMPANY: Tribal Nova

SITE: www.alfredmystere.com

TV: ALFRED HÉRISSON

COMPANY: Hedgehog Productions (Muse) inc.

PRODUCERS: Jesse Prupas, Mary MacKay Smith

BROADCASTER: Société Radio-Canada, TVO, 52 x 11 minutes

An animated series for children that encourages them to watch for clues, use their imaginations and solve riddles that arise in the wonderful world of Alfred Hérisson. Four interactive quest games are available on PC and Wii. Each one includes three natural or scientific mysteries to solve through exploration and mini-games.

NM: ANIMISM

COMPANY: Zeros 2 Heroes Media

PRODUCER: Matt Toner

SITE: www.aptncreates.com

TV: ANIMISM

COMPANY: 0848367 B.C. Ltd.

PRODUCER: Jessica Clark

BROADCASTER: APTN, 6 x 4 minutes

Drawing on First Nations legends, this series of animated shorts will feature pop psychology and ancient mythology to create a unique storytelling experience. The digital extension will build on the motion comic style of storytelling and innovation by incorporating augmented reality and alternate reality gaming.

NM: AUX UNCOVER

COMPANY: GlassBOX Media

PRODUCER: Raja Khanna

TV: AUX UNCOVER

COMPANY: GlassBOX Media

PRODUCER: Raja Khanna

BROADCASTER: AUX TV, 6 x 60 minutes

AUX Uncover documents music fandom. The show features a social scavenger hunt with music fans looking for online and offline clues to help solve a mystery that will lead to a secret gig! Using social media and online tools, the website is the tool that helps the contestants compete in the scavenger hunt that leads them to the final exclusive concert.

NM: BABAR AND THE ADVENTURES OF BADOU

COMPANIES: Nelvana Limited, Watch More TV Interactive Inc.

PRODUCER: Caitlin O'Donovan

TV: THE NEW ADVENTURES OF BABAR

COMPANY: Nelvana Limited

PRODUCERS: Pam Lehn, Jocelyn Hamilton

BROADCASTER: YTV, 26 x 30 minutes

This series has a new generation of characters and follows the adventures of Babar's Grandson, Badou. The website is an immersive experience that allows kids to become a part of Babar's kingdom, join him and Badou on adventures and, along the way, create a real-life printable Memory Book of their adventures in the Kingdom.

NM: BAXTER ONLINE EXPERIENCE

COMPANY: Smokebomb Entertainment

PRODUCERS: Daniel Dales, Jarrett Sherman

TV: BAXTER

COMPANY: Shaftesbury Baxter I Inc.

PRODUCERS: Suzanne French, Laura Harbin

BROADCASTER: Family Channel 13 x 30 minutes

Baxter is a live action comedy series that follows Baxter and his friends on their journey through the unique, high-energy world that is Kingfield School of the Arts. The Baxter Online Experience provides a highly customizable site interface and games, personalized viral videos that can be tracked and branded content.

NM: CITY SONIC

COMPANY: 2190929 Ontario Inc.(White Pine/Kensington)

PRODUCERS: Janice Dawe, Robert Lang, David Oppenheim

SITE: www.citysonic.tv

TV: CITY SONIC

COMPANY: 2190929 Ontario Inc.(White Pine/Kensington)

PRODUCER: David Oppenheim

BROADCASTER: AUX TV, 24 x 4 minutes

This series of short documentaries features top music artists telling personal stories from specifically chosen Toronto locations. City Sonic is also a web, mobile and iPhone application. It creates engagement with the city through location specific storytelling, information on the music artists and venues that are featured using the iPhone's GPS function.

NM: LA COLLECTION

COMPANY: TVA Productions inc.

PRODUCER: Renée Dupont

NM SERVICE COMPANY: TVA Interactif

SITE: www.tva.canoe.ca/collection

TV: LA COLLECTION - SAISON 2

COMPANY: TVA Productions inc.

PRODUCER: Marie-Danielle Hynes

BROADCASTER: Groupe TVA, 8 x 60 minutes

Over the course of eight weeks, six fashion designers are challenged to design and create garments for some of the most popular female artists in Quebec. A panel of judges votes for the best creation at the end of each show. The online magazine features tools to help women define their style and also features exclusive video content.

NM: CRASH AND BURN INTERACTIVE

COMPANY: Investigator (Series I) Films Inc.

PRODUCERS: Penny McDonald, Peter Miskimmin

NM SERVICE COMPANY: Jam3media

SITE: www.crash-and-burn.com

TV: CRASH AND BURN

COMPANY: Investigator (Series I) Films Inc.

PRODUCER: Thom Pretak

BROADCASTER: Showcase, 13 x 44 minutes

Jimmy Burns is a cocky young insurance adjuster working for a faceless corporation in a world rife with organized crime and con artists. The website features an “Autopsy” which allows users to deconstruct a major automotive accident, and its aftermath. It also transitions allowing visitors to see the insurance repercussions of the incident.

NM: DEX HAMILTON’S BUG QUEST

COMPANY: March Entertainment

PRODUCER: Barry Cooper

TV: DEX HAMILTON: ALIEN ENTOMOLOGIST

COMPANY: Dex Hamilton: Alien Entomologist

PRODUCERS: Daniel Hawes, Suzanne Ryan

BROADCASTER: CBC, 13 x 30 minutes

Set in the year 3000, this series follows a young entomologist and adventurer, as he and his team explore the universe studying bizarre alien insects. Online users become Dex in a quest-style game, travelling the universe on interplanetary adventures. Users navigate through mapped locations gathering clues and playing console-style mini- games.

NM: DIRT GIRL WORLD ONLINE

COMPANY: Decode Interactive

PRODUCER: Diana Arruda

TV: DIRT GIRL WORLD

COMPANY: Decode/Dirtgirl Productions Inc. et Dirtgirlworld Productions Pty Ltd.

PRODUCERS: Janice Walker, Beth Stevenson et autres

BROADCASTERS: CBC, BBC, ABC, 52 x 11 minutes

This series explores the natural world and invites the audience to ‘go get grubby’ in the big world outside. dirtgirlworld online provides an intuitive and explorative Virtual Garden to be maintained and a virtual Scrapbook to record ideas and items. Pre-schoolers can play games, animate animals, and share with others.

NM: FLASHPOINT INTERACTIVE

COMPANY: Xenophile Media

PRODUCERS: Patrick Crowe, Keith Clarkson

TV: FLASHPOINT - SAISON II

COMPANY: Flashpoint Season II Inc.

PRODUCER: John Calvert

BROADCASTERS: CTV, CBS, 18 x 60 minutes

The SRU is a team of elite cops that rescue hostages, bust gangs, and defuse bombs. But beyond all of the high-tech gadgetry, their most important weapons are human intuition, a gift for words and their ability to read emotion. The website provides an interactive first person role play scenario with missions and training modules mirroring the television series.

NM: GEOBREAKZ

COMPANY: CCI Digital

PRODUCERS: Arnie Zipursky, Charles Falzon, Chris Gudgeon

TV: GEOBREAKZ

COMPANY: CCI Digital

PRODUCER: Kristine Klohk

BROADCASTER: Teletoon, 22 x 1 minute

GeoFreakZ are fast, funny “cartoons” with a contemporary edge. The episodes stress friendship, teamwork, problem solving and the value of physical activity. GeoFreakZ online will combine treasure-hunting, the family sport of geocaching, and social networking for tweens to send them on missions.

NM: GET INVOLVED 2 : POWER OF THE HOUR

COMPANY: Q Media Solutions

PRODUCERS: Dorothy Engelman, Richard Quinlan

SITE: www.getinvolved.ca

TV: GET INVOLVED : POWER OF THE HOUR

COMPANY: Q Media Solutions

PRODUCERS: Dorothy Engelman, Richard Quinlan

BROADCASTER: TVO, 25 x 4 minutes

Get Involved is made up of intimate documentary statements featuring fascinating Canadian activists and social entrepreneurs who are making a difference on the frontlines, not the headlines. Through alerts and content features, online users can pledge and track their participation, while encouraging friends and colleagues to join their group or cause.

NM: GREEN HEROES

COMPANY: CineFocus Canada Interactive

PRODUCERS: John Bessai, Joan Prowse

TV: GREEN HEROES

COMPANY: CineFocus Canada

PRODUCERS: John Bessai, Joan Prowse

BROADCASTER: TVO, 6 x 30 minutes

Green Heroes is a series based on the idea that one person can make a difference. By featuring real people who have taken action and are dedicated to the planet, everyday citizens can be inspired to go green too! The website extends the idea of green activism by offering an online community meeting place, featuring social media for like minded people.

NM: HORS SÉRIE

COMPANY: Bluesponge / MC2 Communication Média

PRODUCERS: Fady Attalah, Jean-Simon Chartier

NM SERVICE COMPANY: Decode

TV: HORS SÉRIE

COMPANY: 6842887 Canada inc. (MC2 Communication Média)

PRODUCER: Jean-Simon Chartier

BROADCASTER: TV5, 13 x 30 minutes

A social documentary series about the groups and trends that shape future society and culture, this series identifies emerging values that shape our tomorrow. The site uses video along with supplementary information that encourages viewers to react to what is on screen. Using the responses, the site then brings up content that is customized for them.

NM: HOT PINK SHORTS

COMPANY: Zeros 2 Heroes Media

PRODUCER: Matt Toner

TV: HOT PINK SHORTS

COMPANY: Convergent Productions Ltd.

PRODUCER: Philip Webb

BROADCASTER: OUT TV, 6 x 30 minutes

Hot Pink Shorts will follow six unique GLBT filmmakers as they experience the rollercoaster-like adventure of filmmaking. The website will be a social viewing video network built around user generated short films. The online audience will be able to rate a wide range of videos as they play, and use analytical tools to curate the next season of the series.

NM: ICE PILOTS NWT

COMPANY: Propheads Productions Ltd. (Omni)

PRODUCER: Gabriela Schonbach

NM SERVICE COMPANY: Switch Interactive

SITE: www.icepilots.com

TV: ICE PILOTS NWT

COMPANY: Propheads Productions Ltd.(Omni)

PRODUCERS: David Gullason, Gabriela Schonbach

BROADCASTER: History, 13 x 60 minutes

This series chronicles people and challenges at an unorthodox airline in the Canadian North. Defying bone-chilling temperatures and polar blizzards, pilots fly WWII-era propeller planes. The website explores the tales of the North using an interactive story map. It also includes photos, video and 3D renderings with details about the Buffalo Airways fleet.

NM: KABOUM 2009

COMPANY: Productions Pixcom inc.

PRODUCER: Thérèse Pinho

NM Service Company: LVL Studio

SITE: www.kaboum.telequebec.tv/laquete

TV: KABOUM - SAISON 4

COMPANY: Productions Pixcom inc.

PRODUCER: Thérèse Pinho

BROADCASTER: Télé-Québec, 50 x 24 min.

Hidden in the basement of a corner grocery store is a group of superheroes with superpowers (the Karmadors), whose mission it is to save the World from villains. An online immersive world Quest game trains apprentices how to become real Karmador Superheroes. Fans have a fan-club community, a daily newsletter and mini games.

NM: LESS THAN KIND ONLINE

COMPANY: Breakthrough New Media

PRODUCER: Dorothy Vreeker

NM SERVICE COMPANIES: Jam3Media, Bluenotion

SITE: www.lessthankind.ca

TV: LESS THAN KIND - SAISON II

COMPANIES: Kind 2 Film Productions Inc., Kind 2 Film Productions (Manitoba) Inc.

PRODUCERS: Paula J. Smith, Mark McKinney

BROADCASTER: CityTV, 13 x 30 minutes

When you're 15 life can be pretty tough, but for Sheldon Blecher, an overweight-teenager growing up in Winnipeg - life just plain sucks! An unlikely leader, Sheldon serves as the only sane adult in a family of quirky characters. The website features a multi-media blog, and an online game to help Sheldon with various tasks and a series of downloads and mash-ups.

NM: MAÎTRE CHEZ SOI

COMPANY: Productions Avanti Ciné-Vidéo

PRODUCER: Luc Wiseman

NM SERVICE COMPANIES: Version 10, Absolutnet

TV: MAÎTRE CHEZ SOI

COMPANY: Productions Avanti Ciné-Vidéo

PRODUCER: Luc Wiseman

BROADCASTER: Canal Vie, 39 x 30 minutes

A man fascinated by human and canine behaviour, dog trainer Mathieu Lavallée visits a different home every week in order to help a dog and its master to live together in harmony. The website serves as a portal into the canine world: informative video clips, a chat room, references, an address book featuring a link to Google Maps, as well as an online store.

NM: MAJORITY RULES

COMPANY: Go Girl Production inc.

PRODUCER: Suzanne Berger

NM SERVICE COMPANY: Fidel Studios

SITE: apps.facebook.com/majority_rules

TV: MAJORITY RULES

COMPANY: Go Girl Production inc.

PRODUCER: Suzanne Berger, Christopher Danton, Greg Lawrence

BROADCASTER: Teletoon, 13 x 30 minutes

Becky is your typical, trendy 15-year-old. That is, until she decides to run for mayor in her small town – and wins. Becky and her friends make use of their youthful perspective and energy as they take charge of the city. Online, users can develop their own popularity network and can join forces with other players in order to ultimately become mayor of a city themselves.

NM: MÉMOIRE

COMPANY: Turbulent Médias inc.

PRODUCER: Marc Beaudet

SITE: www.jailamemoirequitourne.hisoriav.com

TV: J'AI LA MÉMOIRE QUI TOURNE

COMPANY: Productions de la ruelle II inc.

PRODUCERS: Éric Ruel, Guylaine Maroist

BROADCASTER: Historia, 4 x 47 min.

This documentary mini-series uses home movies and original footage and interviews to capture a century of family rituals tied to the four seasons of Quebec. More than 10,000 home movies have been collected and archived dating from 1920 to 1985. These films can be accessed online. Users can contribute their own home movies to the site.

NM: MONSTORIES INTERNET INITIATIVE

COMPANY: Facelift Enterprise inc.

PRODUCER: Heidi Newell

NM SERVICE COMPANY: Mécano

SITE: www.monstories.com

TV: MONSTORIES

COMPANY: Facelift Enterprise inc.

PRODUCER: Heidi Newell

BROADCASTER: SRC, 52 x 1 minute

Monstories follows the adventures of two mischievous monsters, Max and Mel, with an eclectic supporting cast of monsters.

The website features activities, a treasure hunt, convergent Flash game, episodes for mobile devices and monthly episodes. The site provides proof-of-concept to adapt the Monstories world to different cultural contexts.

NM: MUSI MISSION.TV

COMPANY: Productions La Fête (Cinéastes) inc.

PRODUCER: Chantal Lafleur

NM SERVICE COMPANY: mbiance

SITE: www.musimission.tv

TV: MUSI MISSION

COMPANY: Productions La Fête (Cinéastes) inc.

PRODUCERS: Chantal Lafleur, Rock Demers

BROADCASTER: TFO, 13 x 25 minutes

MusiMission is a youth series revealing the secrets behind the music industry and concerts. A team of reporters produce news stories giving tools and tips of the trade. On the website, users learn how to produce an album, compose music and lyrics, record, publish and promote their works. Community members can share and propose lyrics and music.

NM: THE NEXT STAR

COMPANY: Tricon Television41 Inc.

PRODUCER: Shaam Makan

NM SERVICE COMPANY: PixelPushers inc.

TV: THE NEXT STAR

COMPANY: Tricon Television41 inc.

PRODUCERS: Shaam Makan, Aviva Frenkel

BROADCASTER: YTV, 15 x 60 minutes

This is a series about finding and nurturing Canada's next multi-talented superstar! Promising young Canadians are put through a "star school" where they are coached by high level industry experts. The website provides the audience with a community forum, a Virtual Next Star experience and gaming challenges and online tools linked to each episode.

NM: ON EST TOUS DES ARTISTES - PHASE 2

COMPANY: PVP Films inc.

PRODUCER: Sam De Champlain

SITE: www.onesttousdesartistes.tv/

TV: ON EST TOUS DES ARTISTES -2

COMPANY: PVP Films inc.

PRODUCERS: Vic Pelletier, Vincent Leroux

BROADCASTERS: ARTV, TFO, 10 x 30 minutes

A documentary series about non-professional artists. More than a simple discovery of their paintings, sculptures, poetry and music, the series invites viewers into their everyday lives. The website expands the database of emerging artists and makes it possible to buy and sell works of art. It also includes a game based on the history of art.

NM: ONE OCEAN INTERACTIVE

COMPANY: One Ocean Productions Inc.

PRODUCER: Alexa Rosentreter

NM SERVICE COMPANY: Tactica Communications

TV: ONE OCEAN

COMPANY: One Ocean Productions Inc.

PRODUCER: Merit Jensen Carr

BROADCASTER: CBC, 4 x 60 minutes

Hosted by David Suzuki, this documentary series is an exploration of the planet's most precious asset – our global ocean. The website will provide learning and entertainment through serious games, teacher resource materials, podcasts, and social media applications.

NM: PARTIRAUTREMENT.CA

COMPANY: Océan Télévision II inc.

PRODUCER: Rémi St-Gelais

NM SERVICE COMPANY: Version 10 et Turbulent

SITE: partirautrement.tv5.ca/

TV: PARTIR AUTREMENT SEASON 2

COMPANY: Océan Télévision II inc.

PRODUCER: Rémi St-Gelais

BROADCASTER: TV5 Canada Québec, 13 x 52 minutes

Bruno Blanchet hosts this series, which explores new and fascinating travel destinations for tourists wanting to get involved in the regions they visit. Online visitors will be able to upload multimedia content from their own travels. All uploaded components will be featured on an interactive world map using GPS technology – which is the core of the website.

NM: PETER PEPPER INERACTIVE

COMPANY: Neato Entertainment

PRODUCER: Michael-Andreas Kuttner

TV: PETER PEPPER'S PET SPECTACULAR

COMPANY: Cookie Jar Entertainment

PRODUCER: Susie Grondin

BROADCASTER: CBC, 26 x 30 minutes

An animated show for kids that puts them front row centre in the wonderful world of the performing arts. Online, kids will create and train their own dancing animated pets for performances in the online vaudeville theatre. These trainable pets will be able to learn tricks, dances and songs while interacting with other animated pets from other users.

NM: PIRATES INTERACTIVE

COMPANY: Halifax Film Digital

PRODUCER: Graham MacDougall

TV: PIRATES!

COMPANY: Privateer Productions Inc.

PRODUCER: Katrina Walsh

BROADCASTER: CBC, 16 x 11 minutes

This series takes place in a world where children not only learn about great art, they create it and share it! This cross-platform project creates a hands-on arts-related experience for kids. Games will focus on art literacy including a treasure hunt, creating clay sculptures and a painting tool kit.

NM: SANCTUARY ONLINE

COMPANY: Sanctuary 2 Productions Ltd.

PRODUCER: Andrea Gorfolova

NM SERVICE COMPANY: Xenophile Media

SITE: sanctuaryonline.ca

TV: SANCTUARY

COMPANY: Sanctuary 2 Productions Ltd.

PRODUCER: Lisa Richardson

BROADCASTER: Space, 13 x 60 minutes

The series follows a team of paranormal researchers working to discover and deal with Abnormals living among us. The online and mobile game that accompanies the series allows viewers to believe that they have a role to play within the plot of the series. Visitors will be enticed to participate in a unique online-only immersive narrative.

NM: SECRET WORLD OF BENJAMIN BEAR ONLINE

COMPANY: KLA Visual Productions

PRODUCER: Lee Atkinson

TV: SECRET WORLD OF BENJAMIN BEAR CYCLE IV

COMPANY : Amberwood Productions

PRODUCER : Chantal Ling

BROADCASTER : Family, 13 x 30 minutes

This is a charming series for young children about the adventures of Benjamin Bear, as he guides Howie, a younger teddy bear, through magnificent adventures in their quest to bring happiness and comfort to kids. The website features games and activities including participating in an adventure where they role play as a character from the series.

NM: SKATOONY.CA

COMPANY: marblemmedia

PRODUCER: Ted Brunt

TV: SKATOONY (EPS 1-13)

COMPANY: marblemmedia

PRODUCERS: Mark Bishop, Matt Hornburg

BROADCASTER: Teletoon, 13 x 22 minutes

Skatoony is the world's first animated/live action quiz show that has real kids competing with cartoons for great prizes. The site features a multiplayer game that gives kids the option of playing Skatoony against other visitors to the site, or with combinations of their favourite zany characters. The website also features additional info, interviews and mini-games.

NM: STELLA AND SAM'S ONLINE ADVENTURE

COMPANY: zinc Roe Productions

PRODUCER: Anne-Sophie Brieger

TV: STELLA AND SAM

COMPANY: Stella and Sam Productions

PRODUCERS: Michelle Melanson, John Leitch

BROADCASTER: Family Channel, 26 x 11 minutes

Based on the best-selling book series by Marie-Louise Gay, Stella and Sam will focus on the relationship between inquisitive but shy five-year-old Sam and his outgoing big sister Stella. The website invites children to join Stella and Sam on their latest adventure – whether it's finding a toboggan or searching for the elusive Star Fairy.

NM: SYNCHRO

COMPANY: Méga-Télé inc.

PRODUCER: Daniel Cormier

NM SERVICE COMPANY: Méga-télé

TV: SYNCHRO

COMPANY: Groupe Télé-Vision inc.

PRODUCER: Daniel Cormier

BROADCASTER: Radio-Canada, 65 x 30 minutes

A live, interactive game show allowing both studio contestants and TV viewers who are connected to the show either through the Internet or using their mobile device to face off in the world's largest game arena. Visitors to the website can also play asynchronous games, either on their own or against other players.

NM: TOTAL DRAMA ONLINE

COMPANY: Zinc Roe Design

PRODUCER: Anne-Sophie Brieger

TV: TOTAL DRAMA :THE MUSICAL

COMPANY: Camp TV Productions (Season III) Inc.

PRODUCER: Tom McGillis

BROADCASTER: Teletoon, 26 x 22 minutes

The cast and crew of Total Drama are taking the drama global! They'll sing, dance and battle it out in outrageous challenges set around the globe, and in the end, only one will emerge victorious in the most dramatic finish in Total Drama History!

The website features behind-the-scenes information, photos, news, recaps, teasers, fun and games and more!

NM: VIE DE QUARTIER

COMPANY: Spectra Animation inc.

PRODUCER: André A. Bélanger

NM SERVICE COMPANY: LVL Studio

TV: VIE DE QUARTIER

COMPANY: Spectra Animation inc.

PRODUCER: André A. Bélanger

BROADCASTER: Société Radio-Canada, 26 x 30 minutes

This animated series is based on the Quebec comedy team Lévesque-Turcotte, and features colourful tenants giving their landlord his money's worth. Internet and mobile tools focus on the show's theme of extended families and communities. Online features include two blogs, an interactive map, a ranking of favourite neighbourhoods and an address book.

NM: VRAK LA VIE

COMPANY: Fair Play

PRODUCER: Guy Villeneuve

NM SERVICE COMPANIES: Turbulent, Furaxe, Xmedia

SITE: www.vraklavie.vrak.tv

TV: VRAK LA VIE

COMPANY: Productions GFP II inc.

PRODUCER: Izabel Chevrier

BROADCASTER: VRAK.TV, 26 x 30 minutes

Two teenagers try to finish high school while maximizing their fun. We follow their daily lives in school, the cafeteria, in theatres, parks and with friends. Young visitors are transported to a virtual editing studio and invited to create their own short comedy sketches using original elements from the series and graphics, transitions, sound effects and music.

NM: WILD KRATTS INTERACTIVE

COMPANY: 1757712 Ontario Inc.

PRODUCER: Chris Kratt

NM SERVICE COMPANY: Chocolate Liberation Front

TV: WILD KRATTS

COMPANY: 1757712 Ontario Inc.

PRODUCER: Cheryl Knapp

BROADCASTER: TVO, 40 x 30 minutes

The Kratt Brothers are off on incredible expeditions and adventures with wild creatures, all while attempting rescues in the animal world they're exploring. Users begin in the online headquarters, which is full of educational games and resources. Users will be able to extend the experience outdoors with GPS enabled mobile devices.

NM: XWEIGHTED.COM

COMPANY: Anaid Entertainment Inc.

PRODUCER: Margaret Mardirossian

NM SERVICE COMPANY: Mod7 Communications

SITE: www.xweighted.com

TV: XWEIGHTED

COMPANY: Weight To Go IV Productions Inc.

PRODUCERS: Roger Larry, Candice Tipton, Margaret Mardirossian

BROADCASTER: Slice, 13 x 60 minutes

The fourth season of this weight loss series focuses on families in their struggle to lose weight and live a better life. People can visit the website and register for a Fitness Challenge. The site also acts as an online community centre, providing health, nutrition and fitness expertise and resources through its blog, podcasts, video tips and mobile application.

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PROJECTS

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Prix d'excellence francophones 2010
Prix d'excellence anglophones 2009
Children, Youth & Media Conference 2009

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TÉLÉVISION DU QUÉBEC (APFTQ)**

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ATLANTIC FILM FESTIVAL ASSOCIATION

Panel : Strategic Partners-Know Your Rights, Digitally Speaking

CANADIAN FILM AND TELEVISION PRODUCTION ASSOCIATION (CFTPA)

Prime Time in Ottawa 2010
Towards a Framework for Navigating the Marketplace for Digital Rights

CANADIAN SCREEN TRAINING CENTRE

Summer Institute of Film and Television (SIFT) 2009

FEMMES DU CINÉMA, DE LA TÉLÉVISION ET DES NOUVEAUX MÉDIAS (FCTNM)

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