



Bell

broadcast and new media fund
annual report
2000

under adventures
 room sagwa - war 2 music
 bez 6jz - what's new in the world of music
 z jem - Les choix de sophie
 no - sa the undergrads - go where you
 want the itch -
 olle's under the bed adventures - our hero -
 pelswick - room service - sagwa - war 2 music - Le web
 epu0seue erabue contes pour tous - whole notes - zig zag
 bez 6jz - sacou arqym - snob juod sacnos
 contes pour tous - emges - - emges - - emges - - emges -
 pelswick - room service - sagwa - war 2 music
 olle's under the bed adventures





Bell Fund

OVERVIEW OF THE BELL BROADCAST AND NEW MEDIA FUND

OBJECTIVES

- To encourage the production of world-class Canadian content for the new media and broadcasting marketplace and to stimulate partnerships between new media and broadcast producers.

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 under the rules of the CRTC.
- The television component must have a broadcast licence commitment from a Canadian broadcaster.
- The television component must be designated as a drama, variety, documentary, children's program or educational program.
- The new media component must exhibit innovation.

FINANCIAL PARTICIPATION

- The new media component is eligible for a grant not to exceed 50% of the costs of production of the new media project, capped at \$250,000.
- The broadcast component is eligible for a licence fee top-up of 50% of the broadcast fee paid directly by the broadcaster, capped at \$75,000.

BELL BROADCAST AND NEW MEDIA FUND

TORONTO:

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Tel: (416) 977-8154 Fax: (416) 977-0694 Email: bellfund@ipf.ca
www.bell.ca/fund

MONTREAL:

1255 Laird Blvd., Suite 275, Ville Mont-Royal, Québec H3P 2T1
Tel: (514) 737-1337 Fax: (514) 737-9008 Email: fondsbell@ipf.ca
www.bell.ca/fonds

DEADLINES FOR APPLICATION:

February 1, May 1, October 1

ADMINISTRATION

The Bell Broadcast and New Media Fund is administered by the Independent Production Fund.

FROM THE CHAIRS MESSAGES



MESSAGE FROM THE CHAIR

The year 2000 was not only the turn of the century (according to some) but the year the Bell Broadcast and New Media Fund became permanent, with ongoing funding assured by Bell ExpressVu. With this in mind, we reviewed the impact of our activities to date and undertook longer range forecasts of how television and new media will likely evolve so that the Bell Fund may continue to be most relevant.

The Internet has been changing very quickly as has its relationship to television. The force fit between television and new media producers that we needed to encourage only a few years ago is now an accepted way of doing business within these industries. Television programs with websites are no longer a novel idea. The concept of e-commerce on websites, which pushed the technical and business boundaries just a few years back, is now a most routine.

Since the Bell Fund is committed to fostering both excellence and innovation, we must frequently review how we measure those attributes, since the landscape changes so quickly. The board is always trying to raise the measurement bar and fortunately the quality of projects has been rising as well. The ratio of programs that we funded to those that were submitted in 2000 was one out of five.

We look forward to an exciting year ahead, with a new endowment fund from BCE and a new funding partner, Innovatia (see Vice Chair's message). These will help the Bell Fund serve the increasingly converging Canadian television and new media industries.

Paul Hoffert, Chair

MESSAGE FROM THE VICE-CHAIR

An analysis of the outstanding Bell Fund applications highlights the keys to success: the creation of smart, exciting content combined with innovation. The "new" medium of the Internet needs novel material that takes full advantage of the interactive powers and technology which the web has to offer. This interactive world is providing producers with inspiring, new options, and the Bell Fund in turn, is providing the opportunities for producers to take risks and to be inventive. The exceptional production teams have exploited the television producer's experience with high quality traditional content and combined it with the new media producer's technological accomplishments and vision.

Innovation has been the Y2K buzz word at the Bell Fund. What was innovative in 1997 when the Bell Fund was established, is old news in 2001. While VR and Flash were exciting news three years ago, it is iTV, voice-controlled interfaces and wireless applications that created the "wow factor" at the Bell Fund in 2000.

The debate about who creates and controls content reflects innovation in business models which will ensure a future for content. Creative producers recognize that business skills are essential. As the new media industry matures, there is a growing demand for how-to, applied information about the business. To address this need, the Bell Fund will be publishing a sequel to its highly successful "Create a Winning Proposal" which will provide the behind-the-scenes expertise essential to all new media producers.

The Bell Fund will have even more to offer the television and new media industry in 2001. Thanks to a \$10 M endowment resulting from the BCE/CTV acquisition benefits package, the Bell Fund will initiate a new development program to provide financial support in those critical, early R & D stages, to help take concepts from vision to reality.

Bell ExpressVu's financial contributions to the Bell Fund make all of our activities possible. In 2000 we also welcomed Innovatia, a subsidiary of Aliant, NBTel's interactive TV service, as a new financial partner in the Bell Fund.

We salute and congratulate the many award-winning projects of the past year, sites that have attracted high and enthusiastic traffic. The Bell Fund is proud to share in your achievements.

Sheridan Scott, Vice-Chair

BELL FUND BOARD OF DIRECTORS



PAUL HOFFERT - CHAIR

Paul Hoffert is former President of the Academy of Canadian Cinema and Television and former Chair of the Ontario Arts Council. He is a Director of Smart Toronto and holds faculty appointments at York University and Sheridan College. He is the author of two best-selling books - "The Bagel Effect: A Compass to Navigate the Wired World" and "All Together Now: How Connected Communities Will Change the Way We Work, Play, and Live". The Financial Post magazine described Mr. Hoffert as one of the New Mandarins, along with Microsoft's Bill Gates. He was inducted into the Rock and Roll Hall of Fame in 1995 for his success with Lighthouse, winner of four successive Juno Awards as Canada's top rock band.



SHERIDAN SCOTT - VICE CHAIR

Sheridan Scott is Chief Regulatory Officer of Bell Canada. She joined Bell as Vice President, Multimedia Law and Regulation, then became Vice President - Office of the President. Ms. Scott is a communications lawyer, spent five years at the Canada Council and the Social Science & Humanities Research Council, and has occupied a number of senior positions in the broadcasting and telecommunications sectors at the CRTC. She is Director and Chair of Opera Lyra Ottawa, Director and Chair of Canadian Women in Communications, and a member of the Ontario Digital Media Growth Fund. She has also authored several articles on communications law



CHRIS FRANK - TREASURER

With more than 25 years experience in the broadcasting and telecommunications industries, Chris Frank has held a number of public and private sector positions encompassing business development, regulatory, government and public affairs. He has worked at the CRTC, the former Department of Communications and the Department of the Secretary of State. These positions involved all aspects of Canadian public policy respecting broadcasting, film and telecommunications. Mr. Frank has also held management positions in private consulting firms and at Telesat Canada before joining Bell ExpressVu as a founding officer in 1995.



SYLVIE LALANDE

Sylvie Lalonde is Chief Communications Officer for Bell Canada. In this capacity she leads an integrated communications organization including the media relations, marketing communications, sponsorships, corporate social responsibility and market research teams across Ontario and Québec for all Bell Canada Business Units. Ms. Lalonde also sits on the boards of MediaLinx Interactive, Limited Partnership, Canal Evasion, the Université de Montréal, the Carbone 14 theatre company, the Théâtre du Nouveau Monde company and the Institute of Design, Montréal.



PIERRE LAMPRON

Pierre Lampron was appointed President of TVA International in 2000. Prior to this appointment, Mr. Lampron was President TV5 Americas in 1999, of Société de développement des entreprises culturelles (SODEC) from 1995 to 1999 and he was also a member of the Board of Fonds d'investissement en culture et communication (FIDEC). Before joining SODEC, Mr. Lampron headed Telefilm Canada's Paris Office from 1989 to 1995 and the London Office in 1994 and 1995. The Government of France has honoured Mr. Lampron's outstanding achievements in promoting cooperation in audiovisual and film production by naming him a Chevalier des arts et des lettres and inducting him into the Ordre du mérite.



JOHN LEWIS

As Executive Director of National New Media at CBC, Mr. Lewis is responsible for the development of the CBC's new media strategy, partnerships, national projects and research and development. Prior to his responsibilities in new media, he headed the CBC's Business Development function.



ANNABEL SLAIGHT

Annabel Slight is President of The Owl Children's Trust Inc., a not-for-profit foundation which has pioneered a number of multiple media initiatives. She executive produced several popular children's series including The Big Comfy Couch, Hello Mrs. Cherrywinkle, and OWL/TV for PBS. She is also the founder of OWL, Chickadee, Chirp and Canadian Tree House FAMILY magazines. She is Chair of the Board of Directors of the Shaw Television Broadcast Fund, Past-Chair of the Design Exchange, and the recipient of many awards including three for lifetime achievement.



CATHERINE WARREN

Catherine Warren is Chief Operating Officer of Blue Zone, a world leader in uniting mass media with new media, such as interactive television and the Web. Ms. Warren has published more than 25 books and magazine series on science and computing and has produced numerous award-winning Web sites and interactive broadcasts. Canadian Women in New Media recognized Ms. Warren as one of the top five female pioneers, and Chatelaine magazine featured her in their millennium cover story: "Heroines: 15 to Watch".

MANAGEMENT

Andra Sheffer
Executive Director

Claire Dion
Associate Director

Charles Zamaria
Financial Director



STATS AND FACTS

"The Bell Fund is having a profound effect on the Film and New Media sectors. Through the provision of incentives, it is accelerating the advance of Internet technologies and expediting the trend towards media convergence. It is helping foster the development of a strong new media infrastructure in Canada by challenging companies to push their limits and by helping them create vehicles through which to display their abilities."

Interactive Media Division, Virtual Media Productions, Ltd

2000 in review

New media content production thrived in 2000. The Bell Fund received a record number of applications from across the country. Project funding increased by 50% over the previous year - thanks to the growing contributions of Bell ExpressVu

Each project submitted to the Bell Fund undergoes an extensive analysis by industry experts in order to select those projects which exhibit strong creative concepts, innovation, a high level of interactivity, cross-pollination between the two media and great value to the consumer. Their recommendations are reviewed by the Board of Directors which makes all final funding decisions.

Twenty-seven Canadian broadcasters have now experienced the enhancement opportunities provided by web sites associated with their television programming.¹ New media producers are generating their own projects and seeking television producer partners, as well as providing the creative and technical services to tv-originated material. It is a rare television program which is now developed without an accompanying plan for an associated new media component.

Professional development activities were undertaken in 2000 to develop the skills of the new media industry. The Bell Fund delivered a session at the Baddeck International New Media Festival based on "Create a Winning Proposal" and a seminar about convergence at Playback's Convergence Conference. Two financial awards were provided by the Bell Fund to the winners of the Cyberpitches at the Banff International Television Festival and the Canadian Association of Broadcasters' annual conference.

¹Broadcasters who have licensed programs with associated websites funded by the Bell Fund include: * New in 2000 - HGTV, CHUM/CityTV, Comedy Network, APTN, CTV, Télé-Québec, YTV, Bravo!, Super Ecran, TVO... plus previously CBC, SRC, Canal D, Canal Z, Canadian Learning Television, Canal Famille, Family Channel, Access, Groupe TVA Inc., History Television, Life Network, SCN, TFO, Teletoon, TV5, Vision, WTN.

2000 BELL FUND WEBSITES

<i>Angela Anaconda</i>	www.angela.com
<i>The Itch</i>	www.itchtv.com
<i>Ollie's Under the Bed Adventures</i>	www.ollieland.com
<i>Our Hero</i>	www.ourherotv.com
<i>Room Service</i>	www.roomserviceonline.com
<i>War 2 Music</i>	www.war2music.com
<i>La Forteresse Suspendue</i>	www.pixtv.net

About the Bell Fund 2000

	Number of projects	Amount (\$)	%
New Media projects	14	2,390,000	77.3
Television projects ¹	10	702,500	22.7
TOTAL	24	3,092,500	100
<p>\$3,092,500 was awarded to 14 different new media projects and 10 associated television projects which were broadcast by 14 different broadcasters.</p>			
English-language projects	7	1,642,500	53
French-language projects	3	632,500	20.5
Bilingual projects	4	817,500	26.5

About the Bell Fund 1997 - 2000

	Number of projects	Amount (\$)	%
New Media projects	57	7,638,571	75
Television projects	40	2,565,254	25
TOTAL		10,203,825	100
English-language projects ²	43	6,542,100	64
French-language projects ²	28	3,661,725	36
<p>\$10,203,825 has been awarded to 57 different projects in the past 4 years.</p>			

¹ Note that not all of the television productions associated with funded new media projects required top-up financing from the Bell Fund.

² Includes bilingual projects

PROJECTS



BROADCAST

ANGELA ANACONDA

Decode Entertainment Inc.
p. Beth Stevenson
Teletoon
Children's animated series 26 x 30 minutes

Third-grader Angela Anaconda quests, schemes and fantasizes. Series uses computer animation, live action and still images.



NEW MEDIA

ANGELA ONLINE

Decode Entertainment
p. Dan Fill
Technical Producer: Paul Tenk

Web site includes scanned images from users which are merged onto digital characters and integrated into the TV series. Games, 360° tour of Angela's community, user controlled storytelling.

GO WHERE YOU WANT TO GO

Cochran Entertainment Inc.
p. Paul Dedoux, Denny Doherty,
Andrew Cochran
CTV
Documentary x 120 minutes

Performance documentary based on the life of Denny Doherty, lead singer of the Mamas and the Papas.



GO WHERE YOU WANT TO GO

Cochran Entertainment
p. Andrew Cochran
Technical Producer: Bill Hutton

Media rich site with MP3 files and a dynamic '60's time line with archives which allows users to re-mix songs, create their own '60's scrapbook, and edit their own video clips to produce online movies.

THE ITCH

Salter Street Films Limited
p. Charles Bishop, David Kitching
Comedy Network
Comedy series 13 x 30 minutes

A mockumentary focussing on celebrities, media and entertainment.



THE ITCH ONLINE

Salter Street Films/ Collideascope
p. Charles Bishop
Technical Producer: Allan Gillis

The web site includes a "broadcast machine" which randomly selects video clips and users can create and distribute their own mini-episodes.

LES CHOIX DE SOPHIE

Productions Pixcom II inc.
p. Daniel Beauchesne
Télé-Québec
Cultural series 139 x 30 minutes

The cultural and artistic happenings of the week with international and local guests.



METRO

Inpix Media Inc.
p. Normand Bélisle
Technical Producer: Jean-François Gagnon

An all-inclusive cultural portal allows viewers to read hyperlinked text in one window while watching synchronized audiovisual content in another.



PROJECTS CONT'D

OLLIE'S UNDER THE BED ADVENTURES

Collideascope Digital Productions
p. Steven JP Comeau
Teletoon
Children's animated series 11 x 30 minutes

Ollie is a 6-year old hyperactive "handful" who often finds himself at odds with the world of adults.



OLLIELAND.COM

Collideascope Digital Productions
p. Michael-Andreas Kuttner,
Technical Producer: Zaharenia Fatouros

Visitors assume the character of Ollie and travel through his fantasy worlds to create their own adventures.

OUR HERO

Heroic Film Company
p. Karen Lee Hall
CBC
Teen drama series 13 x 30 minutes

A 17-year old girl creates her own "soapbox": a publication called Our Hero, a "zine" which is her lifeline to sanity.



OURHEROTV.COM

ExtendMedia
p. Patrick Crowe, Thomas Wallner
Technical Producer: Neil Black, Kris Lefave

An online zine, iTV component, TAGs and pop-up interactive content, allow users to publish their own zines on-line.

PELSWICK

Nelvana Limited
p. Marianne Culbert
CBC
13 x 30 minutes

An offbeat 13-year-old delights in causing trouble as he tears down the street in his wheelchair with the skill of an expert skateboarder. Pelswick is mischievous, ingenious, precocious and devilish and proves that his disability is no handicap.



PELSWICK ONLINE

Nelvana Limited
p. Scott Dyer
Technical Producer: Jeremy War

Using voice-controlled interface and a design which allows users with different levels of physical ability to navigate the site and play the games, Pelswick Online allows "normal" kids to experience the challenges of living with a disability.

ROOM SERVICE

Primevista Television
p. Michael Prini
HGTV
How-to series 13 x 30 minutes

Everything you need to know about interior design.



ROOMSERVICEONLINE.COM

Snap! Media Corp.
p. Raja Khanna
Technical Producer: Matt O'Sullivan

Create your own decorating solutions in virtual living spaces, submit designs and receive assessments. Features VR tours of living spaces in 360°. Includes planner, source guides, enhanced video and lesson plans.

SAGWA THE CHINESE SIAMESE CAT

CinéGroupe Productions
p. Jacques Pettigrew, Michel Lemire
TVO, SRC, PBS
80 x 12 mintes

An animated series based on internationally renowned author Amy Tan's book, Sagwa draws on a heritage of storytelling and a wealth of Asian folktales to create engaging episodes for children, featuring an adventurous young cat.



SAGWA

CinéGroupe interactif
p. Ernest Godin
Technical Producer: Jeremy Bernard

This site creates a cultural experience and Sagwa "world" through which to journey, featuring a storytelling zone, a learn-to-draw zone, ancient Chinese tales, puzzles and games.

PROJECTS CONT'D



WAR2MUSIC

Warm Machine
p. Samantha Nutt
CHUM City/Much Music
Documentary 1 x 60 minutes

Popular Canadian and international music recording artists take the audience on tours of war torn regions of the world.



WAR2MUSIC.COM

SharpMedia Corporation
p. Richard Sharp
Technical Producer: Norman Crooks

Virtual production converges multimedia field diaries from around the world to a central Web server for a simulation of real-life experiences. Includes forums to explore violence, poverty and human rights.

LA FORTERESSE SUSPENDUE

Productions La Fête
p. Rock Demers, Chantal Lafleur
Groupe TVA, Super écran
90 minutes

Children from two camp grounds - the rich vacationers and the modest vacationers - at Lac Noir play war games which turn into genuine rivalry with serious consequences.



LE WEB CONTES POUR TOUS

Productions La Fête
p. Chantal Lafleur
Technical Producer: Gilles Boulet

Designed around a central module with 10 satellites, this site features a collection of films, archives, video clips, MP3, games, stories and contests. It encourages mastery of the Internet by children, and provides interactive, non-violent entertainment for a young audience.

THE UNDERGRADS

DECODE/Click Productions Inc.
p. Beth Stevenson, David McGrath
YTV
13 x 22 minutes

This animated show chronicles the ongoing adventures of four eternal misfits in their first year of college - babes, beer, unrequited love, and lots of cool high tech gadgets.



THE UNDERGRADS ONLINE

DECODE Entertainment Inc.
p. Dan Fill
Technical Producer: Kelvin Yip

The frat-rejects form a parallel real-world Internet community designed for multiple platforms: TV, Web, and Wireless. You can see the animated characters as actors, create your own game online, post your garage band's MP3 and subscribe to the online e-zine.

WHOLE NOTES

SoundVenture Productions
p. Neil Bregman
Bravo!, TVO, TFO, SCN
6 x 30 minutes

The series explores the colourful stories behind some of the most famous and best loved classical works. Orchestral performances at the National Arts Centre and in-depth historical profiles highlight Beethoven, Bach, Mozart and others.



WHOLE NOTES ONLINE

Pixelera.com
p. Stephen Foley
Technical Producer: Reid Guest

The site will integrate audio, video and relational databases and feature live Web casts, interactive recitals and chat lines. Novice musicians will learn music fundamentals and theory through an animated multimedia music reader, and create their own symphony with the interactive "Conductor" feature.

ZIG ZAG

Cité Amérique
p. Lorraine Richard, Greg Dummett
APTN, Canal Famille
Children's series 26 x 15 minutes

Four little skidoos and animated northern characters amuse themselves...



ZIG ZAG

Cité Amérique
p. Sylvain Fortin, Luc Martineau
Technical Producer: Macques Maltais

A virtual character, a young Inuit, is designed to converge the television and new media components. Users can participate in the adventures and influence outcomes. Learn more about the North with an accompanying CD Rom.



FINANCIAL STATEMENTS AUDITOR'S REPORT

To the Directors of the Bell Broadcast and New Media Fund

We have audited the balance sheet of the Bell Broadcast and New Media Fund [the "Organization"] as at December 31, 2000 and the statement of operations and changes in net assets for the year then ended. These financial statements are the responsibility of the Organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Organization as at December 31, 2000 and the results of its operations and the changes in its net assets for the year then ended in accordance with generally accepted accounting principles.

Toronto, Ontario
January 30, 2001

GOOD & PARTNERS LLP
Chartered Accountants

BALANCE SHEET

December 31	2000 \$	1999 \$
ASSETS		
Cash	2,491,511	36,090
Amounts receivable	570,973	395,720
Investments	-	2,491,008
Prepaid expenses	1,250	-
	3,063,734	2,922,818
LIABILITIES		
Accrued liabilities	15,835	3,250
Net assets		
Unrestricted	3,047,899	2,919,568
	3,063,734	2,922,818

Approved by the Board :

Paul Hoffert, Director

Sheridan Scott, Director

STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

Year ended December 31	2000 \$	1999 \$
Revenue		
Contributions	2,853,583	891,264
Interest income	137,355	165,166
	2,990,938	1,056,430
Expenses		
Operating	102,828	90,103
Administrative	94,361	89,272
	197,189	179,375
Income from operations before funding distributions	2,793,749	877,055
Funding distributions	2,665,418	2,587,189
Income (loss) from operations for the year	128,331	(1,710,134)
Net assets, beginning of year	2,919,568	4,629,702
Net assets, end of year	3,047,899	2,919,568

See accompanying notes

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31



1. NATURE OF ORGANIZATION

Bell Broadcast and New Media Fund [the "Organization"] was incorporated as a not-for-profit corporation under the Canada Business Corporations Act on September 2, 1997.

The Organization is dependent upon financial contributions from Bell ExpressVu and Aliant and was established to encourage and increase the production of Canadian content for the domestic new media and broadcasting marketplace with a particular emphasis on encouraging the linkages between these two sectors and producing interactive content that reflects current and emerging industry needs and practices.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The following is a summary of significant accounting policies followed in the preparation of these financial statements:

Investments

Investments are recorded at cost. The investments, which had matured at December 31, 2000 and were re-invested subsequent to year-end, consist of banker's acceptances with maturities of less than 365 days.

Revenue recognition

The Organization uses accrual accounting whereby interest revenue is recognized as earned and contribution revenue from Bell ExpressVu and Aliant is recognized based on their monthly commitments.

Funding distributions

The financing agreements entered into by the Organization with independent production companies contain specific milestones that must be achieved by the production companies in order for them to be entitled to funds. The Organization recognizes, as funding distribution expense in the Statement of Operations and Changes in Net Assets its obligations under those agreements when the specific milestones have been achieved. Funding commitments for projects with unachieved milestones are reflected in the commitment note to the financial statements.

3. ACCOUNTS RECEIVABLE

The accounts receivable are due from Bell ExpressVu and Aliant.

4. RELATED PARTY TRANSACTIONS

During the year, the Organization paid professional fees of \$10,000 (1999 - \$10,000) to a Director.

5. ADMINISTRATIVE EXPENSES

During the year, the Organization paid \$16,620 (1999 - \$16,200) to Independent Production Fund for administration.

6. STATEMENT OF CASH FLOWS

A statement of cash flow has not been presented as it would not provide any additional meaningful information.

7. COMMITMENTS

During 2000, the Organization authorized funding for ongoing projects that were not completed. As a result, at December 31, 2000, there existed commitments to pay certain amounts as follows:

\$

Funding authorized in 2000	
Television grants	702,500
New Media grants	2,390,000
	<hr/>
	3,092,500
Paid during the year	811,250
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Funding authorized in 2000 not yet paid	2,281,250
Funding authorized in 1999 not yet paid	439,980
	<hr/>
	2,721,230
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