

# BELL BROADCAST AND NEW MEDIA FUND

## ANNUAL REPORT 2002



**5** **th**  
anniversary

# OVERVIEW OF THE BELL BROADCAST AND NEW MEDIA FUND



2030CE.tv  
Minds Eye Pictures



Village des Klootz  
3846369 Canada Inc. (Klik Animation)



Degrassi.tv  
SNAP Media and Epitome Pictures

"Over the past few years, Canada has emerged as one of the world's leading creators and distributors of interactive content that enhances and extends television programming. This phenomenon correlates directly with the creation of the funding initiatives of the Bell Broadcast and New Media Fund."

*Dan Fill,  
Decode Entertainment*

" the Bell Fund structure has almost single-handedly supported the creation of innovative interactive Canadian television content The Bell Fund has allowed producers and broadcasters to experiment with new and innovative broadcast related content despite the absence of clear business models and returns on investment for such content."

*Roma Khanna,  
SNAP Media Corp.*

"The Bell Fund is a unique and dynamic part of both the television and new media industries in Canada The Bell Fund has created new opportunities in developing our skills, training and technologies".

*Leif Storm Kaldor,  
Tyndal Stone Media Inc.*

## OBJECTIVES

- ♦ To benefit the Canadian broadcasting system by encouraging the development and production of Canadian content for digital media and television; and by stimulating partnerships and learning among members of the new media and television industries.

## 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 may not be news, reporting and actualities, or sports programming.
- ♦ The new media component must exhibit innovation.

## FINANCIAL PARTICIPATION

### PRODUCTION

- ♦ 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.

### DEVELOPMENT

- ♦ Funding is available in the form of grants not to exceed 75% of the costs of development of the new media component only, to a maximum of \$25,000.
- ♦ Professional development grants are available to non-profit industry organizations to provide training and educational services that reflect the objective of the Bell Fund.

## DEADLINES FOR APPLICATION:

February 1, May 1, October 1

## ADMINISTRATION

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

"The Bell Fund has broken many barriers creating a new culture of convergence between television and new media. It has worked pro-actively to evolve attitudes towards convergence "

*Cin -Tv-Multim dia,  
January 6, 2003*



IloveMummy.ca  
Breakthrough Films and Television



Isabelle Longtin  
PassepArt.ca  
ECP (Entreprises de cr ation Panacom)



Un Tr sor dans mon jardin  
Stringer Marketing M dia



**MESSAGE FROM THE CHAIR 2002**

The Bell Fund, like most five-year-olds, has learned to be mobile, communicate with its peers, and clearly express its ideas. But unlike other youngsters, Bell Fund has had a fundamental and remarkable impact on the communities that it serves.

When the Bell Fund was created in 1997, there was confusion and skepticism about the benefits of supporting projects that marry new media with television production. Those communities were indeed two solitudes, each eyeing the other with mistrust and a lack of understanding. After five years of fostering dialogues and roundtable discussions, creating information publications, sponsoring awards, distributing tip sheets and budget templates, sharing research reports, and giving away more than \$20 million, the changes in understanding and collaborating have been very positive and quite remarkable.

Most television producers now know that the web is not just an advertising medium for their broadcasts. And new media producers respect the reach and audience loyalty that television delivers. Most important, there has been a growing awareness that "the property" is not just a television program or a web site (or a book, or a game, or a toy, or merchandise) but an idea - a story with characters - that cannot be wholly represented in any single medium but requires the technologies of different media to optimize its impact. Today, television and new media see each other as trusted and respected partners, each one contributing to an audience's experience in its own unique way; each one adding value to the other's production.

The Bell Fund is proud to have been instrumental in these positive changes. As Chair, I have witnessed a microcosm of that respect and collaboration on our Board of Directors, drawn from active new media and television professionals. In fact, I think the Bell Fund has excelled at a metric unknown to outsiders:

Bell Fund excellence = benefits to clients / energy & time spent arguing about what to do & how to do it.

Happy anniversary to our staff, led by Executive Director Andra Sheffer and Associate Director Claire Dion who make it all seem easy. Happy anniversary to our board members who give the staff clear directions and trust them to do their jobs. Most of all, happy anniversary to the wonderful television and new media professionals whose dedication to excellence in programming, marketing, and promotion have brought Canada to the centre of the world's TV and computer screens.

Paul Hoffert, Chair

**MESSAGE FROM THE VICE CHAIR 2002**

The Bell Broadcast and New Media Fund is the little Fund that grew. Five years ago, Bell Canada made a commitment to invest \$12 M in the establishment of a Fund designed to operate for two and a half years, with a mandate to support the production of innovative new media content associated with television programming. With this radical and visionary objective (this was 1997 - only 5 years ago!), the Bell Fund seeded the development of the new media industry in Canada, encouraging television producers and new media producers to take risks together, to push technology to its limits and to design interactive content that would enhance the traditional television viewing experience.



Then, in 1999, the Bell Fund was certified by the CRTC as an independent production fund eligible to receive contributions from broadcast distribution undertakings (BDU's). This meant a new lease on life for the Bell Fund as Bell ExpressVu's contributions to the Bell Fund ensured its long-term stability with annual contributions now reaching \$6 M per year.

After five years, the Bell Fund can boast of many accomplishments. Over \$20 M has been invested in the Canadian television and new media industries. A total of 179 projects have received Bell Fund financial support for production. A new program to support the development of new media projects was launched last year, with 21 new media producers benefiting from development grants which have been possible thanks to an endowment established by the BCE/CTV benefits program. Two publications have been created to provide the industry with new media business expertise: "Create a Winning Proposal" and "New Media, New Business: The Producer's Guide". Workshops and Industry Forums have been organized to encourage broadcaster and producer partnerships and to enhance new media marketing skills, and to encourage the sharing of "top tips" learned by the industry. Research has been undertaken to examine the elements of successful new media projects and to determine the added-value that new media interactive activities bring to television programming.

The Bell Fund shares with the industry its many successes. In Canada, Bell Fund projects have earned industry recognition through various awards and impressive traffic numbers, and internationally Bell Fund web content has been licensed to an estimated 30-40 broadcasters worldwide - with five Bell Fund television programs and associated websites licensed by ABC Australia alone! In fact, the Bell Fund itself is serving as a funding model for other countries that are envious of the support the new media industry has received in Canada and the leadership in interactive content production that has resulted.

Bell Canada is indeed proud of the achievements of its little Fund. The Bell Fund has helped to create a rich archive of digital media that continues to be exploited in original and compelling ways. Although the next five years will have its challenges, there will be many more exciting successes to celebrate.

Sheridan Scott, Vice-Chair



Great Canadian Lakes II  
Digital Wizards (Ontario) Inc.

CG Kids Online  
GeoKids Inc. (Summerhill Entertainment,  
Canadian Geographic, Overdrive, Cyberworld)

# BELL FUND BOARD OF DIRECTORS



André H. Caron

Ken Murphy

Chris Frank

Louise Guay

Lucie Lalumière

Catherine Warren

Annabel Slaight

**Paul Hoffert** - (Chair) is a former President of the Academy of Canadian Cinema and Television and former Chair of the Ontario Arts Council. He holds faculty appointments at York University and Sheridan College. He is author of three best-selling books that detail how changes from the Industrial Age to the Information Age impact our work, families, and entertainment. Mr. Hoffert received the Pixel award in 2001 as Canada's New Media Visionary. 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. The Financial Post magazine described Mr. Hoffert as one of the New Mandarins, along with Microsoft's Bill Gates.

**Sheridan Scott** - (Vice Chair) 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 and has occupied a number of senior positions in the broadcasting and telecommunications sectors at the CRTC, CBC and Bell Canada. She is Chair of the Internet Content Rating Association, Past Chair of Canadian Women in Communications and Chair of the Maestro's Circle of Opera Lyra Ottawa. She has also authored several articles on communications law.

**André H. Caron** - Full Professor in the Communications Department of the Université de Montréal, Caron is also past chairman of this department. He is founding director of the Center for Youth and Media Studies, and of the New Technologies Research Laboratory. Past Board Member of the Banff Television Festival and a consultant for the C.R.B. Foundation's Canadian Program, he is presently Chair of the Media Awareness Network. He was recently appointed to the National Film Board of Canada's Board of Directors, and has published extensively on the broadcast industry, and the diffusion, impact and appropriation of new technologies.

**Ken Murphy** was President of Discovery Channel from 1999 to 2002 and was a key member of the team that launched this highly successful service in Canada in 1995. In addition to his more than twenty plus years in management and senior executive positions in Canadian broadcasting, Ken has been heavily involved in documentary production and new media development since 1994.

**Chris Frank** - (Treasurer) With more than 25 years experience in the broadcasting and telecommunications industries, Chris has held a number of public and private sector positions encompassing business development, regulatory, government and public affairs. He has worked at the Canadian Radio-Television and Telecommunications Commission, the former Department of Communications and the Department of the Secretary of State. 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. He is now the Vice President of Programming and Government Affairs for Bell ExpressVu.

**Louise Guay** founded Public Technologies Multimedia - now called My Virtual Model - in 1990. Ms. Guay has been a writer at the CBC, a member of the Advisory Committee of the Canada Council for the Arts, and resident artist at the Center for International Research in Creativity and Animation (CIRCA) in France. She has received the Canadian Woman Entrepreneur of the Year Award from the University of Toronto in 1996 and holds a Bachelor's degree in Philosophy, a Master's degree in Aesthetics from l'Université de Paris (La Sorbonne), and a Ph.D. in Multimedia Communications from l'Université de Paris VIII.

**Lucie Lalumière** As Executive Director of New Media at Radio Canada, Lucie Lalumière is responsible for the well-known award-winning web site radio-canada.ca, and of Radio-Canada's wireless services. She also oversees the bilingual digitized archives site, a unique initiative, and coordinates corporate New Media activities such as strategic planning, policies, and partnerships. Working in the New Media field for more than ten years, Lucie Lalumière has, among others, implemented the Interactive Services department at Bell Quebec and has also worked as General Manager, French Services at MediaLinx Interactive (now Sympatico Inc.). Lucie Lalumière has an undergraduate degree in Management of Information Systems from Université de Sherbrooke, and an MBA from McGill University completed at the New York University's Interactive Telecommunications Program.

**Catherine Warren** - has led advances in mass media and new media since 1985, working in the United States, the United Kingdom, Western Europe and Canada. The former Chief Operating Officer of convergence software company Blue Zone, and European Bureau Chief of the computer magazine publishing house PCI, Catherine has published more than 25 books and magazine series for children and adults on science and computing as well as produced 20 websites and interactive broadcast initiatives. Canadian Women in New Media recognized Catherine as one of the nation's top five female pioneers, and Chatelaine magazine featured her in their millennium cover story: "Heroines: 15 to Watch". She currently writes a satirical column and website ([www.cathwarren.com](http://www.cathwarren.com)) that exposes the world of management for what it really is: nude illusion fabric draped over egos. Also published in The Vancouver Sun, Catherine's weekly column Managing Life combines business and humour to put the "moxie" back into "oxymoron." Incredibly, she remains a convergence strategist for the media and entertainment industries.

**Annabel Slaight** - 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.

## MANAGEMENT

Andra Sheffer

*Executive Director*

Claire Dion

*Associate Director*

Charles Zamaria

*Financial Director*

**ACTIVITIES  
REPORT**

What do mummies, bats, dinosaurs, rivers, aliens, gardeners, shipwrecks and explorers all have in common? They are just some of the lead characters in innovative, interactive new media/TV projects funded by the Bell Fund during 2002. The diversity of these projects from documentary to drama, to children's animation to reality programming and games, reflects Canada's position as a leader in the development and production of interactive content that enhances and extends the television viewing experience. The Bell Fund's financial support of Canada's leading new media content producers has made this possible.

Nearly \$5.5 million was invested in the Canadian new media and television industry during 2002 for the **production** of 26 new media projects and 20 television programs. Another \$433,830 was committed to the **development** stage of 19 new media projects to provide opportunities for experimentation, design and planning.

Another role of the Bell Fund is to encourage learning among members of the new media and TV industries. Seven Professional Development and Training grants were awarded \$58,000 for activities across the country. A roundtable discussion was organized by the Bell Fund with TV and new media producers and broadcasters to discuss the lessons learned from the Bell Fund's analysis of funded projects and to develop strategies for stronger partnerships between producers and broadcasters. Following this event, the Bell Fund co-hosted with the Ontario Media Development Corporation a "Top Tips" Reception where the "price of admission" was a production tip from each guest! A compilation of these great tips was posted online. In the fall, the Bell Fund organized a successful marketing and promotion workshop "Driving Traffic: Website Marketing - Online and Offline Strategies" with the sponsorship of the OMDC. Fifteen industry experts from Canada, the USA and Australia shared some of their trade secrets. A one-hour version of this event was subsequently presented at the Nova Scotia Film Development Corporation's Business Issues seminar.

Some fascinating research is now underway to understand all of the ways in which interactive projects associated with television programs add value to the various stakeholders, and to examine those elusive financing and business models. More news on these to come this year!

**PRODUCTION PROGRAM 2002**

	Number of Projects	Amount \$	%
New Media projects	26	4,182,295	76
Television projects	20	1,301,363	24
<b>TOTAL</b>	<b>46</b>	<b>5,483,658</b>	<b>100</b>
English-language new media projects	16	2,604,900	62
English-language television projects	12	836,000	64
French-language new media projects	10	1,577,395	38
French-language television projects	8	465,363	36

**DEVELOPMENT PROGRAM 2002**

	Number of projects	Amount \$	%
English-language new media	13	293,330	68
French-language new media	6	140,500	32
<b>TOTAL</b>	<b>19</b>	<b>433,830</b>	<b>100</b>
Professional Development	7	58,000	

**PRODUCTION 1997 - 2002**

	Number of projects	Amount \$	%
New Media projects	104	15,150,525	76
Television projects	75	4,794,775	24
<b>TOTAL</b>	<b>179</b>	<b>19,945,300</b>	<b>100</b>
English-language projects (new media)	64	9,205,055	61
French-language projects (new media)	40	5,945,470	39
English-language (television)	44	2,798,754	58
French-language (television)	31	1,996,021	42

Note: Totals include bilingual projects which have been deemed either French or English for purposes of these statistics.

**DEVELOPMENT 2000 - 2002**

	Number of projects	Amount \$	%
<b>TOTAL</b>	<b>21</b>	<b>483,830</b>	<b>100</b>
English	15	343,330	71
French	6	140,500	29
Professional Development	14	105,500	100

**SUMMARY 1997 - 2002**

<b>TOTAL PROJECTS FUNDED</b>	<b>214</b>
<b>TOTAL FUNDING COMMITTED</b>	<b>\$20,534,630</b>

# PRODUCTION PROJECTS 2002



**CG Kids Online**  
GeoKids Inc.

**DeafPlanet.tv**  
Marble Media Inc.

**Doodlez Interactive**  
Trapeze

**Silverwing**  
Bardel Entertainment

**Great Canadian Rivers II**  
Digital Wizards (Ontario) Inc.

**Greenthumb's Virtual Garden**  
Cinemaia Inc.

**L'Amérique française**  
Edirom Inc.

**Tous Contre Un**  
Télé-Vision 84 inc.

**L'Esprit des lieux**  
Les Productions Vic Pelletier

**Manic Organic**  
Breakthrough Films and Television

**Noël en Ligne**  
Productions 10e Avenue

**World of Under**  
Decode Entertainment

**Polar Magnate**  
March Entertainment

**Save 'Ums Online**  
Decode Entertainment

**Sea Hunters**  
Eco Nova Productions

**Degrassi.tv**  
SNAP Media and Epitome Pictures

"Hats off... to the Bell Fund"  
Ciné-Tv-Multimédia, January 6, 2003

## NEW MEDIA

**2030CE.tv**  
Minds Eye Pictures  
Kevin DeWalt, Phyllis Lang

The online virtual world game allows players to assume the identities of the series' characters and role play in a multi-user domain made possible by an open source game platform developed by Hasbro.

**Alienated.tv**  
SNAP Media  
Raja Khanna

A web of seven sites builds immersive story telling and creates a sense of community. The site pokes fun at alien obsession through graphics, design and sardonic humour. Text updates, full video and animated clips keep the site fresh and interactive.

## TELEVISION

**2030 CE**  
Minds Eye Pictures  
Phyllis Lang, Yan Moore, Josh Miller

YTV; 12 episodes x 30 minutes  
A futuristic youth drama set 30 years in the future after an apocalyptic disaster has destroyed society as we know it. Due to Progressive Aging Syndrome, no one lives past the age of 30.

**Alienated**  
Brightlight Pictures  
Stephen Hegyes, Shawn Williamson

Space; 22 episodes x 30 minutes  
A sci-fi comedy featuring a dysfunctional family abducted by aliens, then ostracized by their friends and colleagues. It's the Osbournes meets The X-Files!

**NEW MEDIA**

**TELEVISION**

**CG Kids Online**

*GeoKids Inc. (Summerhill Entertainment, Canadian Geographic, Overdrive, Cyberworld)*  
Lee Herberman

A new 3D tool allows users to travel throughout Canada learning about the country's geography in a rich, graphic environment and building their own landscapes.

**DeafPlanet.tv**

*Marble Media Inc.*  
Mark Bishop

This high-bandwidth website will provide non-fiction literature in American Sign Language (ASL) and written English, using interactive games, curricula and serving as a meeting place for deaf children. *Developed with participation of the Bell Fund!*

**Degrassi.tv**

*SNAP Media and Epitome Pictures*  
Raja Khanna

The site features new components and improved tools in Season II. There are online stories, "D-mails", enhanced community building, games, activities, newsletters and e-commerce.

**Doodlez Interactive**

*Trapeze*  
Rob Balfour

The site allows users to engage in adventures using a proprietary animation SIM. It provides behind the scenes VR and streaming elements for an immersive experience as well as lessons in animation.

**Great Canadian Lakes II**

*Digital Wizards (Ontario) Inc.*  
Diane Williamson

The site profiles six lakes, testing users on the outdoors in a "Jeopardy" style game with video questions and an animated host. A relational database will focus on fishing, hiking and paddling. It's part of a 4-site outdoor Canada "portal".

**No 1 en Ligne**

*Productions 10e Avenue*  
Nancy Savard

The site features children's games, virtual maps and discovery activities related to Christmas.  
*Developed with participation of the Bell Fund!*

**PassepArt.ca**

*ECP (Entreprises de cr ation Panacom)*  
Jean-Yves de Banville

The site contains weekly cyber reports and webisodes, digital galleries, interactive notebooks and activities on 12 regional mini-sites, reflecting French-Canadian culture.  
*Developed with participation of the Bell Fund!*

**CG Kids**

*Summerhill Entertainment*  
Jennifer McAuley, Ronald Lillie, William Johnston, Lee Herberman

TVO, APTN, SCN, Knowledge Network;  
13 episodes x 30 minutes  
A coast to coast exploration of Canada from a kid's perspective.

**Deaf Planet**

*Marble Media Inc.*  
Mark Bishop

TVO, Access; 10 episodes x 5 minutes  
The series follows the adventures of two tweens who belong to the DeafPlanet group, a worldwide network of deaf and hearing adventurers

**Degrassi: The Next Generation II**

*Epitome Pictures*  
Linda Schuyler

CTV; 19 episodes x 30 minutes  
Youth dilemmas are explored through the eyes of kids, assuring them they're not alone and their problems are shared.

**Doodlez**

*Cellar Door Productions*  
Gretha Rose

Teletoon; 11 episodes x 2 minutes  
Dood, a hand-drawn, animated character, comes to life and explores his imaginary world with a new adventure each episode.

**Great Canadian Lakes**

*Good Earth Productions*  
Janice Dawe, Mitchell Azaria, Ihor Macijiwsky

History Channel, APTN, National Geographic;  
3 episodes x 60 minutes  
This documentary series explores the historic relationship between Canada's lakes, the people they have influenced and the communities they've shaped.

**L'Histoire du bas de No 1**

*Productions 10e Avenue*  
Nancy Savard

T I -Qu bec; 1 episode x 30 minutes  
On Christmas Eve in old Quebec, a wealthy family shares their home with a family of mice, creating the Christmas stocking tradition.

**PassepArt**

*ECP (Entreprises de cr ation Panacom)*  
Jean-Yves de Banville

TV5; 38 episodes x 30 minutes  
The series highlights the many diverse aspects of French-Canadian culture.

NEW MEDIA	TELEVISION
<p><b>Great Canadian Rivers II</b>  <i>Digital Wizards (Ontario) Inc.</i>                      Diane Williamson</p> <p>The enhanced site includes a searchable database, featuring video, text, illustrations and interactive features about Canadian rivers. It will be part of an extensive relational database.</p>	<p><b>Great Canadian Rivers</b>  <i>Good Earth Productions</i>                      Janice Dawe</p> <p>Discovery Channel; 3 episodes x 60 minutes                      A continuing documentary series featuring Canada's most spectacular rivers, their history and their wildlife.</p>
<p><b>Greenthumb's Virtual Garden</b>  <i>Cinemaria Inc</i>                      Caroline R. Maria</p> <p>An educational site for children that explores nature, gardening and the environment with personally adjusted levels of activity.</p>	<p><b>The Wondrous World of Greenthumb's Garden / Le jardin enchanté de pouce vert</b>  <i>Cinemaria Inc</i>                      Caroline R. Maria, Benoit Delpeth</p> <p>TFO, APTN; 26 episodes x 15 minutes                      A charming series which uses gardening to introduce children to ecology and respect for the environment.</p>
<p><b>IloveMummy.ca</b>  <i>Breakthrough Films and Television</i>                      Dorothy Vreeker, Michael McGuigan</p> <p>Players help "Nuff" the Mummy perform thousands of tasks to gain entry into the Golden Palace of the Afterlife.</p>	<p><b>I Love Mummy</b>  <i>Breakthrough Films and Television</i>                      Ira Levy, Ellis Iddon</p> <p>YTV; 26 episodes x 30 minutes                      A kids' comedy series featuring a 12 year-old boy, his wacky, working-class family, and a 4000 year-old living mummy!</p>
<p><b>La grande Exp dition</b>  <i>T I fiction Productions</i>                      Jacques Bonin</p> <p>Innovative interface and navigation from Samuel's command console, teams become active participants in a race to the past, with personal email challenges and sharing required to complete the mission.</p>	<p><b>La grande Exp dition</b>  <i>T I fiction Productions</i>                      Carmen Bourassa, Lucie Veillet</p> <p>T I -Qu bec; 8 episodes x 30 minutes                      10 campers go on an expedition along the St. Lawrence River having diverse and exciting adventures by becoming historical figures.</p>
<p><b>L'Am rique fran aise</b>  <i>Edirom Inc</i>                      Mireille Kermoyan</p> <p>Original navigational concept and a new "bookmarking" concept used for historical content, treasure hunt and travel planning.</p>	<p><b>L'Am rique fran aise</b>  <i>Les Productions Hyperzoom inc.</i>                      Marie Nadeau</p> <p>T I -Qu bec; 65 episodes x 2.5 minutes                      The series combines the information of documentary filmmaking with the lure of ancient storytelling, and tells the tale of France's heritage left to the French Canadians.</p>
<p><b>L'Esprit des lieux</b>  <i>Les Productions Vic Pelletier</i>                      Vic Pelletier</p> <p>Exploration of culture and history in 50 Canadian locations, including archives, maps and user-submitted content and anecdotes.</p>	<p><b>L'Esprit des lieux</b>  <i>Les Productions Vic Pelletier</i>                      Vic Pelletier</p> <p>TV5; 26 episodes x 30 minutes                      This series explores how we perceive, inhabit and imagine space. We exist in space and give it meaning, and feel differently in different spaces around the world.</p>
<p><b>Manic Organic</b>  <i>Breakthrough Films and Television</i>                      Dorothy Vreeker, Michael McGuigan</p> <p>The site features a Virtual Garden and Seasonal Workshops with an e-learning component providing immersive, goal-oriented experiences.</p>	<p><b>Manic Organic</b>  <i>Breakthrough Films and Television</i>                      Kirsten Scollie</p> <p>The Food Network, HGTV; 13 episodes x 30 minutes                      A gardening and cuisine series that tells the story of organic produce as it makes its way from farm field to dinner table.</p>
<p><b>Polar Magnate</b>  <i>March Entertainment</i>                      Dan Hawes</p> <p>A "sim game" based on Infopreneur Executive with clues in the series plotline, and single and multi-user versions on various platforms. A Chilly Challenge promotes the best player each year.</p>	<p><b>Chilly Beach</b>  <i>March Entertainment</i>                      Dan Hawes</p> <p>CBC; 26 episodes x 22 minutes                      Chilly Beach is a small, unsuccessful Canadian resort community built on the shores of a drifting ice floe. The folks exhibit polite passivity and an almost religious preoccupation with hockey.</p>



NEW MEDIA	TELEVISION
<p><b>Save 'Ums Online</b> <i>Decode Entertainment</i> Dan Fill</p> <p>Using cutting edge 3-D animation, this site will provide educational lessons and accompanying adventures and will feature episode-specific synched interactive activities for kids.</p>	<p><b>Save 'Ums</b> <i>Decode Entertainment</i> Steven DeNure, Beth Stevenson</p> <p>CBC; 26 episodes x 30 minutes This 3-D animated series for preschoolers encourages creative thinking and the use of technology and features little heroes who live on an island and help others.</p>
<p><b>Sea Hunters</b> <i>Eco Nova Productions</i> Frank Forrestall, John Davis</p> <p>Hi-end database technology for direct interaction between Sea Hunter characters and users and simulcasts from on-site expeditions. The definitive global shipwreck information site. <i>Developed with participation of the Bell Fund!</i></p>	<p><b>Sea Hunters</b> <i>Eco Nova Productions</i> John Davis</p> <p>History Channel, National Geographic Channel, Canal D; 7 episodes x 60 minutes A collection of real life shipwreck search stories aimed at increasing public awareness of underwater cultural resources.</p>
<p><b>Silverwing</b> <i>Bardel Entertainment</i> Cathy Schoch</p> <p>The site includes quest games, interactive gaming, mythology, bat lore and sound map based games.</p>	<p><b>Silverwing</b> <i>Bardel Entertainment</i> Cathy Schoch</p> <p>Teletoon; 13 episodes x 23 minutes Based on the book by Kenneth Oppel, Silverwing is a coming of age story centered around the life of an adolescent bat named Shade.</p>
<p><b>Tous Contre Un</b> <i>T I -Vision 84 inc.</i> Daniel Cormier</p> <p>The site allows users to play the game directly, obtain information about the answers and to play through iTV.</p>	<p><b>Tous Contre Un</b> <i>T I -Vision 84 inc.</i> Daniel Cormier</p> <p>T I -Qu bec; 15 episodes x 30 minutes This game show pits television players against online players for big cash prizes.</p>
<p><b>Un Tr sor dans mon jardin</b> <i>Stringer Marketing M dia</i> Roland Stringer</p> <p>The multi-platform site encourages creative development in children. <i>Developed with participation of the Bell Fund!</i></p>	<p><b>Un Tr sor dans mon jardin</b> <i>Les Productions Tooncan inc</i> Paul Cadieux</p> <p>Teletoon; 13 episodes x 3 minutes Gilles Vigneault's music is discovered in this series of creation, poetry and song.</p>
<p><b>Village des Klootz</b> <i>3846369 Canada Inc. (Klik Animation)</i> Yves St-Gelais</p> <p>A virtual village for children where they play discovery and memory games, dexterity tests and interact with the Klootz.</p>	<p><b>Klootz</b> <i>3846369 Canada Inc. (Klik Animation)</i> Yves St-Gelais</p> <p>VRAK TV, Family Channel; 28 episodes x 1.5 minutes Grand Klootz and Petit Klootz engage in comedic adventures and gags.</p>
<p><b>WildFiles.tv</b> <i>Reel Girls Media</i> Ava Karvonen</p> <p>The site encourages exploration, problem solving and creativity through online quizzes, wildlife surveys, science activities, jokes and user-submitted webcam. <i>Developed with participation of the Bell Fund!</i></p>	<p><b>Wild Files</b> <i>Reel Girls Media</i> Ava Karvonen</p> <p>Access, Knowledge Network, SCN; 13 episodes x 30 minutes A half-hour children's interactive science and nature series focusing on weird, wild and funky Canadian wildlife.</p>
<p><b>World of Under</b> <i>Decode Entertainment</i> Gordon Coulthart</p> <p>Thirteen CD-ROM-like games with innovative technology applications are linked to each episode of the series.</p>	<p><b>King</b> <i>Funbag Productions</i> Gordon Coulthart, Beth Stevenson</p> <p>Family Channel; 26 episodes x 30 minutes Russell's world is turned upside down as he discovers a portal under his bed which takes him to a kingdom where he is king!</p>
<p><b>Wumpa's World</b> <i>Cit -Am rique Cin ma T I vision inc.</i> Luc Martineau</p> <p>New activities, interactivity and surfing in Season II. Immersive, multi-lingual environment provides multi-user games and encourages submissions from children to be used on the series.</p>	<p><b>Wumpa's World</b> <i>Cit -Am rique Cin ma T I vision inc.</i> Luc Martineau, Greg Dummett</p> <p>Treehouse TV, APTN, TFO, Knowledge; 26 episodes x 15 minutes A preschool series based on a small band of friends living in the Arctic Circle. Snowmobiles Zig and Zag learn about community and courage with their animal friends.</p>

## DEVELOPMENT PROJECTS 2002



**Delilah and Julius Interactive**  
Collideascope Digital Productions



**Edible Shorts**  
Zoot Capri Entertainment



**Smilin' Perry Online**  
Decode Entertainment



**Wapos Bay New Media**  
Dark Thunder Productions

"The Bell Fund is such a vital piece of the financing puzzle for elaborate (new media) projects "

*Playback,*  
April 17, 2000

" the Bell Fund is a very strategic partner for our project notably because of its mandate to encourage innovation and convergence which are two important concepts in the business plan of our company."

*Guy Boucher,*  
Sarbakan

### NEW MEDIA

#### **Artsetautres.ca**

ECP (Entreprises de création Panacom)  
Jean-Yves de Banville

\* Project also approved for production funding in 2002 under title

**PassepArt.ca/PassepArt**

#### **Banzai Adventures**

Productions Pixcom Inc.  
Jacquelin Bouchard

#### **Baxtervision.com**

Klik Animation  
Yves St-Gelais

#### **Delilah and Julius Interactive**

Collideascope Digital Productions  
Michael Andreas Kuttner

#### **Edible Shorts**

Zoot Capri Entertainment  
R. Leslea Mair

#### **Environmentor**

Digital Wizards (Ontario) Inc.  
Diane Williamson

#### **Gemini/Genies Enhanced**

Xenophile Media  
Patrick Crowe, Thomas Wallner

#### **Hockey: The Website**

Productions Roch Brunette Inc.  
Roch Brunette

#### **Jeux-en-ligne**

Productions 10e Avenue  
Nancy Savard  
\* Project also approved for production funding in 2002 under title  
No 1-en ligne/L'Histoire du bas de No 1

#### **L'Ambassade Snoozleberg**

Sarbakan inc.  
Guy Boucher

### TELEVISION

#### **Les Arts et les Autres**

ECP (Entreprises de création Panacom)  
Jean-Yves de Banville  
TV5; Cultural magazine

#### **Banzai**

Productions Pixcom inc.  
Jacquelin Bouchard  
Télé-Québec; Youth Variety

#### **Baxter**

Klik Animation  
Yves St-Gelais  
SRC; Animated Interstitials

#### **Delilah and Julius**

Collideascope Digital Productions  
Steven Comeau, Allison Outhit, Suzanne Chapman  
Teletoon; Animated Series

#### **Edible Shorts**

Zoot Capri Entertainment  
R. Leslea Mair  
SCN; Series of Short Films

#### **Gemini/Genie Awards**

Academy of Canadian Cinema and Television  
CBC; Awards Show

#### **Hockey!**

Productions Roch Brunette Inc.  
Roch Brunette  
APTN; Family Lifestyle

#### **La 1 gende du sapin de No 1**

Productions 10e Avenue  
Nancy Savard  
Télé-Québec; Animated Short

#### **Les Nuits de Monsieur Snoozleberg**

Sarbakan inc.  
Guy Boucher  
SRC; Animated Series

## NEW MEDIA

**PG.TV**

*Collideascope Digital Productions*  
Michael Andreas Kuttner

**Sea Hunters**

*Eco Nova Productions*  
Frank Forrestall, John Davis  
\* *Sea Hunters* also approved for production funding in 2002.

**SinCities.tv**

*Paradigm Pictures*  
Ted Remerowski, Marrin Cannell

**Smilin' Perry Online**

*Decode Entertainment*  
Dan Fill

**Table Hockey Online**

*Virtual Media Productions*  
Sean Coyle

**Un Tr sor dans mon jardin**

*Stringer Marketing M dia*  
Roland Stringer  
\* *Un Tr sor dans mon jardin* also approved for production funding in 2002.

**Veronica Online**

*Cin maria*  
Caroline R. Maria

**Wapos Bay New Media**

*Dark Thunder Productions*  
Dennis Jackson

**Wild Files.tv**

*Reel Girls Media*  
Ava Karvonen  
\* *WildFiles.tv* also approved for production funding in 2002.

## TELEVISION

**PG.TV**

*Collideascope Digital Productions*  
Allison Outhit, Steven Comeau  
Family Channel; Children's/Youth Dramatic Series

**Sea Hunters**

*Eco Nova Productions*  
John Davis  
History Television, National Geographic Channel; Documentary

**Sin Cities: Creating the Cosmopolitan Century**

*Paradigm Pictures*  
Ted Remerowski, Marrin Cannell  
CBC; Documentary

**Smilin' Perry**

*Decode Entertainment*  
Beth Stevenson  
Teletoon; Animated Series

**Table Hockey**

*Triad Film Productions*  
Peter d'Entremont  
CTV; Documentary

**Un Tr sor dans mon jardin**

*Les Productions Tooncan inc*  
Paul Cadieux  
Teletoon; Animated Interstitials

**Veronica Online**

*Cin maria*  
Caroline R. Maria  
Teletoon, Adult Animated Series

**Wapos Bay**

*Dark Thunder Productions*  
Dennis Jackson  
APTN; Stop-Motion Animation Series

**Wild Files.tv**

*Reel Girls Media*  
Ava Karvonen  
Access, SCN; Children's/Youth Educational

## BELL BROADCAST AND NEW MEDIA FUND PROFESSIONAL DEVELOPMENT and TRAINING PROJECTS 2002

**2002 International Hot Docs Festival**

*Cyberpitch*  
April 26 - May 5, 2002  
Toronto, Ontario

**2002 Canadian New Media Awards**

*Canadian New Media Awards*  
May 27, 2002  
Toronto, Ontario

**2002 Banff Television Festival**

*Cyberpitch*  
June 9 - 14, 2002  
Banff, Alberta

**Festival international nouveau Cin ma nouveaux M dias Montr al (FCMM) 2002**

*Cyberpitch 2.0*  
October 18, 2002  
Montr al, Qu bec

**2002 Gemini Awards**

*Most Innovative Website*  
November 2, 2002  
Toronto, Ontario

**2002 Prix G meaux**

*Best Website Associated with a Television Show*  
September 29, 2002  
Montr al, Qu bec

**2003 Banff Television Festival**

*Cyberpitch*  
June 8 - 13, 2003  
Banff, Alberta

## AUDITORS' 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, 2002 and the statement of operations and changes in operating fund 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 Canadian 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, 2002 and the results of its operations and the changes in operating fund for the year then ended in accordance with Canadian generally accepted accounting principles.

Toronto, Ontario  
January 31, 2003



Chartered Accountants

### BALANCE SHEET

December 31	2002 \$	2001 \$
<b>ASSETS</b>		
Cash	1,738,641	51,229
Investments, at cost	8,540,217	7,435,629
Amounts receivable [note 3]	604,622	862,946
	<b>10,883,480</b>	8,349,804
<b>LIABILITIES</b>		
Accrued liabilities	18,518	13,235
<b>Net assets</b> [note 4]		
Restricted Development Fund	4,750,000	4,000,000
Operating Fund	6,114,962	4,336,569
Total Fund balances	<b>10,864,962</b>	8,336,569
	<b>10,883,480</b>	8,349,804

see accompanying notes

Approved by the Board:




Director

Director

### STATEMENT OF OPERATIONS

Year ended December 31	2002 \$	2001 \$
<b>Revenue</b>		
Contributions	6,265,554	4,464,498
Interest income	216,508	220,226
	<b>6,482,062</b>	4,684,724
<b>Expenses</b>		
Operating and administrative	259,683	284,304
Income from operations before funding distributions	6,222,379	4,400,420
Funding distributions	4,443,986	3,111,750
<b>Earnings from operations for the year</b>	<b>1,778,393</b>	1,288,670
see accompanying notes		

### STATEMENT OF CHANGES IN NET ASSETS

Year ended December 31	2002 \$	2001 \$
<b>Restricted Development Fund</b>		
Balance, beginning of year	4,000,000	-
Contribution from BCE CTV Benefits Program	750,000	4,000,000
<b>Balance, end of year</b>	<b>4,750,000</b>	4,000,000
<b>Operating Fund</b>		
Balance, beginning of year	4,336,569	3,047,899
Earnings from operations for the year	1,778,393	1,288,670
<b>Balance, end of year</b>	<b>6,114,962</b>	4,336,569
see accompanying notes		

NOTES TO FINANCIAL STATEMENTS - DECEMBER 31, 2002

**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, producing interactive content that reflects current and emerging industry needs and practices and professional development activities.

**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 consist of banker's acceptances and guaranteed investment receipts with various maturities up to November 1, 2005.

**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 and professional development organizations contain specific milestones that must be achieved by the companies and organizations in order for them to be entitled to funds. The Organization recognizes, as funding distribution expense in the Statement of Operations and Changes in Operating Fund 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 primarily due from Bell ExpressVu and Aliant.

**4. FUNDS**

The Organization is comprised of a Restricted Development Fund and an Operating Fund.

The Restricted Fund of \$4,750,000 is restricted by the Board. Income earned on the Restricted Fund is used to fund the Organization's development grants and consequently, is included in the Operating Fund.

The operations of the Organization, which include investment income, operating and administrative expenses and funding distributions, are recorded through the Operating Fund.

**5. RELATED PARTY TRANSACTIONS**

During the year, the Organization paid professional fees of \$1,500 (2001 \$3,000) to a Director.

**6. ADMINISTRATIVE EXPENSES**

During the year, the Organization paid \$21,600 (2001 \$20,400) to Independent Production Fund for administration.

**7. STATEMENT OF CASH FLOWS**

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

**8. COMMITMENTS**

During 2002, the Organization authorized funding for ongoing projects that were not completed. As a result, at December 31, 2002, there existed commitments to pay certain amounts as follows:

	\$
<b>Funding authorized in 2002</b>	
Television grants	1,301,363
New Media grants	4,182,295
Development grants	<u>491,830</u>
	5,975,488
Paid during the year for 2002	<u>(1,461,447)</u>
Funding authorized in 2002 not yet paid	4,514,041
Funding authorized in 2001 not yet paid	728,008
Funding authorized in 2000 not yet paid	186,750
Funding authorized in 1999 not yet paid	<u>67,500</u>
	<u>5,496,299</u>

HISTORYTELEVISION.CA/SEEDS - GALAFILM.COM/AFTERDARWIN - ANAMORPHOSES.COM - ANGELAA.COM  
MARTEAU.COM - CORNEMUSE.COM - CYBERCLUB.TVA.CA - DEAFPLANET.COM - DEGRASSI.TV  
ESPACITE.TV - DISH-IT-OUT.COM - DOGSWITHJOBS.COM - DROPTHEBEAT.COM  
ELOVETELEVISION.COM - EXN.CA - EMPIREOFTHEBAY.COM - KINGANEMPIRE.COM

# *Fifth Anniversary*

1997 - 2002



## *Certificate of Distinction to* **Bell Broadcast and New Media Fund**

for investing  
\$20.5 million in  
214 projects produced by  
the Canadian television and new media industry including:

104 new media productions  
75 television programs  
21 new media projects in development  
14 professional development events

### *Special Honours to its other activities including:*

Publications  
Workshops  
Research  
Industry Standards



416 977 8154 - bellfund@ipf.ca www.bellfund.ca / 514 845 4418 - fondsbell@ipf.ca www.fondsbell.ca

LOFTYIDEAS.CA - MADEINCANADA.CA - METAMORPHOSES.SYMPATICO.CA - MONSTERBYMISTAKE.COM  
MYSTERIOUSWAYSTV.COM - MW.MCMASTER.CA - NWMPMARCHWEST.COM - OLLIELAND.COM  
OURHEROTV.COM - PARADISEFALLS.CA - PARENTSDAUJOURDHUI.COM - PELS WICK.COM  
TRINOME.COM/PLEINSUD - PM4KIDS.COM - RIVERDALE.CA - ROOMSERVICEONLINE.COM

RADIO-CANADA.CA/JEUNESSE/SAGWA-PIXTV.NET - TELEQUEBEC.TV/CHOIX - SANTSNET.TV - SAVEUMS.COM - SAVOIRFAIR.CA - SGBTV.COM  
SKETCHCOM.COM - SOMETHINGFROMNOTHING.COM - TALLSHIPCHRONICLES.COM - TITCHTV.COM - THESHOPPINGBAGS.COM  
DVDESTINATIONS.COM - TOUSCONTREUN.TV - TRACKERTV.COM - UNDERGRADS.TV - KLOOTZ.CA - VIRTUALCANADA.TV  
WARZMUSIC.COM - WHOLENOTESTV.COM - WUMPASWORLD.COM - EXTREMIS.TV - YBNORMAL.COM - THEZACKFILES.COM

FRANKLINHETTURTLE.COM - GENERATIONW.INFINIT.NET - GIRLSTUFFBOYSTUFF.COM - CANADIANPARKS.COM - GREATCANADIANRIVERS.COM  
HISTORYLANDS.COM - HUGOETLEDROGON.COM - ILOVEMUMMY.COM - MONSTERHOME.COM - TABLO.CA - ILPARLAVECELESTIOPS.COM  
INSECTICA.PIXCOM.COM - DEVINETIME.COM - ITSEMSLIKEITESTURDAY.COM - JACOBTWOTWO.COM - PARLIAMENTBUILDINGS.CA  
ADIVA.NET - IZZIGO.COM - REVANCHEDESNERDZ.COM - KAOSMAG.COM - RADIO-CANADA.CA/LEDEBROUILLARDS