

# Bell Broadcast and New Media Fund

## 2003 ANNUAL REPORT



### **Toronto:**

2 Carlton St., Suite 1709  
Toronto, Ontario M5B 1J3  
Tel: (416) 977-8154  
Fax: (416) 977-0694  
E-mail: [bellfund@ipf.ca](mailto:bellfund@ipf.ca)  
[www.bellfund.ca](http://www.bellfund.ca)

### **Montréal:**

4200 boul. St-Laurent, bureau 503  
Montréal (Québec) H2W 2R2  
Tel: 514-845-4418  
Fax: 514-845-5498  
E-mail: [fondsbell@ipf.ca](mailto:fondsbell@ipf.ca)  
[www.fondsbell.ca](http://www.fondsbell.ca)

# OVERVIEW OF THE BELL BROADCAST AND NEW MEDIA FUND



## 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 digital 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 digital component is eligible for a grant not to exceed 75% of its costs of production to a maximum of \$250,000.
- The new media digital component is also eligible for a bonus to match any broadcaster cash contribution, to a maximum of \$50,000.
- The television component is eligible for a grant based on 75% of the broadcast licence fee to a maximum of \$75,000.

## Financial Participation - Development Program

- The new media digital 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 ExpressVu under the terms of section 29 (2) of the Broadcasting Distribution Regulations. It 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..."*

- Ciné-Tv-Multimédia, 2003

*"From an Australian Broadcasting Corporation perspective, the Bell Fund has provided a vital role in facilitating the growth of the Canadian new media industry...I believe your approach to funding support has also been at the core of growing an international new media market and one that we have started to adopt here as a model."*

- Domenic Friguglietti, ABC New Media and Digital Services, 2003

*"The Bell Fund has done more for the Canadian new media community than any other form of public or private fund, and...it is praised, studied and emulated around the world. It is a vital national fund that bridges across broadcast communities and is responsible for the creation of extraordinary projects across all genres."*

-CFTPA, 2003



# MESSAGES FROM THE CHAIR AND VICE-CHAIR



In 2003, the Bell Broadcast and New Media Fund had to weather an unexpected and significant decrease in funding, due to a CRTC decision relating to Bell ExpressVu, our major funder. That was the bad news. The good news was that our community of clients and stakeholders rallied to try and

reverse the damage to their fledgling industry. There IS now a community at the intersection of new media and television: producers, creators, marketers, business people, techies, and audiences. The community can and DID pull together when the chips were down.

They wrote letters, traveled to Ottawa to meet with policy makers, and said that the Bell Fund is critical for their development and success. At the Bell Fund, we tightened our belts, cancelled some planned research projects, and with careful financial management were able to grant over \$6.4 million in 2003, a slight increase over the previous year.

And there was more good news. After extensive consultations with the industry, the Board approved new strategies to respond to the current realities of financing rich media digital content. New eligibility criteria and higher levels of Bell Fund contributions were designed to encourage new opportunities and to leverage other funding. The result is more money to producers, closer ties with broadcasters, more flexibility and on-going support for successful projects, and an emphasis on "excellence". We are committed to continue dialogues with our clients to ensure that the Bell Fund connects best with their needs.

The Board and administration at the Bell Fund continue to be motivated by the excellent projects and developments that come to us. Year after year, Canadian television and new media producers prove that they can raise the bar of innovation and quality while attracting ever-greater audiences to their productions.

We look forward to continuing our support for and playing our part in the growth of our industry.

A handwritten signature in black ink that reads "Paul Hoffert".

Paul Hoffert, Chair



Once upon a time, not so very long ago, only six years in fact, a little idea was planted. It soon grew to become a powerful force in the creation of rich, interactive, digital content associated with television programming, and a model around the world; and it was named the Bell Broadcast and New Media Fund.

I was there in those early exciting days, when it was all a mystery, when we all tried to figure out just what the Fund could really do to help the Canadian television industry. We traveled across the country to discuss your ideas and your perspectives on the future. Finally, we took the leap, defined our niche, established our standards, and announced the launch of the Bell Fund. Since then, it has planted strong roots to support the blossoming new media sector. From tentative efforts in 1997 when 12 creative new media projects became realities to 2003 when 43 state-of-the-art, compelling new media productions were awarded funding, the Bell Fund has been a leader and critical source of financial support for our new media/television convergence industry.

Progressing through its own early developmental stages, the Bell Fund learned to adapt to a changing environment and to address the knowledge gaps in the industry. It revised rules and regulations to meet industry needs. It published business and "how-to" manuals and undertook research. It brought broadcasters and producers together to confront each other's realities. It provided training sessions to meet marketing demands. The response from the new media industry was remarkable.

Your vision and creativity amaze me. Your ability to meet new challenges - financial and otherwise - inspires me. Your world-class memorable productions delight me.

With my recent appointment as Commissioner of Competition, I must now resign from the Bell Fund. However, like a mother who wistfully sees her grown child head off on his or her own, I am confident that I leave the Bell Fund with a fully developed personality and a sense of purpose. I know it may still need some guidance and nudging as it continues to mature, but it knows what it is all about.

I leave it in good hands and I extend my thanks to all those active and passionate Board members who have shared the "parental" responsibilities. We can all be proud of our Bell Fund and of the incredible new media industry that has evolved.

A handwritten signature in black ink that reads "Sheridan Scott".

Sheridan Scott, Vice-Chair

# BOARD OF DIRECTORS

**Paul Hoffert** (Chair) is a former President of the Academy of Canadian Cinema and Television, former Chair of the Ontario Arts Council, and a current Professor at York University. He is author of three best-selling books that detail changes resulting from exiting the Industrial Age and entering the Information Age. 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. [See [www.paulhoffert.ca](http://www.paulhoffert.ca)]

**Sheridan Scott** (Vice Chair) was 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 Past Chair of the Internet Content Rating Association, Past Chair of Canadian Women in Communications and a Director of Opera Lyra Ottawa. She has also authored several articles on communications law. She has recently been appointed as Commissioner of Competition for Canada.

**Chris Frank** (Treasurer) is the Vice President of Programming and Government Affairs for Bell ExpressVu. With more than 25 years experience in the broadcasting and telecommunications industries, Mr. Frank 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.

**André H. Caron** is a Full Professor in the Communications Department of the Université de Montréal, Dr. Caron is also past Chairman of this department. He is Bell Canada Professor in Interdisciplinary Research on Emerging Technologies, Founding Director of the Center for Youth and Media Studies and of le CITÉ (Centre de recherche interdisciplinaire sur les technologies émergentes). A former Board Member of the Banff Television Festival and a consultant for the C.R.B. Foundation's Canadian Program, he is presently Chairman of the Board of the Media Awareness Network and also on the National Film Board of Canada's Board of Directors. He has published extensively on the broadcast industry and on the diffusion, impact and appropriation of new technologies.

**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.



Top l-r  
Chris Frank  
André H. Caron  
Louise Guay

Bottom l-r  
Lucie Lalumière  
Ken Murphy  
Catherine Warren

**Lucie Lalumière** As Executive Director of New Media at Radio-Canada, Lucie Lalumière is responsible for all of the public broadcaster's award-winning new media content. She also oversees the Radio-Canada bilingual archives site, a unique cross-media 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 Québec and has also worked as General Manager, French Services at Medialinx Interactive (now Sympatico Inc.) Ms. Lalumière has an undergraduate degree in Management of Information Systems from Sherbrooke University, and an MBA from McGill University completed at the New York University's Interactive Telecommunications Program.

**Ken Murphy** is a Canadian broadcast executive with over 22 years of experience in management and senior executive roles. He is currently leading the development of several major television projects designed to enhance Canada's profile in the international media marketplace. Previously, he led a number of successful Canadian specialty channels, including Discovery and Animal Planet. In addition to his broadcast achievements, Mr. Murphy has been heavily involved in documentary production, new media and business development since 1994.

**Catherine Warren** has led advances in mass media and new media since 1985, working in Canada and internationally. The former CEO of convergence software company Blue Zone, and European Bureau Chief of the computer magazine publishing house PCI, Ms. Warren has published 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 the Gemini Award-winning CTVnews.com. 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". In 2003, Catherine authored two research reports for the Bell Fund and Bell Canada. Catherine also writes a satirical column and website ([www.cathwarren.com](http://www.cathwarren.com)) and writes a weekly column for The Vancouver Sun called "Managing Life".

## Management

Andra Sheffer Executive Director	Charles Zamaria Financial Director
Claire Dion Associate Director	Sasha Boersma Program Manager



The Bell Fund experienced some highs and lows during 2003. It was a record year for investments in the industry, with two more projects funded than in the previous year (74) and more money invested in the industry as a whole (\$6,662,162). All this despite a 40% cut to Bell ExpressVu's contributions to the Fund announced mid-year as an unintended side-effect of a CRTC decision. This reduced ExpressVu's commitments to the Bell Fund from 1% of its revenues to 0.6% of its revenues.

In order to help develop business models for the broadcast and new media industry, the Bell Fund undertook two research projects: "Beyond Ratings - New Metrics for New Media: Benchmarks for Exploiting TV Show Websites" followed by "Fiscal Reality Television: A Survivor's Guide to New Media Business Intelligence." We will build on the results of these studies in the coming year to encourage new revenues for rich digital content associated with television programs.

Following consultations with the industry, strategic planning by the Board of Directors resulted in a new emphasis on "excellence", as well as increased support for new media projects (up to 75% of budgets) and updates in the mandate and policies designed to encourage creative and experimental opportunities for the industry and closer ties with broadcasters.

The Bell Fund's successful support of the industry is resulting in Canadian producers who are world leaders in the production of rich digital content associated with television programming, winning acclaim at home and internationally, setting new standards and attracting "hosts" around the world.

## Production Program 2003

	Number of Projects			Investments		
	English	French	Total	English	French	Total
New Media	18	11	29	\$3,179,700 51%	\$1,819,200 30%	\$4,998,900 81%
Television	11	8	19	\$743,525 12%	\$451,972 7%	\$1,195,497 19%
<b>Total</b>	<b>29</b>	<b>19</b>	<b>48</b>	<b>\$3,923,225 63%</b>	<b>\$2,271,172 37%</b>	<b>\$6,194,397 100%</b>

\$6,194,397 was awarded to the production of 48 new media and television projects in 2003. 63% of the funding was granted to 29 English-language projects, and 37% to 19 French-language projects.

## Development Program 2003

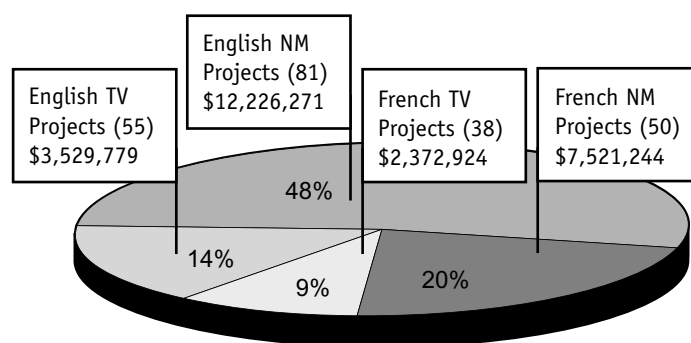
	Number of Projects		Investments	
	2003	2000-2003	2003	2000-2003
English-language New Media projects	10	25	\$273,000	\$616,330
French-language New Media projects	4	10	\$118,765	\$259,169
Professional Development	12	28	\$77,000	\$182,500
<b>Total</b>	<b>26</b>	<b>63</b>	<b>\$468,765</b>	<b>\$1,057,999</b>

\$468,765 was granted for the development of 14 new media projects and 12 professional development training activities in 2003. During its three years of operation, the Development Program has provided funding for 35 new media projects and 28 professional development training activities, totaling \$1,057,999.

## Summary 1997-2003

<b>Total Projects Funded</b> (Production & Development)	<b>287</b>
<b>Total Funding Committed</b> (Production & Development)	<b>\$26,708,213</b>

## Production Program 1997-2003



## Production Program 1997-2003 Funding Breakdown

	Number of Projects	Investments
New Media	131	\$19,747,515
Television	93	\$5,902,703
<b>TOTAL</b>	<b>224</b>	<b>\$25,650,218</b>

Since the inception of the Bell Fund in 1997, 131 new media projects and 93 associated television programs have been awarded funding in the amount of \$25,650,218. 77% of all funding was invested in English and French new media productions, and 23% was invested in television programming.

# PRODUCTION PROJECTS 2003

NM = New Media

TV = Television Program

**NM: 11 Somerset**

*Trinôme inc.*

Pierre-Paul Larivière

**TV: 11 Somerset**

*Trinôme inc.*

Pierre Blais, Pierre-Paul Larivière, Jean Tourangeau, Jocelyne Allard, Jacques Pettigrew, Marie-Claude Beauchamp  
Télé-Québec, CHUM; 13 X 30 minutes

Two teen sleuths confront the supernatural as they and their single parents form a new family. Website encourages scientific exploration of the paranormal through games and interactive activities.

**NM: Be the Creature**

[www.BeTheCreature.tv](http://www.BeTheCreature.tv)

*Decode Interactive*

Chris Kratt, Martin Kratt, Steve DeNure, Beth Stevenson, Dan Fill

**TV: Be the Creature**

*Decode Entertainment*

Chris Kratt, Martin Kratt, Steve DeNure, Beth Stevenson  
CBC, Télé-Québec; 13 x 60 minutes

Chris and Martin Kratt travel to remote wilderness areas to live as animals do. Online component features 3-D gaming simulations, VR 360 panoramas, immersive role-playing and iTV.

**NM: Brady's Beasts**

*Vivatoon, NDi Média*

François Bisson and Neil Smolar

**TV: Brady's Beasts**

*Vivatoon*

François Brisson, Jean-Pierre Morin, Claude Berthier  
Télé-Québec, YTV; 26 x 30 minutes

Brady, a 12 year-old monster expert, helps his neighbours deal with a flock of monsters living in their town of Ravenille. Online component is a multi-lingual, Flash-based game environment in where players catch monsters and share monster-wrangling tips.

**NM: This is Daniel Cook.com**

[www.thisisdanielcook.com](http://www.thisisdanielcook.com)

*marblemedia, Sinking Ship Productions*

Mark Bishop, Matt Hornburg, James Johnson, Blair Powers

**TV: This is Daniel Cook**

*marblemedia, Sinking Ship Productions*

Mark Bishop, Matt Hornburg, James Johnson, Blair Powers  
TVOntario, ACCESS, Knowledge Network; 13 x 30 minutes

A preschool series following 6 year-old Daniel Cook as he explores the world. The website is designed from a child's perspective, with games and learning activities inspired by Daniel's real-life adventures.



Be the Creature  
Decode Entertainment



deafplanet.com  
marblemedia

**NM: deafplanet.com II**

[www.deafplanet.com](http://www.deafplanet.com)

*marblemedia*

Mark Bishop, Matt Hornburg

**TV: deafplanet.com (Season 2)**

*marblemedia*

Mark Bishop, Matt Hornburg

TVOntario, ACCESS, SCN; 16 x 6 minutes

The first convergent project in American Sign Language, deafplanet.com follows the adventures of a boy from Earth who crashes his rocket into Deaf Planet and is trying to return home. Season II of the website includes new adventures, ASL Glossary chapters, and educational games.

**NM: Degrassi.tv (Season 3)**

[www.degrassi.tv](http://www.degrassi.tv)

*SNAP Media, Epitome Pictures*

Raja Khanna, Stephen Stohn

**TV: Degrassi: The Next Generation (Season 3)**

*Epitome Pictures*

Stephen Stohn, Linda Schuyler

CTV; 22 x 30 minutes

Degrassi captures the challenging world of today's diverse teens on television and online. In Season 3, the students face issues including AIDS, homosexuality and anorexia. The award-winning website features new yearbook and memories sections and improved search and navigation capabilities.



This is Daniel Cook  
marblemedia,  
Sinking Ship Productions



Degrassi: The Next Generation  
Epitome Pictures

## PRODUCTION PROJECTS 2003 cont'd



**NM: Divine Design.tv** [www.wnetwork.com/divinedesign](http://www.wnetwork.com/divinedesign)  
Collideascope Digital Productions

Steven Comeau

**TV: Divine Design**

Fusion Television

Angela Jennings, Mark Johnston, Maureen Riley

W Network; 26 x 30 minutes

Lifestyle program in which interior designer Candice Olson tackles challenging design dilemmas. The companion website includes personalized design kits, database, interactive design bulletin board and short videos.

**NM: DIY Road Trip**

SNAP Media

Raja Khanna

**TV: DIY Road Trip**

663752 BC Ltd. (Brightlight Pictures, CHUM)

Shawn Williamson, Stephen Hegyes

CHUM (MuchMusic); 1 x 90 minutes

Three friends set out from Tofino, B.C. on a road trip to Toronto, to win back a girlfriend who has gone to work for MuchMusic. In the web component, young people can upload and download music/video, make playlists, create online communities and check in with their favourite bands.



**NM: Enhanced Genie and Gemini Awards** [www.genieawards.ca](http://www.genieawards.ca)  
*Xenophile Media* [www.geminiawards.ca](http://www.geminiawards.ca)

Patrick Crowe, Thomas Wallner

**TV: 2004 Genie Awards and 2004 Gemini Awards**

Academy of Canadian Cinema and Television

Maria Topolovich

CHUM, CBC; 2 x 120 minutes

Enhanced versions of two awards shows celebrating excellence in Canadian TV and cinema. Through iTV, an on-screen overlay providing trivia, quizzes and games, interactive enhancements are delivered "live-to-air" during the broadcast. The project combines set-top and webTV sync, integrated with live broadcast across several time zones.

**NM: Faismoiunjardin.com**

Productions Léa Pascal inc.

Léa Pascal

**TV: Arts et Jardins**

Productions Léa Pascal inc.

Léa Pascal

ARTV, TFO, SRC; 13 x 30 minutes

The television component reports on the gardening themes and the artists who designed them. The 3D site allows users to walk through gardens and design their own.

**NM: Fungus the Bogeyman**

[www.fungus.tv](http://www.fungus.tv)

Galafilm

Arnie Gelbart, Melissa Malkin

**TV: Fungus the Bogeyman**

Galafilm

Arnie Gelbart, Ian Whitehead

CBC; 3 x 60 minutes

Based on the popular children's book by Raymond Briggs. Fungus lives in Bogeydom, an underground world of filth, slime and damp. His job is to go above ground and scare humans. The new media component includes iTV on three platforms, flash games skewed for tweens, Rhyme Poetry Generator and many other features.

**NM: Grandeourse.tv** [www.radio-canada.ca/television/grandeourse](http://www.radio-canada.ca/television/grandeourse)

Reeves Communications Inc.

François Reeves

**TV: Grande Ourse**

Point de mire

Lise Payette, Raymond Gauthier,

Jean-François Mercier

SRC; 10 x 60 minutes

A journalist is stuck in the isolated village of Grande Ourse where strange supernatural things are happening. The site develops strategies for online interactive investigations. A research section provides anthropological data and native legends for fictional play.

## PRODUCTION PROJECTS 2003 cont'd

**NM: Hockey Goals: The Website**

*Productions Roch Brunette Inc.*

Roch Brunette

**TV: Hockey Goals!**

*Les Productions Roch Brunette*

Jason Brennan, Roch Brunette

APTN; 13 x 30 minutes

Magazine-style sports and lifestyle program for kids, in which Aboriginal hosts teach the fundamentals of ice hockey. From the starting point of the Dressing Room home page, users can explore Equipment Room, Training Camp, the Team (tv show hosts), Overtime (games) and Coach's Office (motivation).

[www.hockeygoals.ca](http://www.hockeygoals.ca)



**NM: Homebiz.tv**

*Thirdwave Communications*

Brian Ross

**TV: Home Biz TV / Affaires Chez Nous TV**

*Thirdwave Communications*

George Collins, Brian Ross

CBC/SRC, TFO, Knowledge Network, CLT/Access, ROB-TV;

13 x 30 minutes

Intended for budding entrepreneurs at all levels, the series features a home biz start-up, an established home business, and a home biz "take off". The site features video learning packages with study packs and quizzes to assist the audience in their new business ventures.

[www.homebiz.tv](http://www.homebiz.tv)

**NM: MadeinMTL.com**

*BlueSponge inc, Locomotion Télévision inc.*

Fady Attalah, Nicolas Fonseca

**TV: Made in Mtl.**

*Locomotion Télévision inc.*

Marc S. Grenier, Nicolas Fonseca

CTV; 20 x 1-3 minute segments

15 directors create 15 portraits of a person, place or impression of Montréal. The new media component is a virtual visit to Montréal. Users contribute to the site, creating an ever-changing and impressionistic portrait of the city, providing practical information and encouraging virtual explorations.

**NM: Inuksite**

*Pop6 Media*

Dominique St-Louis, Roddy McManus

**TV: Inuk (Season 2)**

*Tube Nunavut inc.*

Dominique St-Louis, Roddy McManus

CBC, Télé-Québec; 13 x 30 minutes

Popular animated series for children aged 4 to 6. INUK, the character, hosts the website and accompanies children in traditional games and stories about the North, emphasizing co-operation and problem-solving.

**NM: Mission arctique: le cyberdocumentaire** [www.nfb.ca/missionarctique](http://www.nfb.ca/missionarctique)

*NDi Média*

Jacques Augustin, Neil Smolar

**TV: Mission arctique**

*Glacialis Productions inc.*

Jean Lemire

Télé-Québec, CBC; 5 x 60 minutes

Documentary series on the voyage of the SEDNA from the Iles-de-la-Madeleine to Vancouver through the legendary Northwest Passage, highlighting the technical and human challenges involved and reflecting on the extent of climate change in the Arctic. The cyberdocumentary website includes "missions" to be performed, reference centres, info on global warming, arctic climate and more.

**NM: Kenny vs. Spenny - Versusville** [www.cbc.ca/kennyvsspenny](http://www.cbc.ca/kennyvsspenny)

*Breakthrough New Media*

Dorothy Vreeker, Ira Levy, Peter Williamson, Michael McGuigan

**TV: Kenny vs. Spenny**

*Breakthrough Films & Television*

Ira Levy, Peter Williamson

CBC; 26 x 30 minutes

Comedy/reality series in which two young men challenge each other to outrageous real-life competitions. Versusville is a multi-player 3D game environment in which users can play a variety of games (Food Fight, Backyard Brawl) in a seedy urban world overseen by Kenny and Spenny.





## PRODUCTION PROJECTS 2003 cont'd



Odd Job Jack.com  
Smiley Guy Studios



Passepart.ca  
Groupe ECP

**NM: Odd Job Jack.com (Season 2)** [www.thecomedynetwork.com/oddjobjack](http://www.thecomedynetwork.com/oddjobjack)  
Smiley Guy Studios

Jonas Diamond, Adrian Carter, Denny Silverthorne,  
Jeremy Diamond

**TV: Odd Job Jack (Season 2)**  
Smiley Guy Studios

Jonas Diamond  
Comedy Network; 7 x 30 minutes

An animated comedy about a young man's misadventures in temporary employment and quest for a full-time life. Games are on a multi-player platform, users can try their hand at various bizarre temp jobs online and send thought balloons. An innovative revenue model consists of major sponsors.

**NM: Park Wardens**

Digital Wizards Inc., Good Earth Productions, Immersion Studios  
Diane Williamson, Brian Katz

**TV: Park Wardens**

Good Earth Productions  
Mitchell Azaria, Kristen Colle  
Discovery, 2 x 60 minutes

A behind-the-scenes look at Canada's national parks as park wardens move large animals, carry out search-and-rescue operations and more. Online experience allows young participants to test their skills in similar situations.



Phénomia  
Zone 3 inc.



RenegadePress.com  
Vérité Films

**NM: Passepart.ca (Season 2)**  
Groupe ECP

Jean-Yves de Banville, Jean Huppé

**TV: Passepart.ca (Season 2)**  
Groupe ECP

Jean-Yves de Banville, Jean Huppé  
TV5; 38 x 30 minutes

[www.passepart.ca](http://www.passepart.ca)

A weekly magazine program that provides a window on the many cultural and artistic events taking place in the Francophone community across Canada. Companion website allows the user to discover hundreds of Francophone cultural events and artists through one-on-one interactive sessions, cultural calendars and links.

**NM: Phénomia**  
Zone 3 inc.

André Lauzon

**TV: Phénomia**  
Zone 3 inc.

André Larin, André Lauzon, Vincent Leduc,  
Michel Bissonnette, Paul Dupont-Hébert  
VRAK.TV; 10 x 60 minutes

[www.vrak.tv/phenomia](http://www.vrak.tv/phenomia)

A group of teenagers have ten weeks to create a rock opera. The cast is chosen by public audition and the program follows the entire process of creation on television and on the Internet.

**NM: Le Projet LNB**  
Productions Pixcom inc.

Jacquelin Bouchard

**TV: Banzai**

Productions Pixcom inc.  
Daniel Beauchesne, Jacquelin Bouchard, Thérèse Pinho  
Télé-Québec, 26 x 30 minutes

[www.telequebec.tv/banzai](http://www.telequebec.tv/banzai)

Youth participate in a studio party including a "walk show" with guest stars, fashion, science and technology reports, and surprises for the crowd. "La Ligue Nationale de Banzai" (LNB) is a multi-player, online game for tweens. Site combines Promenade (chat rooms etc.) and pre-scheduled gaming tournaments for teams of players.

**NM: RenegadePress.com**  
Vérité Films, Mind's Eye Interactive

Virginia Thompson, Gail Bryanton, Kevin de Walt

**TV: RenegadePress.com**  
Vérité Films

Virginia Thompson, Robert de Lint  
APTN, TVO, SCN, TFO, Access, Knowledge, BookTV;  
13 x 30 minutes

[www.renegadepress.com](http://www.renegadepress.com)

Aboriginal teen editor Jack Sinclair and his team run an e-zine to get the story straight on events in their world. The website is created by the characters in the series, mirroring the TV component.

## PRODUCTION PROJECTS 2003 cont'd

**NM: Rock Camp**

[www.cbc.ca/rockcamp](http://www.cbc.ca/rockcamp)

*Collideascope Digital Productions*

Steven Comeau

**TV: Rock Camp**

*Collideascope Digital Productions*

Suzanne Chapman, Steven Comeau,  
Michael-Andreas Kuttner, Allison Outhit  
CBC; 13 x 30 minutes

A reality series following a group of aspiring teenaged Canadian musicians attending the Canadian Conservatory of Music's Summer Camp in Halifax. The online component includes audience polls and awards, video diaries, and an opportunity for viewer input to the TV series.



Rock Camp  
*Collideascope Digital Productions*



Strip Search  
*Take it Off Productions*

**NM: Stripsearch.ca**

[www.stripsearch.ca](http://www.stripsearch.ca)

*Snap Media*

Raja Khanna, Morgan Elliott

**TV: Strip Search**

*Take it Off Productions*

Morgan Elliott, Noreen Halpern, John Morayniss  
CHUM (Bravo!); 13 x 30 minutes

Reality series in which a group of ordinary Canadian men is transformed into a professional male strip revue. Their training includes rehearsals, makeovers, workouts and more. Viewers interact via the Net before, during and after the show, using two-way interactive polling (wireless text messaging, timed text and picture messaging).

**NM: Women Warriors Website**

[www.womenwarriors.ca](http://www.womenwarriors.ca)

*Diversus Inc*

Ari Cohen

**TV: Women Warriors**

*Diversus Inc.*

Ari Cohen

CBC, SRC; 9 x 30 minutes

Documentary series that profiles the lives of Canada's elite female athletes. Companion website offers additional content, discussion, polls and quizzes, video-clips and ability to submit a personal sports profile.

**NM: Y Paraît que...**

[www.yparaitque.com](http://www.yparaitque.com)

*Les Productions Vic Pelletier inc.*

Vic Pelletier

**TV: Y Paraît que...**

*Les Productions Vic Pelletier inc.*

Vic Pelletier

ARTV, TFO, CBVT, SRC; 8 x 30 minutes

An animated documentary series about traditional French-Canadian tales and legends. The accompanying website features games and interactive scenarios inspired by the colourful stories.

**NM: Volet interactif Zérolimite**

*Balestra Productions*

Mark Chatel

**TV: Capsules Zérolimite**

*Balestra Productions*

Mark Chatel

TFO; 25 x 3½ minutes

A series of 25 humorous TV capsules aimed at young Canadian francophones aged 9 to 12. The accompanying website and DVD focuses on personal growth issues for tweens and provides an entertaining, playful and educational opportunity for the exchange of ideas.



Y Paraît que...  
*Les Productions Vic Pelletier inc.*



Capsules Zérolimite  
*Balestra Productions*



**NM: 15-Love**

*Galafilm Inc.*  
Arnie Gelbart,  
Melissa Malkin

**TV: 15-Love/15 Partout**

*Galafilm Inc, Telefactory Inc, Marathon S.A.*  
Arnie Gelbart, Jesse Fawcett,  
Derek Schreyer,  
Karen Troubetzkoy  
YTV; Children's/Youth  
Drama

**NM: Blobheads Online**

*Decode Interactive*  
Dan Fill

**TV: The Blobheads**

*Decode Entertainment*  
Beth Stevenson  
CBC; Children's/Youth  
Drama

**NM: Dragon**

*Cité-Amérique and NDi Média*  
Luc Martineau

**TV: Dragon**

*Cité-Amérique*  
Greg Dummet  
Treehouse; Children's/Youth  
Animation



**NM: Franny's Feet Online**

*Decode Interactive*  
Dan Fill, Gillian Jackson

**TV: Franny's Feet**

*Decode Entertainment*  
Beth Stevenson  
Family Channel;  
Children's/Youth Animation

**NM: Inuksite**

*Pop6 Media*  
Dominique St-Louis,  
Roddy McManus

**TV: Inuk (Season 2)**

*Tube Nunavut*  
Dominique St-Louis,  
Roddy McManus  
CBC, Télé-Québec;  
Children's/Youth Animation

**NM: Keys Cut Here**

*Creative Atlantic Communications*  
Greg Jones

**TV: Keys Cut Here**

*OMNI Film, Creative Atlantic Communications*  
Brian Hamilton,  
Michael Chechik,  
Janice Evans, Greg Jones  
CTV; Drama



**NM: MadeinMTL.com**

*BlueSponge inc,*  
*Locomotion Télévision inc.*  
Fady Atallah,  
Nicolas Fonseca

**TV: Made in MTL**

*Locomotion Télévision inc.*  
Marc S. Grenier,  
Nicolas Fonseca  
CTV; Documentary

**NM: Mission arctique: le cyberdocumentaire**

*NDi Média*  
Jacques Augustin,  
Neil Smolar

**TV: Mission arctique**

*Glacialis Productions inc.*  
Jean Lemire  
Télé-Québec, CBC;  
Documentary

**NM: Obscura**

*Sarbakan Inc.*  
Guy Boucher

**TV: Obscura**

*Sarbakan Inc.*  
Guy Boucher  
Teletoon; Children's/Youth  
Animation

**NM: Rantdog Web Project**

*Blue Sky Communications*  
Kate Holowach

**TV: Rantdog Loves Smash**

*Blue Sky Communications*  
Kate Holowach  
CHUM, Corus, Craig/  
A-Channel; Drama

**NM: Story Mill**

*zinc Roe design*  
Jason Krogh

**TV: Story Mill**

*zinc Roe design*  
Jason Krogh  
Teletoon; Children's/Youth  
Animation

**NM: Test Lab Interactive**

*Gorica Productions,*  
*Digital Wizards*  
Felice Gorica,  
Diane Williamson

**TV: Test Lab**

Gorica Productions  
Felice Gorica  
Discovery; Informational

**NM: Weird Years**

*Beevision Productions*  
Nina Beveridge, Jack Lenz,  
Susan Black Nation

**TV: Weird Years**

*3J's Productions*  
Susan Black Nation  
YTV; Children's Youth  
Animation

**NM: Women Warriors**

*Diversus Inc.*  
Ari A. Cohen

**TV: Women Warriors**

*Diversus Inc.*  
Ari A. Cohen  
CBC, SRC, WTSN;  
Documentary/Informational

# PROFESSIONAL DEVELOPMENT AND TRAINING PROJECTS



## Academy of Canadian Cinema and Television

*2003 Gemini Awards - Best Website*

October 18-20, 2003

Toronto, Ontario

*2003 Prix Gémeaux - Best Website*

November 23, 2003

Montréal, Québec

## Alliance numériQC

*Digital Entrepreneurs Financing Forum*

October 21, 2003

Montréal, Québec

*Mission commerciale MIPTV-MILIA 2003 Delegation*

March 26-28, 2003

Cannes, France

## Banff Television Festival 2004

*Cyberpitch*

June 13-17, 2004

Banff, Alberta

## Canadian New Media Awards

*2003 Awards*

June 2, 2003

Toronto, Ontario

## Canadian Screen Training Centre

*Summer Institute of Film and Television (SIFT) 2003*

May 27-June 1, 2003

Ottawa, Ontario

## Festival International Nouveau Cinéma Nouveaux Médias de Montréal (FCMM) 2003

*Cyberpitch 3.0*

October 9-19, 2003

Montréal, Québec

## Innoversity

*Innoversity Creative Summit 2004*

May 13-14, 2004

Toronto, Ontario

## International Hot Docs Festival 2003

*Cyberpitch*

April 25-May 4, 2003

Toronto, Ontario

## nextMedia - The International New Media Festival 2003

*Cyberpitch*

October 22-24, 2003

Charlottetown, Prince Edward Island

## Women in Film and Television - Toronto (WIFT-T)

*New Media Weekend 2004*

April 2-4, 2004

Toronto, Ontario

# FINANCIAL STATEMENTS - AUDITORS' REPORT

December 31, 2003

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, 2003 and the statements 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 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, 2003 and the results of its operations and changes in net assets for the year then ended in accordance with Canadian generally accepted accounting principles.

Toronto, Ontario  
January 27, 2004

  
Chartered Accountants

## BALANCE SHEET

December 31	2003 \$	2002 \$
<b>ASSETS</b>		
Cash	18,507	1,738,641
Investments at cost	12,536,305	8,540,217
Accounts receivable (note 3)	626,491	604,622
	<b>13,181,303</b>	10,883,480
<b>LIABILITIES</b>		
Accrued liabilities	13,252	18,518
<b>Net assets [note 4]</b>		
Restricted Development Fund	6,500,000	4,750,000
Operating Fund	6,668,051	6,114,962
Total Fund Balances	<b>13,168,051</b>	10,864,962
	<b>13,181,303</b>	10,883,480

see accompanying notes

Approved by the Board



Director



Director

## STATEMENT OF OPERATIONS

Year ended December 31	2003 \$	2002 \$
<b>Revenue</b>		
Contributions	6,113,273	6,265,554
Interest income	377,000	216,508
	<b>6,490,273</b>	6,482,062
<b>Expenses</b>		
Operating and administrative	328,770	258,717
Special activities	25,145	966
	<b>353,915</b>	259,683
Income from operations before funding distributions	6,136,358	6,222,379
Funding distributions	5,583,269	4,443,986
Earnings from operations for the year	<b>553,089</b>	1,778,393

see accompanying notes

## STATEMENT OF CHANGES IN NET ASSETS

Year ended December 31	2003 \$	2002 \$
<b>Restricted Development Fund</b>		
Balance, beginning of year	4,750,000	4,000,000
Contribution from BCE CTV Benefits Program	1,750,000	750,000
Balance, end of year	<b>6,500,000</b>	4,750,000
<b>Operating Fund</b>		
Balance, beginning of year	6,114,962	4,336,569
Earnings from operations for the year	553,089	1,778,393
Balance, end of year	<b>6,668,051</b>	6,114,962

see accompanying notes

# FINANCIAL STATEMENTS – NOTES TO FINANCIAL STATEMENTS

December 31, 2003

## 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 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.

In addition, an endowment was provided by BCE-CTV Benefits to encourage the development of new media and interactive content 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 3, 2006.

### Revenue recognition

The Organization uses accrual accounting whereby interest revenue is recognized as earned and contribution revenue from Bell ExpressVu is recognized based on the 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, its obligations under those agreements when the specific milestones have been achieved. Funding commitments for projects with unachieved milestones are reflected in the commitments note to the financial statements.

## 3. ACCOUNTS RECEIVABLE

The accounts receivable consist primarily of amounts due from Bell ExpressVu and accrued interest income on investments.

## 4. FUNDS

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

The Restricted Development Fund represents the endowment received from BCE-CTV Benefits of \$6,500,000. The fund 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 Operating Fund includes investment income, operating and administrative expenses and funding distributions.

## 5. RELATED PARTY TRANSACTIONS

During the year, the Organization paid professional fees of \$1,000 (2002 - \$1,500) to the Chairman of the Board for certain services, and professional fees and expenses of \$24,162 to a Director for research projects.

## 6. ADMINISTRATIVE EXPENSES

During the year, the Organization paid \$26,400 (2002 - \$21,600) 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 2003, the Organization authorized funding for ongoing projects and development activities that were not completed. As a result, at December 31, 2003, there existed commitments to pay certain amounts as follows:

	\$
<b>Funding authorized in 2003</b>	
Television grants	1,195,497
New Media grants	4,998,900
Development grants	<u>468,765</u>
	6,663,162
Paid during the year for 2003	<u>(2,356,379)</u>
Funding authorized in 2003 not yet paid	4,306,783
Funding authorized in 2002 not yet paid	1,545,772
Funding authorized in 2001 not yet paid	174,058
Funding authorized in 2000 not yet paid	<u>60,000</u>
	<u>6,086,613</u>