

**GRAHAM**

Complete Multimedia Entity Funded by the Bell Broadcast and New Media Fund

# Annual Report 2004



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

## FINANCIAL PARTICIPATION – PRODUCTION PROGRAM

- The new media component is eligible for a grant not to exceed 75% of its costs of production to a maximum of \$250,000.
- The new media component is also eligible for a bonus to match any broadcaster cash contribution, to a maximum of \$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

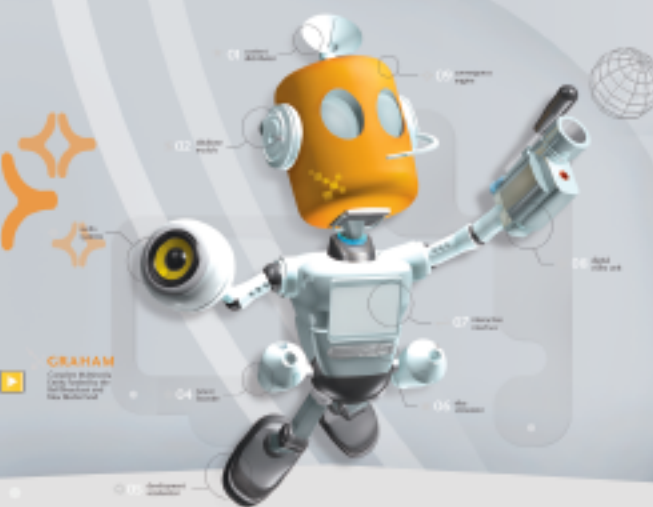
- The new media component is eligible for a grant not to exceed 75% of the costs of development to a maximum of \$50,000.
- Professional development grants are available to non-profit industry organizations to provide training and educational services that reflect the objectives of the Fund.

## 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.



**Vu du large**  
Les Productions  
Vic Pelletier inc.

**15/love**  
Galafilm inc.

**Toupie et Binou**  
Spectra Animation inc.



# MESSAGES FROM THE CHAIR AND VICE-CHAIR

- 1 Paul Hoffert, Chair
- 2 Chris Frank, Vice Chair



The Bell Broadcast and New Media Fund has been assisting Canadian new media and broadcast content producers for the past seven years. In that time, the quality and synergy of Canadian new media associated with broadcast programs has improved greatly.

Bell Fund takes a holistic approach to television and new media. We started by supporting website and program production and then increased our activities to include support for project development, research, skill improvement, information sharing, marketing, and industrial problem solving.

Our clients have to relate to both national and international environments. Not so long ago, their focus was on local markets but, as the quality of their websites, business experience, and integration with broadcast programs improved, Canadian producers have been increasingly able to design and market their productions for license and sale outside of Canada.

This year I was a keynote speaker at the United Nations World Summit on E-Content, held in Baku, Azerbaijan. Being mostly uninformed about content production outside of North America and Europe, my expectations were very modest. I was in for a big surprise. I met delegations of new media companies from India, China, Africa, and other regions that we consider “unimportant” but in every case I learned about exciting local initiatives that were relevant to Canadian activities. The foreign producers and broadcasters are potential clients for our expertise and products. They also have production models we can learn from.

If you think it is tough being in the content business next door to a production colossus like the United States, imagine how innovative and clever you have to be in a country like Tunisia, Bahrain, or Cameroon. Yet these and other countries have active new media companies and government policies that are producing excellent web content. In many countries that we consider economically and technologically backward, the proliferation of wireless technologies, for example, is ahead of what we see in North America.

I distilled common ingredients from international award-winning websites. Global standards for excellence tend to focus on target audiences – the relevance and impact of a website, for example. In North America, criteria for excellence frequently centre on production values and state-of-the-art technologies. In other words, we tend to be more production-centric rather than audience-centric in our measurements of success.

The Bell Fund board of directors has always used the audience-centric model. Our policies do not reflect what “we” want but rather what our clients want. We will continue to interact closely with the new media and television production communities to ensure that our assistance provides the best fit for what they want and need.

We wish you all the best of luck in your endeavors and look forward to celebrating your successes.

  
Paul Hoffert, Chair

An interactive experience on the web, on mobile, on television or on other platforms is what our TV audiences are now coming to expect. Canadian programmers and distributors are increasingly recognizing that successful interactive content translates into larger audiences, platform differentiation, viewer loyalty and stickiness, new sources of revenue sources and a deeper overall viewer experience.

For the past seven years, the Bell Fund has been supporting and promoting great interactive ideas. Nearly \$ 32.5 M has been invested into 259 projects. The Bell Fund has made it possible to experiment, to innovate and to explore the uncharted waters of non linear content.

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**“We’ve seen games, immersive role-playing, online communities, uploading, downloading, databases, video, trivia, quizzes, voting, 3D designing, research, learning modules, virtual visits, missions and challenges, skill-testing, multi-player tournaments, e-zines, polls, diaries, text and picture messaging, personal profiling, online story-telling, online radio, contests, webcasting, seduction tools, international travel, customized episodes, simulation activities, iTV...to name just a few!”**

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In 2004, the Bell Fund awarded \$6 M to producers across the country for the development and production of 37 new media projects and their associated television programs. The standards continue to rise and the buy-in from TV producers, broadcasters and distributors is growing in leaps and bounds.

In addition to funding excellent Canadian digital media, the Bell Fund launched its Professional Support Program, designed to share research and knowledge with the industry and enhance the profile of industry stakeholders. Our Destination Digital Workshop provided a week of intensive convergence business training for regional new media producers from across the country. A Legal Toolkit is providing a dozen legal templates online – pioneering content for new media producers! An extensive analysis of Bell Fund projects has created many outstanding Tips for Success to be shared with the industry as well as exciting new directions for the Bell Fund and the industry.

Bell ExpressVu’s annual contributions allow the Bell Fund to support and encourage this new, exciting and evolving cultural industry. In addition, the interest on a \$10 M endowment from the BCE-CTV Benefits program provides the financial support for the Bell Fund’s development activities. We are excited by the results of these grants and are encouraged by the industry’s adaptability, creativity and enthusiastic search for digital material that appeals to audiences of all ages, from many diverse backgrounds and experiences, from across Canada and around the world.

  
Chris Frank, Vice-Chair

# BOARD OF DIRECTORS



Gary Anderson



André H. Caron



Louise Guay



Lucie Lalumière



Ken Murphy



Catherine Warren



Bart Yabsley

**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 the 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)]

**Chris Frank** (Vice-Chair and Treasurer) is the Senior Director of Regulatory and Government Affairs for Bell ExpressVu. With more than 30 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.

**Gary Anderson** is the current Vice President of Bell Canada, Consumer Internet Services. Mr. Anderson was the President of Sympatico Inc, until Bell took ownership in 2003. While at Sympatico, Mr. Anderson conceived and implemented Sympatico's first revenue model and built the first Advertising Sales Team. He is a leader in the Canadian Internet Business, having headed Bell's e-business group, which led to the first corporate Internet Access and Web Server Farm service in Bell. Mr. Anderson also co-founded Company DNA as well as two key industry associations: CATS (Consortium for Audiographic Teleconferencing) and the IABC (Internet Advertising Bureau of Canada). Because of his extensive experience and success in the Internet Business in Canada Mr. Anderson is often a key speaker at high-profile industry events.

**André H. Caron** - Full Professor in the Communications Department at 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). He is a former Board Member of the Banff Television Festival and former Chairman of the Board of the Media Awareness Network. He is presently on the Board of the Canadian Television Fund and vice-president of 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.

**Lucie Lalumière** is the Executive Director of New Media at Radio-Canada, where she oversees all French-language online content, including Radio-Canada.ca, one of the most visited websites in Canada and winner of multiple awards. She also coordinates CBC/Radio-Canada's corporate new media activities, such as development of partnerships and the production of the bilingual digital archives website. In her over 10-year career in the online industry, Lucie Lalumière has held a number of strategic positions. She led the development of multimedia applications at Bell and online bilingual content at Sympatico. She was also General Manager of online French services at Sympatico. Lucie Lalumière has an undergraduate degree in management of information systems from Université de Sherbrooke, and an M.B.A. from McGill University completed at New York University's Interactive Telecommunications Program.

**Ken Murphy** is a Canadian broadcast executive with over 23 years of experience in management and senior executive roles. He currently runs his own broadcast development company, High Fidelity Communication Inc., which is involved in several projects designed to enhance Canada's profile in the international media marketplace. Previously, Ken 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**, President of FanTrust Entertainment Strategies, has led advances in mass media and new media since 1985, working in Canada and internationally. As a trusted advisor to Fortune 500 corporations, major broadcasters, world-class tourist attractions, game corporations and advertising agencies, Catherine helps clients build new audiences and revenues through new technology and business strategies. The former COO 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 executive-produced 20 websites and interactive broadcast initiatives, including ORCA FM, the world's first all-whales/all-the-time radio station and 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". Catherine has a degree in physics from Reed College in Portland, Oregon and a master's degree from the Columbia University Graduate School of Journalism, where she broke the story of multimedia on location at M.I.T.

**Bart Yabsley**, as Executive Vice-President of CTV Specialty Television Inc., leads the team that oversees the administration and operation of the CTV Specialty Group, which manages TSN, RDS, Discovery Channel, OLN, ESPN Classic Canada, NHL Network, Discovery Civilization, Animal Planet, CTV Travel and Dome Productions, in addition to various broadcast companion Web sites. Prior to his appointment in January 2003, Mr. Yabsley was Senior Vice-President, CTV Specialty Television Inc. Previously, Mr. Yabsley was Vice-President and General Counsel at Stream Intelligent Networks Corp., an independent provider of point-to-point, high-speed managed bandwidth. He originally joined CTV Specialty (then known as NetStar Communications Inc.) in 1994 as Legal Counsel, later becoming Vice-President and General Counsel, Corporate. From 1990 to 1993, Mr. Yabsley was an associate with the Toronto law firm of Goodman & Goodman (now known as Goodmans), where he practiced in the areas of corporate/commercial and securities law.



# STATS AND FACTS

## ACTIVITIES REPORT

### PRODUCTION PROGRAM 2004

In 2004, \$5,472,869 was awarded to the production of 24 new media projects and 13 associated television programs. The Bell Fund's focus on new media is indicated as 85% of all approved funding was allocated to support the production of the new media components of cross-platform projects. Broadcaster commitment to interactive projects dramatically increased in 2004. Two-thirds of the producers succeeded in obtaining license fees for their interactive projects from broadcasters, matched by an additional bonus from the Bell Fund.

●●●	NUMBER OF PROJECTS			INVESTMENTS		
	English	French	Total	English	French	Total
New Media	15	9	24	\$3,209,300 59 %	\$1,434,905 26 %	\$4,644,205 85 %
Television	9	4	13	\$660,000 12 %	\$168,664 3 %	\$828,664 15 %
<b>Total</b>	<b>24</b>	<b>13</b>	<b>37</b>	<b>\$3,869,300 71 %</b>	<b>\$1,603,569 29 %</b>	<b>\$5,472,869 100 %</b>

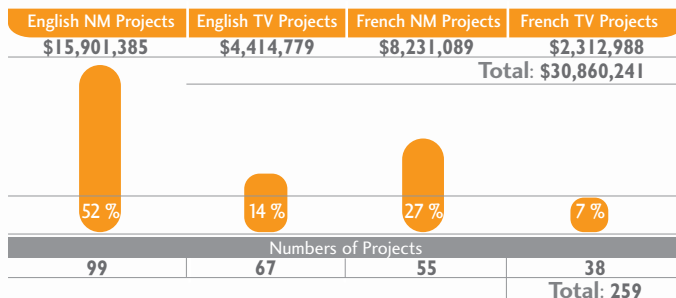
### DEVELOPMENT PROGRAM 2004

Development funding enables producers to design their new media projects, experiment with new technology, and create a prototype. Thirteen projects received \$483,500 in development grants in 2004, which brings the Bell Fund's support of the early stages of creation to a total of 48 projects since 2004 receiving \$1,351,495. In addition the Bell Fund has supported 37 "Professional Development" projects which provide educational and training opportunities to new media producers.

●●●	NUMBER OF PROJECTS		INVESTMENTS	
	2004	2000-2004	2004	2000-2004
English-language New Media projects	8	33	\$275,000	\$883,830
French-language New Media projects	5	15	\$208,500	\$467,665
Professional Development	11	37	\$65,000	\$247,500
<b>Total</b>	<b>24</b>	<b>85</b>	<b>\$548,500</b>	<b>\$1,598,995</b>

### PRODUCTION PROGRAM 1997-2004

Since its inception in 1997, the Bell Fund has invested \$30,860,241 to assist the production of 154 new media projects and their associated television programs. The Bell Fund's maximum contributions range approximately from 50-75% of the total new media budgets to a maximum of \$250,000. The Bell fund also matches 75% of the broadcaster licence fees to a maximum of \$75,000 per project. 66% of all funding has been allocated to projects originating in English, and 34% are French-language productions.



### SUMMARY 1997-2004

<b>Total Projects Funded</b> (Production & Development)	<b>344</b>
<b>Total Projects Committed</b> (Production & Development)	<b>\$32,459,236</b>

### REGIONAL DISTRIBUTION 1997-2004 (Production & Development)

	NUMBER OF PROJECTS	TOTAL INVESTMENT
British Columbia	7	\$550,500
Prairies	17	\$939,500
Ontario	156	\$15,739,823
Québec	138	\$12,883,697
Atlantic	25	\$2,340,716
International (Australia)	1	\$5,000

- In 1997 and 1998, production companies from Ontario and Quebec only were eligible to apply to the Bell Fund

New in 2004 is the Bell Fund's **Professional Support Program** designed to meet the Bell Fund's mandates of promoting sustainable businesses and knowledge sharing and enhancing the new media industry's national and international profile. Activities included:

- "Destination Digital" – a 5 day business of new media intensive workshop was organized for regional producers
- Research analyses of funded projects is resulting in a long list of "Tips for Success" from producers and broadcasters to be shared throughout the industry.
- A legal toolkit – 12 legal agreement templates to serve as a resource and as models for new media negotiations and partnerships.
- Mission to Australia in February 2005 provides new media producers with co-production and licensing opportunities.

# PRODUCTION PROJECTS

**NM:** 15/Love

Galafilm inc.  
Melissa Malkin, Arnie Gelbart  
[www.15love.tv](http://www.15love.tv)

**TV:** 15/Love

Galafilm inc.  
Arnie Gelbart, Olivier Bremond  
YTV; 40 x 30 minutes

Coming-of-age drama. Follows the lives of Cascadia Tennis Academy's young tennis prodigies on and off the court. Online users are able to create a winning team of friends through web, wireless, avatars, SMS and chat. They can play games to win points for themselves or their teams, set up a buddy list, post messages and interact with friends. Trivia based on the show content, as well as sports and health information is also available on the website.

**NM:** Beethoven's Hair Interactive

Xenophile Media  
Patrick Crowe, Thomas Wallner  
[www.beethovenshair.ca](http://www.beethovenshair.ca)

**TV:** Beethoven's Hair

Rhombus Media  
Niv Fichman, Daniel Iron, Danny Krausz,  
Jody Shapiro, Larry Weinstein  
CBC, ARTV, Bravo!; 1 x 60 minutes

Music documentary that traces a lock of Beethoven's hair, uncovering the mystery of his life and death. The content-rich website includes a graphical interface and is designed to deepen the participant's understanding of the story by adding a ghost story and mystery.

**NM:** Belle et Bum 2

Groupe Télé-Vision inc.  
Daniel Cormier  
[www.belleetbum.tv](http://www.belleetbum.tv)

**TV:** Belle et Bum 2

Télé-Vision I inc.  
Jean Rémillard, Daniel Cormier,  
Robert Montour  
Télé-Québec; 26 x 90 minutes

A live show profiling new young Québec performers. Each performer creates their own web page to present their work. The public votes for its preferred artists who then take part in an episode of the show. An online radio channel will also present the work of the participants.

**NM:** BromwellHigh.com

Decode Entertainment  
Steven Denure, Neil Court, Dan Fill  
[www.bromwellhigh.com](http://www.bromwellhigh.com)

**TV:** Bromwell High

Decode Entertainment  
Denise O'Donoghue, Mario Stylianides,  
Neil Court, Beth Stevenson,  
Steve DeNure, Jimmy Mulville, Anil Gupta  
Teletoon; 13 x 30 minutes

Animated adult comedy series set in a South London secondary school follows three naughty schoolgirls who have a knack for undermining authority and getting away with it. The interactive project features sophisticated community-based content, wireless content and a variety of downloadable media applications developed for viral "rapid community exchange".

**NM:** Burnt Toast Interactive

marblemedia  
Mark Bishop, Matt Hornburg  
[www.burnttoast.tv](http://www.burnttoast.tv)

**TV:** Burnt Toast

Rhombus Media, marblemedia  
Niv Fichman, Matt Hornburg,  
Jessica Daniel  
CHUM, 10 x 6 minutes;  
CBC, 1 x 60 minutes

Burnt Toast is a series of domestic vignettes performed in operatic voices, each depicting personal romantic relationships in contemporary settings. An immersive online and wireless game version of the operettas allows users to virtually date, form relationships with the characters in the vignettes, send 'operagrams' to loved ones via SMS, and use the seduction tools to improve their chances.

**NM:** New Media / **TV:** Television Program

# PRODUCTION PROJECTS

**NM: Ciao Bella**

Frima Studio  
Steve Couture

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

**TV: Ciao Bella**

Cirrus Communications  
Josée Vallée, André Béraud  
SRC, CBC; 13 x 30 minutes

The story of Elena, a beautiful 28 year-old in Montréal's Little Italy who embarks on a journey of self-discovery after she survives a bus accident. The online component includes a game targeted at women based on the dramatic events in the series, animated summaries of the episodes, Little Italy history, recipes and language lessons.

**NM: Circum Circus**

Tutti Frutti Plus  
Jean-Simon Chartier

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

**TV: Saltimbanques! (aka: Quels cirques!)**

Tutti Frutti Films  
Orlando Arriagada  
TV5, ARTV; 13 X 30 minutes

The series explores the world of Québec circus performers working under the big-tops around the world. The website immerses the user into 13 different artistic worlds linked by a narrative thread. The navigation allows the user to visit the towns where the circuses are located and learn their techniques, while gathering souvenirs along the way.

**NM: Delilah and Julius**

Collideascope Digital Productions  
Micheal-Andreas Kuttner, Steven Comeau  
[www.delilahandjulius.com](http://www.delilahandjulius.com)

**TV: Delilah and Julius**

Collideascope Digital Productions,  
Decode Entertainment  
Steven Comeau, Steven DeNure,  
James Nicholson  
Teletoon; 13 x 30 minutes

Delilah and Julius are young, stylish international espionage agents saving the world from 'crimes of conformity'. Web users are sent on a personal crime-solving mission with the agents. The game engine creates a unique episode based on the user's choices and streams it back with soundtrack, custom angles and credits.

**NM: Exodus Decoded Online**

SNAP Media Corporation  
Raja Khanna

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

**TV: Exodus Decoded**

Associated Producers  
Felix Golubev, Simcha Jacobovici  
Discovery; 1 x 90 minutes

A documentary that seeks to answer the question: 'Biblical Exodus: Fact or Fiction?' The interactive component further explores the layers of scientific evidence presented in the TV program and creates the world's first community of online participants who are themselves investigating the ongoing mysteries of the Bible.

**NM: Extremis.TV 2**

Productions Macumba International  
Robert Cornellier, Patricio Henriquez,  
Raymonde Provencher

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

**TV: Extremis III**

Productions Macumba International  
Robert Cornellier, Patricio Henriquez,  
Raymonde Provencher  
Télé-Québec, TV5; 3 x 52 minutes

Around the world millions of people are living in extreme situations that are documented in this series. The website extends the discussion on human rights violations with video content, educational material and role-playing.



15/Love  
Galafilm inc.



Belle et Bum 2  
Groupe Télé-Vision inc.



BromwellHigh.com  
Decode Entertainment



Ciao Bella  
Frima Studio



Circum Circus  
Tutti Frutti Plus

# PRODUCTION PROJECTS

**NM:** For King and Country - Operation Victory

Breakthrough New Media  
Dorothy Vreeker  
[www.historytelevision.ca/operationvictory](http://www.historytelevision.ca/operationvictory)

**TV:** For King and Country – The Liberators

Breakthrough Films and Television  
Peter Williamson, Ira Levy  
History; 1 x 60 minutes

Military historian Norm Christie guides viewers through WWII battlefields and monuments exploring them from a Canadian perspective. The new media component is a companion six-part downloadable online game dedicated to the Canadian military experience during the Second World War. Each mission focuses on Canadian involvement in a particular battle or aspect of the campaign.

**NM:** Franny's Feet.com

Decode Entertainment  
Dan Fill, Gillian Jackson  
[www.frannysfeet.com](http://www.frannysfeet.com)

**TV:** Franny's Feet (episodes 14-39)

Decode Entertainment  
Kym Hyde, Beth Stevenson  
Family; 26 x 22 minutes

Five-year old Franny embarks on many animated adventures, each inspired by a pair of shoes in her grandfather's shoe repair shop. The website allows children to build their own shoe shop, create and upload stories about their favourite shoes, play games and solve puzzles inspired by Franny's adventures.

**NM:** Freaks of Nature

Decode Entertainment  
Dan Fill  
[www.completefreaksofnature.com](http://www.completefreaksofnature.com)

**TV:** Freaks of Nature

Decode Entertainment  
Steven DeNure, Beth Stevenson,  
Kevin May  
Family, VRAK.TV; 26 x 30 minutes

The world of human behaviour is more unpredictable than animals in this youth drama. An educational adventure game is designed to prove scientific hypotheses. By participating in community life activities and a virtual school, users can find their animal personality, thus becoming a 'freak of nature'.

**NM:** Instant Star

SNAP Media Corporation  
Raja Khanna  
[instantstar.ctv.ca](http://instantstar.ctv.ca)

**TV:** Instant Star

Epitome Pictures  
Stephen Stohn, Linda Schuyler  
CTV; 13 x 30 minutes

Teenager Jude Harrison wins a singer/songwriter contest and becomes an instant star, with a recording contract. The website is Jude's official fan site and a community-oriented storytelling site that invites viewers to participate in their own online singing talent contest.

**NM:** Nouvelle-France

Melenny Productions  
Richard Goudreau, Caroline Gaudette,  
Patrick Leimgruber  
[www.filmnouvellefrance.com](http://www.filmnouvellefrance.com)

**TV:** Nouvelle-France

Melenny Productions  
Richard Goudreau  
TQS; 1 x 120 minutes

A historical saga and a passionate love affair. The period 1758-61 was a traumatic time for young lovers and for New France, which was being taken over by the "anglais". On the website users discover more about New France from the film's characters and interact as visitors to navigate through guided tours of reconstructed sets from the period.





# PRODUCTION PROJECTS

## NM: **Regenesis Extended Reality Game**

Xenophile Media  
Thomas Wallner, Shane Kinnear,  
Patrick Crowe  
[www.regenesistv.com](http://www.regenesistv.com)

## TV: **Regenesis**

Shaftesbury Films  
Christina Jennings, Tom Chehak  
Movie Central,  
TMN; 13 x 60 minutes

A team of scientists at NORBAC (North American Biotech Advisory Committee) investigate cloning, bio-terrorism, genetic engineering, and biotechnologies that could forever change the world. The interactive component is a series of inter-related websites that mirror the series. Users can collaborate through the extended reality game to join investigations and interact with the characters in the series.

## NM: **rendez-vousvoyageurs.ca**

Les Productions Rivard  
Louis Paquin  
[www.rendezvousvoyageur.ca](http://www.rendezvousvoyageur.ca)

## TV: **Les Voyageurs**

Les Productions Rivard  
Louis Paquin, Charles Lavack  
TFO; 2 x 60 minutes

History is brought to life through a celebration of the spirit of adventure, perseverance and the partnerships that helped to create modern North American society. The website offers interactive and educational activities including voyageur-style adventure games, learning modules, a community trading post and extensive reference materials.

## NM: **renegadepress.com (Phase 2)**

Verité Films, Mind's Eye Interactive  
Gail Bryanton, Virginia Thompson  
[www.renegadepress.com](http://www.renegadepress.com)

## TV: **renegadepress.com (Season 2)**

Verité Films  
Virginia Thompson, Robert de Lint  
APTN, TVO, SRC, SCN, TFO,  
Knowledge; 9 x 30 minutes

A group of teens manage an Internet newspaper which delivers the goods on what is really going on in teen lives. Phase two of the website will further explore social issues on cultural diversity through e-zines, video diaries, blogs, message boards, online contests and a viewer webcam area.

## NM: **Shipwreck Central (Phase 2)**

Eco-Nova Productions  
Phil Sceviour, John Davis  
[www.shipwreckcentral.com](http://www.shipwreckcentral.com)

## TV: **Sea Hunters (Season 5)**

Eco-Nova Productions  
Phil Sceviour, John Davis  
History; 6 x 60 minutes

Documentary series chronicling the search, documentation, history, preservation and protection of shipwrecks found in the oceans of the world. The site includes a CGI map that locates dive sites and shipwreck locations, dive blogs, interview clips, real time interaction between web users and divers, teaching modules and a video library.

## NM: **The Fabulous Website of Toopy and Binou**

Spectra Animation  
André A. Bélanger  
[www.toopyandbinoo.com](http://www.toopyandbinoo.com)

## TV: **Toopy and Binou**

Spectra Animation  
André A. Bélanger, Luc Châtelain  
YTV, Treehouse; 26 x 30 minutes

Animated pre-school series about an imaginative mouse and his sidekick, Binou the cat. Online preschool visitors enter a magical world with comical tools and fun activities.



**Delilah and Julius**  
Collideascope Digital Productions



**Extremis.TV 2**  
Productions Macumba Int.



**Franny's Feet.com**  
Decode Entertainment



**Instant Star**  
Epitome Pictures



**Nouvelle-France**  
Melenny Productions

# PRODUCTION PROJECTS

**NM:** Tshinanu interactif

Groupe ECP / ECP Nouveaux Médias  
Jean-Yves de Banville, Benoit Beaudoin  
[www.tshinanu.tv](http://www.tshinanu.tv)

**TV:** Tshinanu

Groupe ECP (Tshinanu inc.)  
Jean-Yves de Banville, Marie Gros,  
Bernard Hervieux  
APTN, TFO; 26 x 30 minutes

Portraits of First Nations life today demonstrate the vitality of the Aboriginal communities. The interactive project is modular, based on "virtual wampums" using interactivity to replace traditional First Nations storytelling and allowing users to contribute audio-visual materials. An iTV version allows viewers to answer quizzes live and access information in native languages.

**NM:** UPM en ligne

La Presse II Télé Ltée  
Marleen Beaulieu  
[www.casting.tqs.ca](http://www.casting.tqs.ca)

**TV:** Casting

La Presse Télé Ltée  
Marleen Beaulieu, André Provencher  
TQS; 64 x 30 minutes

University students improvise stories based on their daily lives, reflecting the reality of Quebec youth today. The website invites the user to become a student at the virtual Popular University of Montreal, immersing them in the world created by the series. They may take courses, listen to radio programming and participate in the online student magazine.

**NM:** Vu du large

Les Productions Vic Pelletier inc.  
Vic Pelletier, André Mailly  
[www.radio-canada.ca/vudularge](http://www.radio-canada.ca/vudularge)

**TV:** Vu du large

Les Productions Vic Pelletier et  
Productions Thalie  
Vic Pelletier, André Mailly  
RDI ; SRC; 10 x 30 minutes  
& 5 x 60 minutes

The series discovers the many aspects and impacts of the St. Lawrence River from on board the Sedna. Multimedia teaching tools, instructional videos and simulation activities allow the user to pilot the ship. Quizzes about ecological cycles and a graphic walk through a virtual photo exhibit provide the user with interactive activities to discover the secrets of the St. Lawrence River.

**NM:** zimmertwins.com

zinc Roe design  
Jason Krogh  
[www.zimmertwins.com](http://www.zimmertwins.com)

**TV:** Zimmer Twins

zinc Roe design  
Jason Krogh  
Teletoon; 30 x 1 minute

Series of animated shorts each with half created by experienced animators and writers and the second half created by children online. Using an online movie-editing tool, children complete stories involving the psychic Zimmer Twins. Finished stories are added to a database, allowing visitors to vote for their favourites. The top 30 stories are re-created in broadcast format and aired on Teletoon.



[rendez-vousvoyageurs.ca](http://rendez-vousvoyageurs.ca)  
Les Productions Rivard



[renegadepress.com](http://renegadepress.com) (Phase 2)  
Verité Films, Mind's Eye Interactive



Tshinanu interactif  
Groupe ECP / ECP Nouveaux Médias



UPM en ligne  
La Presse II Télé Ltée



[zimmertwins.com](http://zimmertwins.com)  
zinc Roe design



# DEVELOPMENT PROJECTS

**NM:** **Beethoven's Hair Interactive**

Xenophile Media  
Thomas Wallner, Patrick Crowe

**NM:** **Collector Community Online**

ICAT Media Inc.  
Robert Kaul

**NM:** **(Les) Découvertes de Shanipiap-Shanipiap.tv**

Trinôme inc.  
Pierre Blais, Jean Tourangeau,  
Jocelyne Allard, Pierre-Paul Larivière

**NM:** **DIY G\*D**

SharpMedia Corporation  
Richard Sharp

**NM:** **GooseFun Website**

Voice Pictures Inc  
Wendy Hill-Tout

**NM:** **HandPrints**

NowNow Corporation  
Duncan Kennedy

**NM:** **magang.tv**

Trinôme inc.  
Pierre-Paul Larivière

**NM:** **mastulu.com**

Cirrus Productions  
Josée Vallée

**NM:** **The Race to Mars**

Snap Media, Galafilm  
& Mentorn (UK)  
Raja Khanna

**NM:** **Respect**

Le Groupe Fair-Play & Inpix Média  
Normand Bélisle, Guy Villeneuve

**NM:** **SeeRobinJones.com**

NDi Media  
Neil Smolar

**NM:** **Toit du Monde le site**

Films de l'Isle &  
Turbulent Média inc.  
Ian Boyd, Marc Beaudet

**TV:** **Beethoven's Hair**

Rhombus Media  
Daniel Iron  
CBC - Documentary

**TV:** **The Collector (Season 3)**

No Equal Entertainment Inc.  
Morgan Tincher, Larry Sugar  
CHUM - Dramatic series

**TV:** **(Les) Découvertes de Shanipiap II**

Trinôme inc.  
Pierre-Paul Larivière  
APTN - Magazine

**TV:** **DIY G\*D**

Riddle Films  
Liam Romalis, Jason Charters  
Vision TV - Documentary

**TV:** **The Great Goose Caper**

Voice Pictures Inc &  
Les Productions Colin Neale  
Wendy Hill-Tout, Colin Neale  
Movie Central - Feature Film

**TV:** **HandPrints**

Aircraft Pictures Inc.  
Anthony Leo, Andrew Rosen  
CBC - Drama Shorts

**TV:** **Projet X**

Trinôme inc.  
Pierre-Paul Larivière  
VRAK.TV - Dramatic Series

**TV:** **M'as-tu lu?**

Cirrus Productions  
Josée Vallée  
Télé-Québec - Literary Magazine

**TV:** **The Race to Mars**

Snap Media, Galafilm & Mentorn (UK)  
Arnie Gelbart, Raja Khanna  
Discovery - Educational

**TV:** **Respect**

Groupe Fair-Play inc.  
Guy Villeneuve  
Télé-Québec - Educational Series

**TV:** **See Robin Jones**

Muse Entertainment Enterprise Inc.  
Jesse Prupas  
Family Channel - Dramatic Series

**TV:** **Toit du monde**

Films de l'Isle  
Ian Boyd  
Télé-Québec, APTN - Documentary



# SPECIAL PROJECTS LIST

## Academy of Canadian Cinema and Television

2004 Gemini Awards (19<sup>th</sup> Annual)  
Best Interactive  
December, 2004  
Toronto, Ontario

2004 Prix Gémeaux  
Best Website Associated with a Television Show  
November, 2004  
Montréal, Quebec

## Banff 2005

iPitch  
June, 2005  
Banff, Alberta

## Canadian New Media Awards

2005 Awards  
May 30, 2005  
Toronto, Ontario

## Canadian Screen Training Centre (CSTC)

Summer Institute of Film and Television (SIFT)  
2004- Producer's Forum  
June, 2004  
Ottawa, Ontario

## International Hot Docs Festival

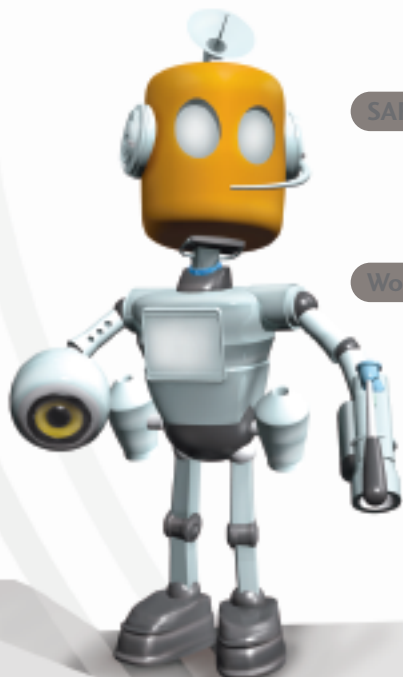
New Media Producer Seminar, Rendezvous and  
the Sales Office  
April, 2004  
Toronto, Ontario

## SARTEC and Academy of Canadian Cinema and Television

Conference: Internet; A Threat or an Opportunity?  
February, 2005  
Montréal, Quebec

## Women in Film and Television -Toronto

New Media Series 2005  
Spring, 2005  
Toronto, Ontario



# FINANCIAL STATEMENTS - Auditor's Report

DECEMBER 31, 2004

## 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, 2004 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, 2004 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, 2005

*God & Partners LLP*  
Chartered Accountants

### BALANCE SHEET

December 31	2004 \$	2003 \$
<b>ASSETS</b>		
Cash	47,032	18,507
Investments, at cost	13,090,396	12,536,305
Accounts receivable [note 3]	839,075	626,491
	<u>13,976,503</u>	<u>13,181,303</u>
<b>LIABILITIES</b>		
Accrued liabilities	22,645	13,252
<b>Net assets [note 4]</b>		
Restricted Development Fund	8,250,000	6,500,000
Operating Fund	5,703,858	6,668,051
Total Fund balances	<u>13,953,858</u>	<u>13,168,051</u>
	<u>13,976,503</u>	<u>13,181,303</u>

see accompanying notes

Approved by the Board:

*Paul Hoffner*  
Director

*Chris Frankel*  
Director

### STATEMENTS OF OPERATIONS

Year ended December 31	2004 \$	2003 \$
<b>Revenue</b>		
Contributions	5,229,152	6,113,273
Interest income	416,442	377,000
	<u>5,645,594</u>	<u>6,490,273</u>
<b>Expenses</b>		
Production Program administration	209,843	201,299
Development Program administration	146,130	127,471
	<u>355,973</u>	<u>328,770</u>
Income from operations before funding distributions	5,289,621	6,161,503
Funding distributions	6,253,814	5,608,414
Earnings (loss) from operations for the year	<u>(964,193)</u>	<u>553,089</u>

see accompanying notes

### STATEMENT OF CHANGES IN NET ASSETS

Year ended December 31	2004 \$	2003 \$
<b>Restricted Development Fund</b>		
Balance, beginning of year	6,500,000	4,750,000
Contribution from BCE CTV Benefits Program	1,750,000	1,750,000
Balance, end of year	<u>8,250,000</u>	<u>6,500,000</u>
<b>Operating Fund</b>		
Balance, beginning of year	6,668,051	6,114,962
Earnings (loss) from operations for the year	(964,193)	553,089
Balance, end of year	<u>5,703,858</u>	<u>6,668,051</u>

see accompanying notes

## 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 1, 2007.

### 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 \$8,250,000. The fund is restricted by the Board. Income earned on the Restricted Fund is used to fund the Organization's development grants and administration expenses 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 an honorarium and professional fees of \$6,000 (2003 - \$1,000) to the Chairman of the Board and honoraria of \$5,000 (2003 - \$nil) to Directors.

## 6. ADMINISTRATIVE EXPENSES

During the year, the Organization paid \$27,720 (2003 - \$26,400) 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 2004, the Organization authorized funding for ongoing projects and development activities that were not completed. As a result, at December 31, 2004, there existed commitments to pay certain amounts as follows:

	\$
<hr/>	
<b>Funding authorized in 2004</b>	
Television grants	828,664
New Media grants	4,624,705
Development grants	<u>606,425</u>
	6,059,794
Paid during the year for 2004	<u>(2,014,325)</u>
Funding authorized in 2004 not yet paid	4,045,469
Funding authorized in 2003 not yet paid	1,171,231
Funding authorized in 2002 not yet paid	<u>405,547</u>
	<hr/> 5,622,247 <hr/>

