



# ANNUAL REPORT

2010



Annual Report 2010



## MANDATE

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

## ELIGIBLE APPLICANTS

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

## ELIGIBLE PROJECTS

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

## FINANCIAL PARTICIPATION – PRODUCTION PROGRAM

- The new media component is eligible for a grant not to exceed 75% of its costs of production to a maximum of \$250,000.
- The new media component is also eligible for a bonus to match any broadcaster cash contribution, to a maximum of \$100,000. Starting October 1, 2010, the matching bonus is applicable only to the incremental amount that exceeds the required 10% broadcaster(s) cash licence for projects financed through the CMF's Digital Media Fund.
- The television component is eligible for a grant based on 75% of the Canadian broadcast licence fee to a maximum of \$75,000.
- Low Budget Interactive Digital Media Program funds up to 75% of the costs of production for projects with budgets that do not exceed \$100,000. The television component must meet all Bell Fund Guidelines, but is not eligible for funding.

## FINANCIAL PARTICIPATION – DEVELOPMENT PROGRAM

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



## **DEADLINES FOR APPLICATION**

February 1, May 1, October 1

## **ADMINISTRATION**

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

## **CONSULTANTS, PERSONEL AND CONTACT INFORMATION**

### **Toronto**

Andra Sheffer, Executive Director  
Charles Zamaria, Financial Director  
Howard Rosen, Business Affairs Manager  
Carly McGowan, Program Manager  
Lisa Baylin, Program Manager  
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### **Montreal**

Claire Dion, Associate Director  
Danielle Blain, Consultant - Financial Analyst  
Joanne Duguay, Coordinator  
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## CHAIR'S AND VICE-CHAIR'S MESSAGES



### PAUL HOFFERT / CHAIR

#### A Special Message

Chris Frank, our colleague and long-time dedicated Bell Fund Board member, is taking a well-earned retirement from Bell TV and the Bell Fund in early 2011. Since joining the Bell Fund Board back in 2000, Chris has nurtured the growth and influence of the Fund, while ensuring that we meet rigorous governance standards. On behalf of all Bell Fund Board members and staff, our thanks go to Chris for his exceptional contributions and commitment. We will miss his witty sense of humour, his vast experience in Canadian broadcasting, and his esoteric knowledge of bobsledding and international rugby.

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The Bell Broadcast and New Media Fund is proud to assist and promote the production of Canadian programs and content on television and other media. Since we opened our doors in 1997, we have provided \$93 million in cash as well as organizational support, training and facilitation.

Back in 1997, the operative word for integrating Web and TV content was “convergence” and the Bell Fund was alone in providing grants for such production. Today, our industries speak of “multiple content platforms” and the Bell Fund has been joined by the Canada Media Fund and others who provide assistance for cross-platform content production.

Despite the increased support, 2010 was a challenging year for the television and new media industries. The formerly clear distinction between broadcasting and Internet distribution has become blurred now that mobile phones, media tablets, netbooks, P2P, and Internet-to-TV boxes are increasingly used by consumers to get their television content. Hugely popular iPads now compete with computer monitors and television sets for viewer’s time share, while traditional broadcasters introduce new on-demand services that use Internet distribution to satisfy their subscribers’ demands for everything, anytime, anywhere, at low cost.

The Bell Fund is a private organization that operates in a regulated environment. We try to respond quickly to producers’ and broadcasters changing needs and to make our programs and processes efficient, transparent, and relatively hassle-free. We are committed to sustaining Canada’s enviable reputation for creating and producing excellent content and to improving our clients’ business models and bottom lines.

We thank Bell TV for their annual contributions to the Bell Fund, as well as Cablevision du Nord de Québec, Aliant and BCE/CTV benefits, which make our support of the industry possible.



## **CHRIS FRANK/ VICE-PRÉSIDENT DU CONSEIL**

2010 was the year of the hit movie *The Social Network*, where new media makes it big, ironically, in the old media world of feature films, providing a transmedia model that combines technology, community, content, games, app's, film, books, live events...the multi-platform world that the Bell Fund has been encouraging for the past 13 years.

2010 was the year that we all held our collective breath, and waited to see the impact on the industry and on the Bell Fund of the Canada Media Fund's new cross-platform mandate, and how producers would navigate the funding process. Having invested \$93M in 614 television and interactive digital media projects, the Bell Fund is a leader and model in the cross-platform world with a lot of experience to share. We have learned that not all television programs need rich and enhanced interactive content. Truly relevant and compelling content works for all genres and demographics, but it's a challenge for adult drama. Interactive content based on documentaries and children's programming attract more traffic for longer periods online. Bigger and more expensive is not always better. Mobile app's are growing. Video is huge.

2010 had a few challenges too. The Bell Fund tried a number of options to obtain accurate and comparable online/mobile traffic measurements. However, the indices of success remain elusive. We will continue to combine various metric services and add a qualitative interview with producers to determine the factors that indicate a project is a success. It's a step... Together with other independent Funds and the provincial funding agencies, the Bell Fund helped develop a set of principles regarding the ownership and value of "rights" to television programs and interactive content. That battle continues too, but, it's another step...

A recent CRTC Decision provides more flexibility to the independent Funds, allowing the Funds to use BDU contributions for the development of projects and for original, stand-alone digital content licensed by broadcasters, without companion television programs. The Bell Fund Board will be examining these new opportunities in early 2011 to determine where the Bell Fund resources can best be allocated to support our industry, as we continue to adapt to the evolving needs of our multi-platform producers and broadcasters.



## BOARD MEMBERS



### PAUL HOFFERT

Paul Hoffert (Chair) is Professor of Media at York University, Chair of the Screen Composers Guild of Canada, and President of The Glenn Gould Foundation. He is a former Faculty Fellow at Harvard Law School, President of the Academy of Canadian Cinema and Television, and Chair of the Ontario Arts Council. He is the author of best-selling books about the Digital Age and a textbook about composing music for videogames. He received the Pixel award in 2001 as Canada's New Media Visionary, was inducted into the Canadian Rock and Roll Hall of Fame in 1995 for the success of his band Lighthouse, and was awarded the Order of Canada in 2004 for his contributions to Media and Music. [[www.paulhoffert.ca](http://www.paulhoffert.ca)].

### CHRIS FRANK

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

### SUZANNE GUÈVREMONT

Suzanne Guèvremont has been the General Manager of the NAD Centre (National Animation and Design Centre) since 1999, a college and university institution of 3D animation and digital art and design in Montreal. Before becoming General Manager she was Manager of Business Development from 1995 to 1999. Her duties included the creation of a corporate training program, and with well known companies such as Softimage/AVID and Autodesk Media and Entertainment she collaborated in the establishment of a worldwide Authorized Training program, thus allowing the NAD Centre to reach international recognition. Suzanne has been a member of the board of Directors of the Alliance numeriQc between 2001 and 2005 (acting as President for the last two years). She was also a member of the boards of Directors of the Consortium multimedia CESAM (1995-2001), the Forum des Inforoutes et du Multimedia (FIM) (1999-2001) where she had a say in important matters regarding business and cultural growth of the Canadian and Quebec new digital markets. Since 2010, she is a member of the board of Directors of SODEC and of the Consortium en imagerie numérique du Québec (CINQ).



### **CATHERINE WARREN**

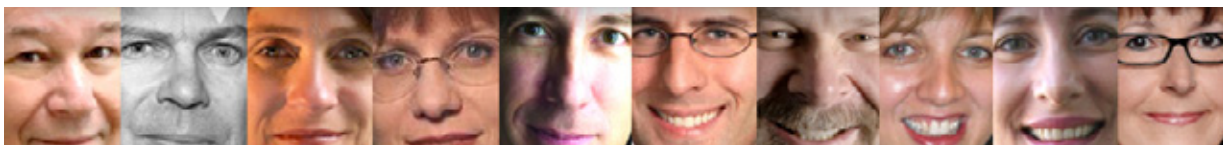
Catherine Warren, President of FanTrust Entertainment Strategies, is celebrating 25 years in mass media and new media, working in Canada and internationally. As an advisor to Fortune 500 corporations and the entertainment industry, Catherine helps clients with digital media growth, including raising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

### **VERONICA HOLMES (OUTGOING MEMBER)**

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

### **JACQUES LABELLE**

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



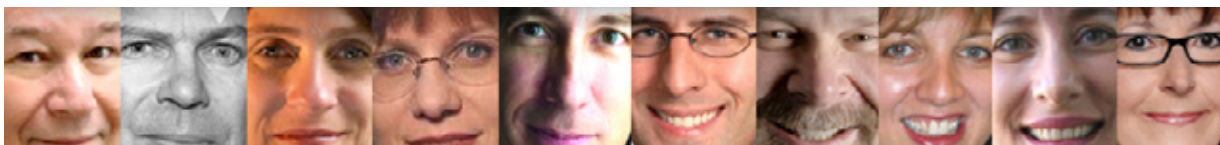
## **KEN MURPHY**

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

## **LOUISE LANTAGNE**

Louise Lantagne was appointed Executive Director of Television for Radio-Canada in June 2008. She is responsible for all television programming and scheduling. She began at Radio-Canada in 1999 as the Head of Canadian Feature Films and then as the Director of the Feature Film and Drama department where she managed the development of in-house and independent production, followed by the position of Executive Director, Radio. From 1991 to 1999, she was a Project Manager at Sodec and then Manager of the Content Team where she was responsible for evaluating feature film projects, documentaries and television series and following up on their creative and business deliverables. She also contributed to the policies and programs of the Sodec. Prior to this, she was a practising lawyer and became a legal and political consultant for the Minister responsible for Women, and then consultant to the President of the Office des services de garde à l'enfance. Louise Lantagne was admitted to the Québec Bar (83-84), and also has a Bachelor of Law degree from the University of Montreal (80-83) and a BA in French literature from McGill University (74-77) for which she received a Gold Medal from the Governor General of Canada. In addition, she has a Master's degree in Comparative Literature from the University of Montreal.





## **LORI ROSENBERG**

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

## **MARTIN CERÉ**

Martin Céré oversees the operations and editorial content of the French portal of Sympatico.ca in Quebec. The portal reaches out to a diversified and very large scale public with more than 4 million Internet users in Quebec. In the past years, Martin looked after the overhaul of the portal. He oversaw the launch of several new verticals and ensured the alignment of several strategic initiatives. His group also manages the activities of media creativity turning to good account the long range of the site and the wealth of its contents, thereby developing diverse opportunities for the announcers of the portal. Martin plays a leading role in the acquisition of projects and distribution of contents multiplatform for Bell in Quebec. Holder of a MBA from HEC Montreal, Martin has been working in the field of the new media for more than 10 years. He joined Bell in the stride of several start ups of Web projects as the business portal Bellzinc.ca, the group Bell Interactif and the site Bell.ca.

## STATISTICAL OVERVIEW



### 2010 / SUMMARY

	Number of Projects	Grants \$
Production	83	\$11,133,214
Development	22	\$860,575
Professional Development	22	\$122,000
<b>TOTAL</b>	<b>127</b>	<b>\$12,115,789</b>

In 2010, the Bell Fund invested over \$12M in 127 projects including 83 new media and related television productions, and the development of 22 new media projects. These innovative and ground breaking projects are made possible by annual contributions from Bell TV.

### 2010 / PRODUCTION

	EN	FR	Total	English	French	Total
Interactive Digital Média	35	20	55	\$6,330,300	\$2,894,699	\$9,224,999
				<b>57%</b>	<b>26%</b>	<b>83%</b>
Television	19	9	28	\$1,309,890	\$598,325	\$1,908,215
				<b>12%</b>	<b>5%</b>	<b>17%</b>
<b>TOTAL</b>	<b>54</b>	<b>29</b>	<b>83</b>	<b>\$7,640,190</b>	<b>\$3,493,024</b>	<b>\$11,133,214</b>
				<b>69%</b>	<b>31%</b>	<b>100%</b>

Over \$11 M was approved for the production of 55 interactive digital projects and 28 associated television programs. 69% of all funding was for English-language projects and 31% for French-language projects (some of which were bilingual).



## 2010 / DEVELOPMENT

	Number of Projects	Grants \$
English-language Interactive Projects	14	\$582,390
French-language Interactive Projects	8	\$278,185
<b>TOTAL</b>	<b>22</b>	<b>\$860,575</b>

In 2010, \$860,575 was allocated to support the early development of 22 interactive digital projects, to prepare them for production.

## 2010 / PROFESSIONAL DEVELOPMENT

	Number of Projects	Grants \$
English	17	\$99,500
French	5	\$22,500
<b>TOTAL</b>	<b>22</b>	<b>\$122,000</b>

Twenty two professional development training activities located across Canada received grants totaling \$122,000 for workshops, conferences, research and promotion.



## 1997-2010 / SUMMARY

	Number of Projects	Grants \$
Production	614	\$86,072,915
Development	175	\$6,291,833
Professional Development	149	\$857,560
<b>TOTAL</b>	<b>938</b>	<b>\$93,222,308</b>

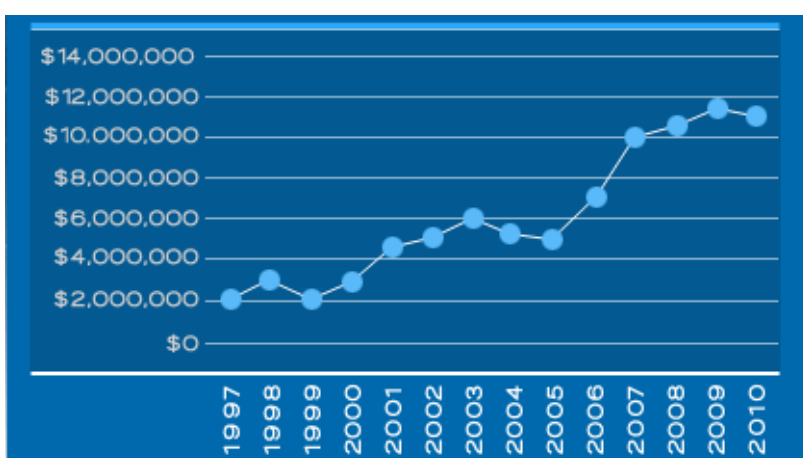
Since 1997, the Fund has invested over \$93 M in 938 projects, including 614 in Production, 175 in Development and 149 Professional Development initiatives.

## 1997-2010 / PRODUCTION

	EN	FR	Total	English	French	Total
Interactive Digital Media	236	132	368	\$45,022,051	\$22,708,305	\$67,730,356
				52%	26%	78%
Television	161	85	246	\$12,064,519	\$6,278,040	\$18,342,559
				14%	8%	22%
<b>TOTAL</b>	<b>397</b>	<b>217</b>	<b>614</b>	<b>\$57,086,570</b>	<b>\$29,986,345</b>	<b>\$86,072,915</b>
				66%	34%	100%

614 projects have benefited from over \$86 M that has been allocated to the Production of new media projects and television programs since 1997. 78% of all funding supports the new media component and 22% supports the associated television component. This has been allocated 66% to English-language projects and 34% to French-language projects (some of which were bilingual).

## PRODUCTION PROGRAM 1997-2010



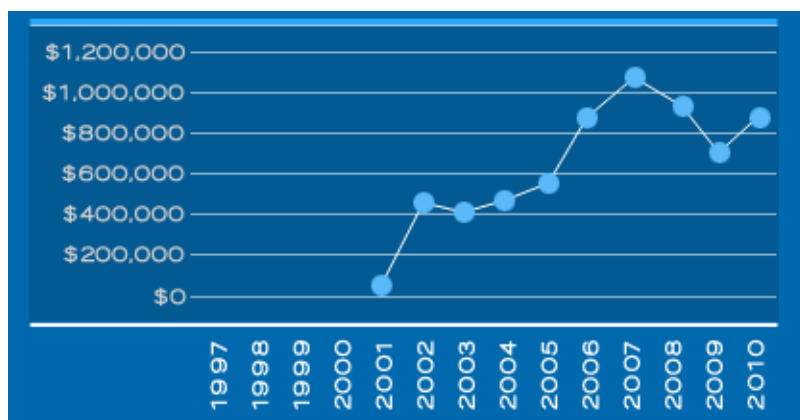


## 2001-2010 / DEVELOPMENT

	Number of Projects	Grants \$
English-language Interactive Projects	114	\$4,038,662
French-language Interactive Projects	61	\$2,253,171
<b>TOTAL</b>	<b>175</b>	<b>\$6,291,833</b>

Since the inception of the Development Program in 2001, 175 new media projects have been awarded grants of over \$6.2M. The Development Program relies on interest generated by the BCE/CTV Benefits endowment.

### DEVELOPMENT PROGRAM 2001-2010





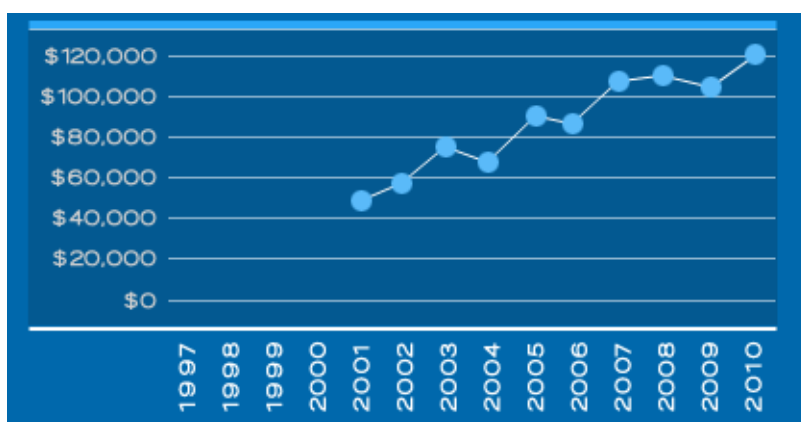


## 2001-2010 / PROFESSIONAL DEVELOPMENT

	Number of Projects	Grants \$
English	110	\$679,010
French	39	\$178,550
<b>TOTAL</b>	<b>149</b>	<b>\$857,560</b>

Professional development support for activities such as conferences, seminars, training, research and promotion has been allocated to 149 events across Canada, for local, regional, national and international events.

### PROFESSIONAL DEVELOPMENT PROGRAM 2001/2010



## DEVELOPMENT PROJECTS



### ALPHÉE DES ÉTOILES

#### NM : Alphée des étoiles

**Company :** Esperamos Films

**Producers :** Éric Deghelder and Hugo Latulippe

#### TV : Alphée des étoiles

**Company :** Esperamos Films

**Producers :** Éric Deghelder and Hugo Latulippe

**Broadcaster :** SRC

### CHOCOLATE INTERACTIVE

#### NM : Chocolate Interactive

**Company :** In Sync Video

**Producer :** Lalita Krishna

#### TV : Semisweet: The Otherside of Chocolate

**Company :** In Sync Video

**Producer :** Lalita Krishna

**Broadcaster :** TVO

### CRISIS POINT:TIME CODE

#### NM : Crisis Point:Time Code

**Company :** Resolve Labs Inc.

**Producer :** Andreas Ua'Siaghail

#### TV : Crisis Point:Time Code

**Companies :** Resolve Labs Inc., Nomad Films

**Executive Producer :** Mark Johnston

**Producer :** Andreas Ua'Siaghail

**Broadcaster :** TVO

### DES INFIRMIÈRES

#### NM : Des infirmières

**Company :** Amazone Film

**Producer :** Jeannine Gagné

#### TV : Des infirmières

**Company :** Amazone Film

**Producer :** Jeannine Gagné

**Broadcaster :** SRC

### ENDGAME INTERACTIVE

#### NM : Endgame Interactive

**Company :** Secret Location

**Producers :** James Milward, Alan Sawyer

#### TV : Endgame

**Company :** Endgame (I) Productions  
(Thunderbird Films Inc.)

**Producer :** Alexandra Raffe

**Broadcaster :** Canwest

### EXIL

#### NM : Exil

**Companies :** Amythos Films Inc. and  
Kung Fu Numerik Inc.

**Producers :** Amit Breuer and Ghassan Fayad

#### TV : Exil

**Company :** Amythos Films Inc.

**Producer :** Amit Breuer

**Broadcaster :** SRC



## **EXPLORE THE FRENCH SHORE TAPESTRY**

### **NM : Explore the French Shore Tapestry**

**Company :** 2162207 Ont. Inc. Morag Loves Tapestry

**Producers :** Jerry McIntosh and Barbara Doran

### **TV : Explore the French Shore Tapestry**

**Company :** 2162207 Ont. Inc. Morag Loves Tapestry

**Producers :** Jerry McIntosh and Barbara Doran

**Broadcaster :** SRC

## **GAWAYN FANTASYTE**

### **NM : Gawayn Fantasyte**

**Company :** Muse Entertainment

**Producer :** Jesse Prupas

### **TV : Gawayn Fantasyte**

**Companies :** Muse Entertainment and Gaumont Alphanim

**Producer :** Jesse Prupas

**Broadcaster :** SRC

## **GIVER**

### **NM : Giver Web**

**Company :** Sinking Ship Entertainment

**Producers :** Blair Powers, JJ Johnson, Matt Bishop

### **TV : Giver**

**Company :** Sinking Ship Entertainment

**Producer :** Blair Powers

**Broadcaster :** TVO

## **JERRY AND THE RAIDERS**

### **NM : Jerry and the Raiders**

**Companies :** CCI Productions Inc. / First Star Studios / Fake Studios

**Producers :** Arnie Zipursky, Mark Shekter, Marc Cote

### **TV : Jerry and the Raiders**

**Companies :** CCI Productions Inc. / First Star Studios / Fake Studios

**Producers :** Arnie Zipursky, Mark Shekter, Marc Cote

**Broadcaster :** TVO

## **KIDS CBC WONDERFUL WEB GAME**

### **NM : Kids CBC Wonderful Web Game**

**Company :** Cartoon Conrad Productions

**Producer :** Luke Conrad

### **TV : Kids CBC Wonderful Web Game**

**Company :** Cartoon Conrad Productions

**Producer :** Luke Conrad

**Broadcaster :** CBC

## **LÀ EST LA QUESTION**

### **NM : Là est la question**

**Company :** Productions La Fête inc.

**Producer :** Chantal Lafleur

### **TV : Là est la question**

**Company :** Productions La Fête Inc.

**Producer :** Chantal Lafleur

**Broadcaster :** TFO



## LUCKY HO

### NM: Lucky Ho

**Company :** Foundation Features

**New Media Service Company :** Pound and Grain

**Producers :** Amber Ripley, Rob Merilees

### TV : Lucky Ho

**Company :** Foundation Features

**Producers :** Amber Ripley, Rob Merilees

**Broadcaster :** TMN, Movie Central

## MAKING PEACE WITH WAR

### NM : Making Peace with War

**Company :** Reel Girls Media

**Producer :** Ava Karvonen

### TV : Making Peace with War

**Company :** Reel Girls Media

**Producer :** Ava Karvonen

**Broadcaster :** Super Channel

## MUSEUM SECRETS INTERACTIVE

### NM : Museum Secrets Interactive

**Company :** Kensington Communications

**Producers :** David Oppenheim, Richard Lachman, Robert Lang

### TV : Museum Secrets

**Company :** Kensington Communications

**Producers :** Robert Lang

**Broadcasters :** History Television, National Geographic Canada

## MY SEPTEMBER 11TH

### NM : My September 11th

**Company :** Amythos Media

**Producers :** Amit Breuer, Thomas Wallner

### TV : Trapped

**Company :** Guantanamo Trap Productions Canada

**Producer :** Amit Breuer

**Broadcaster :** HiFiHDTV

## OUR SUSTAINABLE PLANET

### NM : Our Sustainable Planet

**Company :** Helios

**Producers :** Wendy MacKeigan, Jonathan Barker

### TV : Our Sustainable Planet

**Company :** SK Films

**Producers :** Wendy MacKeigan, Jonathan Barker

**Broadcaster :** Discovery Channel

## PLANÈTE DÉBROUILLARD

### NM : Planète Débrouillard

**Company :** Productions Pimiento inc.

**Producer :** Orlando Arriagada

### TV : Amériologie

**Company :** Productions Pimiento inc.

**Producer :** Orlando Arriagada

**Broadcaster :** TV5 Québec Canada



## RAPID PULSE NEWS

### NM: Rapid Pulse News

**Company :** JDM Productions Ltd.

**Producers :** Robert Wertheimer, Richard Mozer,  
David Devine, Malcolm Clarke &  
Cameron Wong

### TV : Sub Prime Life

**Company :** JDM Productions Ltd.

**Producer :** Richard Mozer

**Broadcaster :** The Movie Network / Movie Central

## RBO 3.0

### NM : RBO 3.0

**Companies :** Rock et Belles Oreilles,  
Productions Jacques K. Primeau,  
Écho Média

**Producers :** Jacques K. Primeau and  
Luc Châtelain

### TV : RBO 3.0

**Companies :** Rock et Belles Oreilles,  
Productions Jacques K. Primeau,  
Écho Média

**Producers :** Jacques K. Primeau and Luc Châtelain

**Broadcaster :** SRC

## STORY PLANET

### NM : Story Planet

**Companies :** Trace Pictures, Tapas Productions

**New Media Service Company :** Meru Media

**Producers :** Liz Haines, Justin Stephenson,  
Trisha Emerson

### TV : Story Planet

**Companies :** Trace Pictures, Tapas Productions

**Producers :** Liz Haines, Justin Stephenson,  
Trisha Emerson

**Broadcaster :** TVO

## YOURMIX.CA

### NM : Yourmix.ca

**Company :** Mediasphere Productions

**Producers :** Greg Coyes, Kulchera Matsdon

### TTV: The Mix (Season 3)

**Company :** The Mix 3 Productions Inc.

**Producer :** Greg Coyes

**Broadcaster :** APTN



**NM : 19-2**

**NM Services Company : LVL Studio**

**Broadcaster :** SRC, 10 x 60 minutes

Users become insiders in the underbelly of the city as they patrol the city, judge situations, find clues and take action. Through webisode extensions and an interactive graphic novel, users experience the work of a patrolman. An augmented reality iPhone app takes users on location to experience an incident from the series and become witness to a crime – which may be integrated into the series.

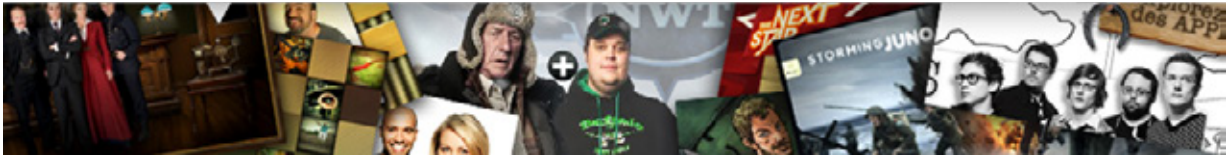
Two policemen who patrol the roughest part of Montreal are confronted with violence and misery, while a mutual friendship and respect develop.

**NM Services Company : E2F Film inc.**

**Broadcaster :** SRC, 90 minutes

The website features 5 short films, an interactive web documentary allowing users to compare the families with each other and watch interviews with various specialists, a participative project allowing users to create their own character and share their opinions and experiences as well as an iPhone app aimed at children.

Based on a true story: when, afflicted by a rare genetic disease, little Alphée is sent to a school for children with intellectual disabilities. After a year of home schooling in a small Swiss village, her parents return to the education system to re-enroll their daughter in protest.



## APPLICATION MOBILE URBANIA

### NM : Application mobile Urbania

**Company :** Toxa inc.

**Producer :** Philippe Lamarre

**NM Services Company** Turbulent Média

### TV : Le Québec en 12 lieux - Season 2

**Company :** UTV inc.

**Producers :** Philippe Lamarre, Josée Vallée

**Broadcaster :** TV5, 13 x 30 minutes

### NEW MEDIA

Mobile application featuring geolocation, videos and text about Quebec and its attractions. Content varies according to the user's location. User can upload photos and anecdotes related to the place.

### TELEVISION

Documentary series exploring 12 Quebec locations from the unique perspectives of the people who live and work there

## ARE WE THERE YET: WORLD ADVENTURE (Cycle III)

### NM : Are We There Yet: World Adventure

**Company :** Sinking Ship (Adventure III)  
Productions Inc.

**Producers :** Blair Powers, JJ Johnson

### TV : Are We There Yet: World Adventure (Season III)

**Company :** Sinking Ship (Adventure III)  
Productions Inc.

**Producers :** Blair Powers, J.J. Johnson,  
Matt Bishop

**Broadcaster :** CBC, 39 x 7 minutes

### NEW MEDIA

Are We There Yet? Web Cycle 3 ventures in a bold new direction with new and enhanced content including a rebuilt spinning globe interface which works on a variety of online and mobile devices, 6 new online country hubs, over an hour of exclusive video, and over 15 new games directly inspired by the TV series.

### TELEVISION

Are We There Yet? World Adventure is a unique show that embraces the world's cultural similarities while at the same time delighting in its differences, inspiring future generations to reach out and learn about our global family. Comprised of 39 x 7' interstitials, our young hosts take us on their unscripted tour of the world.



## BACKPACKERS DIGITAL

### NM : Backpackers Digital

**Company :** Smokebomb Entertainment Inc.

**Producers :** Daniel Dales, Jarrett Sherman

### TV : Backpackers

**Company :** Shaftesbury Films Inc.

**Executive Producers:** Christina Jennings,  
Scott Garvie

**Producers :** Daniel Dales, Jarrett Sherman

**Broadcaster :** Bite TV, 12 x 30 minutes

### NEW MEDIA

On digital and mobile platforms the main component of the experience is a Choose-Your-Own-Adventure version of the linear television episode combined with additional exclusive digital video content, gaming and community making Backpackers a truly 360° transmedia experience.

### TELEVISION

After getting a case of cold feet Ryan and Beth, an engaged couple, agree to part ways for a few weeks of travel prior to their wedding. But after realizing his mistake, Ryan with his best friend in tow, sets off across Europe in search of his missing bride.

## BATTLE CASTLE

### NM : Battle Castle

**Companies :** Medieval Media Inc.,  
Agentic Communications Inc.

**Producers :** Ian Herring, Maija Leivo, Phillip Djwa

### TV : Battle Castle

**Companies :** Medieval Media Inc.,  
Ballista Media Inc.

**Executive Producers :** Ian Herring, Tom Clifford

**Producers :** Maija Leivo, Nathan Williams

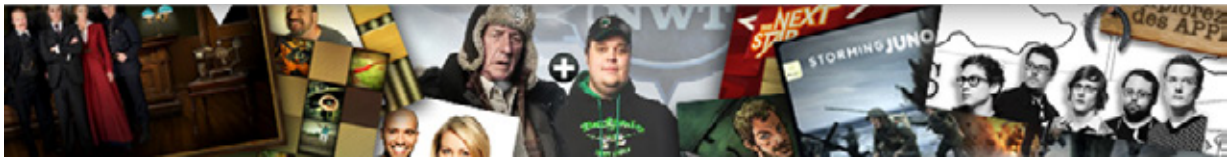
**Broadcaster :** History Television, 6 x 60 minutes

### NEW MEDIA

Through interactive challenges, Battle Castle will inspire interest in castle construction and defense by bridging multiple platforms and compelling storytelling presented with 'ridiculous accuracy' appealing to both initiates and super-fans.

### TELEVISION

Battle Castle is a six-part series that reveals the military engineering behind the world's most amazing castles and details the epic sieges they faced. Host Dan Snow takes the audience through the build of these amazing fortresses and profiles the defensive strategies behind their design.



## CALL OUT: SEARCH AND RESCUE

### NM : Call Out: Search and Rescue

**Company :** Fire One Entertainment Ltd.

**NM Services Company :** Third Wave Communications

**Producer :** Brian Ross

### TV : Call Out: Search and Rescue

**Company :** Fire One Entertainment

**Producer :** Brian Ross

**Broadcaster :** SCN, 13 x 22 minutes

### NEW MEDIA

The Callout website gives viewers a chance to interact with team members and others involved in Search and Rescue through blogs and mobile updates.

### TELEVISION

This series takes the audience out 'in the field' through the filming of actual rescue missions by Search and Rescue (SAR) teams.

## CANADIAN PICKERS ONLINE

### NM : Canadian Pickers Online

**Company :** Cineflix (Canpick) Inc.

**Producers :** Glen Salzman, Spike Stockdale

**NM Service Company :** 28554046 Quebec Inc.

### TV : Canadian Pickers

**Company :** Cineflix (Canpick) Inc.

**Executive Producers :** Simon Lloyd, Marc Poertner

**Producer :** Simon Lloyd

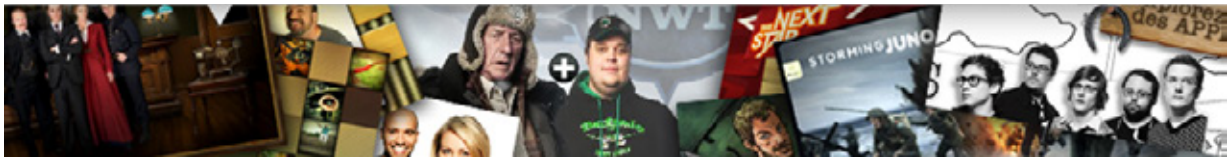
**Broadcaster :** History Television, 13 x 60 minutes

### NEW MEDIA

This full-featured auction engine is powered by a combination of original web content, edutainment and cutting edge community features. This enables Canadian Pickers Online to become the online picking, antiques and collectibles portal in Canada.

### TELEVISION

Based on the popular US format, Canadian Pickers follows Sheldon Smithers and Scott Cozens on a coast-to-coast adventure across Canada as they rummage through barns, basements, attics and sheds in search of rusty gold, and encounter some incredible people and stories along the way.



## CHOCOLATE INTERACTIVE

### NM : Chocolate Interactive

**Company :** Chococolate Media

**Producer :** Lalita Krishna

**NM Services Company :** Bart Soft

### TV : Semisweet: The Other Side of Chocolate

**Company :** Breakout Media

**Producer :** Lalita Krishna

**Broadcaster :** TVOntario, TFO, 1 x 60 minutes

### NEW MEDIA

Chocolate interactive will be the go-to destination for chocolate enthusiasts. Through online and a mobile app, Chocolate Interactive will be the chocolate portal for consumers to become educated connoisseurs and to build knowledge about how to taste, pair, and cook with chocolate.

### TELEVISION

Semisweet follows the journeys of fascinating people intrinsically connected to the world of chocolate. From a gourmet chocolatier, celebrity chocolatier, and the town of Hershey to a cocoa farm on the Ivory Coast, this documentary explores the history, science and geo-politics of the cocoa bean.

## COMEDY IDOL

### NM : Comedy Idol

**Company :** GlassBOX Media Inc.

**Producer :** Jeffrey Elliott

### TV : Comedy Idol

**Company :** GlassBOX Media Inc.

**Executive Producer:** Jeffrey Elliott

**Producers :** Sharon Stevens, Marcia Martin

**Broadcaster :** GlassBOX Television Inc.,  
4 x 30 minutes, 1 x 120 minutes

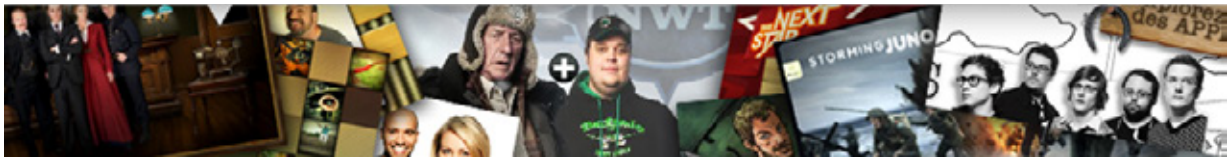
### NEW MEDIA

Comedy Idol is Canada's annual interactive stand-up competition. The Comedy Idol micro-site will enable budding stand up comics to upload their own routines for a chance at entering the competition.

### TELEVISION

A stand up comedy competition, although not a contrived reality series but a pure comedian showdown.





## CRASH CANYON

### NM : Crash Canyon

**Company :** Breakthrough New Media

**Executive Producer :** Michael McGuigan

**Producer :** Dorothy Vreeker

**NM Services Company :** Big Blue Bubble

### TV : Crash Canyon

**Company :** Crash Canyon Productions Inc.

**Executive Producers :** Ira Levy,  
Peter Williamson,  
Joan Lambur

**Producer :** Greg Lawrence

**Broadcaster :** Teletoon, 18 x 30 minutes

### NEW MEDIA

Crash Canyon Adventure is a multiplayer online social game where players create a unique character and join the residents of Crash Canyon where they are sent on quests, play mini-games, craft an escape vehicle or build a home -- and buy, collect and trade a huge array of items.

### TELEVISION

When the Wendell's camper van plummets over a cliff and into a canyon they realize two things: they are alive, and they are not alone! The same fate has befallen others before them, and they are just the newest residents of an impromptu community known as Crash Canyon.

## DU BIG BANG AU VIVANT

### NM : Du Big Bang au Vivant

**Company :** ECP Nouveaux Médias

**Producer :** Jean-Yves de Banville

### TV : Du Big Bang au Vivant

**Company :** 6040390 Canada inc.

**Producer :** Jean-Yves de Banville

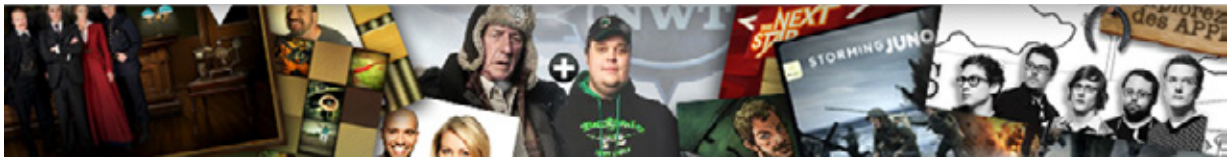
**Broadcasters :** Télé-Québec, 2 x 60 min.;  
TFO, 4 x 30 min.

### NEW MEDIA

An interactive multimedia experience that immerses the visitor in the universe through interviews with internationally renowned scientists, and video and animation to help users understand complex astrophysical issues.

### TELEVISION

Documentary mini-series that leads us to astonishing discoveries about the cosmos. What does the future hold? Are we alone in the universe? When will the world end?



## EAT ST. TWEET

### NM : Eat St. Tweet

**Company :** Paperny Films

**Executive Producer :** David Paperny

**Producers :** Cal Shumiatcher, Audrey Mehle

### TV : Eat St.

**Company :** Fastlane Foods Productions Inc.

**Executive Producers :** Cal Shumiatcher,  
David Paperny,  
Audrey Mehler

**Producers :** Cal Shumiatcher, Trevor Hodgson,  
Lori Lizinski

**Broadcaster :** Food Network Canada,  
13 x 30 minutes

### NEW MEDIA

Eat St. Tweet is a website and mobile application which helps users share tips, access menus, take advantage of special deals, connect with vendors, and join the hottest movement in food today.

### TELEVISION

Eat St. is the Diners, Drive-ins, and Dives of the urban curbside. A hybrid travel and food series, Eat St. follows the adventures of our intrepid host as he shows us the hidden treasures served out of food carts on the side of city streets everywhere.

## EXCLAIM.CA LIVE MUSIC GUIDE AND WIDGET

### NM : Exclaim.ca Live Music Guide and Widget

**Company :** Exclaim! Media Inc.

**Producer :** Ian Danzig

### TV : Exclaim! TV Band Mom

**Company :** Exclaim! Media Inc.

**Producer :** Sam Sutherland

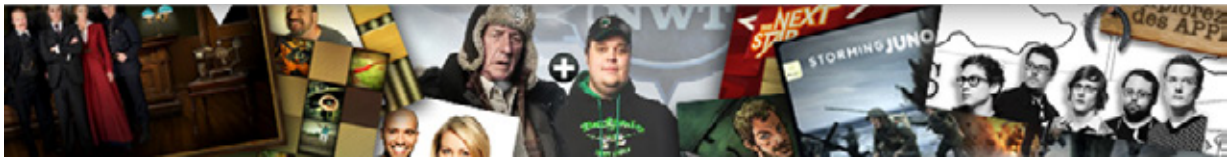
**Broadcaster :** AUX, 13 x 30 minutes

### NEW MEDIA

The website will provide music fans with a robust national database for all live music events. The site will also feature a Live Music Widget that displays music listings that are localized depending on the user's point of origin.

### TELEVISION

Band Mom is a reality series that examines the relationships between musicians and their parents. The show will delve into the childhood and adolescence of established artists through interviews with both parent and artist.



## FINDING STUFF OUT ONLINE

### NM : Finding Stuff Out Online

**Company :** Smiley Guy Studios

**Producer :** Jonas Diamond

### TV : Finding Stuff Out

**Company :** Apartment 11 Productions

**Executive Producers :** Jonathan Finklestein,  
Edward Kay

**Producer :** Jonathan Finklestein

**Broadcaster :** TVOntario, 16 x 30 minutes

## NEW MEDIA

Welcome to the Planet Stuff. It's a world of games, humour and surprises, where all the great questions of the universe are explored (and sometimes even answered!).

## TELEVISION

Finding Stuff Out is a lively science-oriented series which, instead of imposing adult notions on kids about what they should know, gives them what they want: answers to the questions that matter to them the most!

## FRANKLIN & FRIENDS MOBILE

### NM : Franklin & Friends Mobile

**Company :** Watch More TV Interactive Inc.

**Producer :** Caitlin O'Donovan

### TV : Franklin & Friends

**Company :** Nelvana Ltd.

**Executive Producer :** Doug Murphy

**Producers :** Pam Lehn, Jocelyn Hamilton

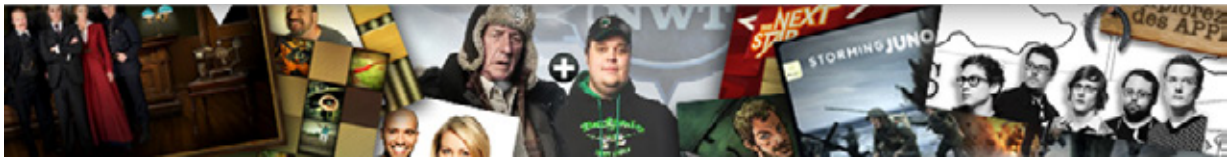
**Broadcaster :** Treehouse TV, 13 x 22 minutes

## NEW MEDIA

Franklin and Friends Mobile features a set of mobile applications designed to enhance and extend the multiplatform narratives and literacy opportunities for the pre-school demographic (ages two to five).

## TELEVISION

Franklin and Friends features heartwarming stories and a delightful cast of characters that keep children 2- to 5-years old laughing and learning. Franklin and Friends, created for the first-time using 3D animation, will re-launch the brand in 2011 on Treehouse in Canada and with many other broadcasters around the world.



## **G2G: EXTRA CREDIT**

### **NM : G2G: Extra Credit**

**Company** : March Entertainment Inc.

**Producers** : Daniel Hawes, Ronald Ruslim

### **TV : G2G (Season II)**

**Companies** : G2G March Productions Inc. &  
G2G Productions PTY Ltd.

**Producers** : Daniel Hawes, Gillian Carr

**Broadcaster** : CBC, 26 x 24 minutes

### **NEW MEDIA**

G2G: Extra Credit is an interactive experience for tweens that combine social networking, gaming and creative writing.

### **TELEVISION**

G2G is an animated series that looks at the bewildering train wreck that is tween life through the eyes of a 12 year-old "Dear Abby".

## **HORS-SÉRIE - PHASE 2**

### **NM : Hors-série**

**Company** : MC2 Communications Média

**Producer**: Jean-Simon Chartier

**NM Services Company** : Prospek

### **TV : Hors-série - season 2**

**Company** : MC2 Communications Média

**Producer** : Jean-Simon Chartier

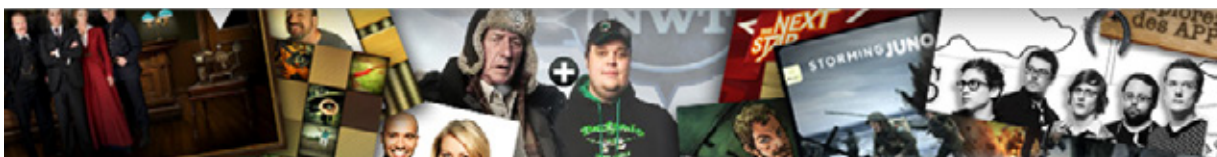
**Broadcaster** : TV5 Québec-Canada,  
13 x 30 minutes

### **NEW MEDIA**

An interactive quiz and remote application widget allow users to participate actively in weekly surveys and a contest exploring various social trends.

### **TELEVISION**

An investigation of various sub-cultures in Quebec discovers a rich universe that is unique and misunderstood and questions how we live in society.



## ICEPILOTS.CA (Season II)

### NM : icepilots.ca

**Company :** Propheads II Productions Ltd.

**New Media Service:** Switch Design United

**Producers :** Gabriela Schonbach, Leigh Badgley

### TV : Ice Pilots (Season II)

**Company :** Propheads II Productions Ltd.

**Executive Producers :** David Gullason,  
Gabriela Schonbach,  
Michael Chechik

**Producer :** David Gullason

**Broadcaster :** History Television, 13 x 60 minutes

### NEW MEDIA

A mobile optimized website which incorporates touchscreen elements, content and social TV inviting viewers to participate in TV viewing with a social media community.

### TELEVISION

Ice Pilots NWT is a docu-series about an airline in the Canadian North flying WWII era planes to service remote outposts, defying bone-chilling temperatures, blizzards and breakdowns.

## IN REAL LIFE - RACE TO THE FINISH

### NM : In Real Life - Race to the Finish

**Company :** Secret Location

**Producer :** James Milward

### TV : In Real Life (Season II)

**Company :** Apartment 11 Productions

**Producers :** Jason Leavy, Maura Kealey

**Broadcaster :** YTV, 10 x 60 minutes

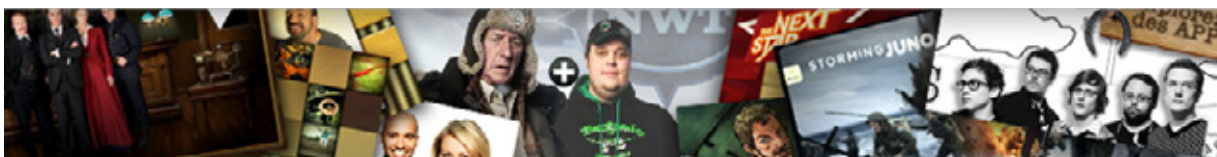
### NEW MEDIA

The website will be a community-based gaming environment with a season long gaming competition that has a direct impact on TV show contestants, and an exclusive online episode.

### TELEVISION

A group of youth race across North America and compete in a series of thrilling real-life challenges to discover the skills, strength, and stamina it takes to make it in the real world - from the ultra glamorous to the ultra disgusting to the ultra dare-devil.





## INSIDE DISASTER

### NM : Inside Disaster

**Company :** WDS Productions

**New Media Service Company :** PTV Productions

**Producers :** Andrea Nemtin, Katie McKenna

### TV : Inside Disaster

**Company :** WDS Productions

**Producers :** Andrea Nemtin, Nadine Pequenezza

**Broadcaster :** TVO, 3 x 50 minutes

### NEW MEDIA

The interactive website combines photo, video and story-telling from the 2010 Haiti earthquake with cutting-edge research, debate, and visualization tools to serve the global audience interested and engaged in the world of humanitarian aid, with a definitive account of the earthquake, its aftermath and the country's recovery.

### TELEVISION

Within 48 hours of a major natural disaster, the Red Cross Field Assessment and Coordination Team (FACT) is on the ground. This documentary series follows the stories of both FACT workers and aid recipients in the aftermath of the 7.0 magnitude earthquake that devastated Haiti.

## J'AI LA MÉMOIRE QUI TOURNE - PHASE 2

### NM : J'ai la mémoire qui tourne - phase 2

**Company :** 9212-2175 Québec inc.

**Producers :** Marc Beaudet, Éric Ruel

### TV : J'ai la mémoire qui tourne - season 2

**Company :** Productions de la ruelle

**Producer :** Éric Ruel

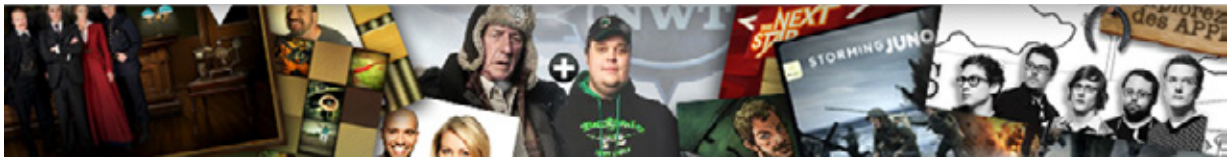
**Broadcaster :** Historia, 4 x 47 minutes

### NEW MEDIA

More than 2,500 family films will be added to the data bank, based on themes such as Americanization or the Automobile, with webisodes, blogs, articles and invited commentaries and tags.

### TELEVISION

The collective personality of Quebec society in the 20th century is revealed through family movies and public personalities who comment on what they see.



## JACK L'EXPLORATEUR

### NM : Jack l'explorateur

**Company** : PVP Jack inc.

**Producer** : Sam De Champlain

**NM Services Company** : PVP interactif

### TV : Jack

**Company** : PVP Jack inc.

**Producer** : François Trudel

**Broadcasters** : SRC, Knowledge, TVOntario;  
52 x 11 minutes

### NEW MEDIA

Children take part in an important mission to explore the Earth. The child becomes an avatar on the screen, where he can then take part in various missions, leaf through encyclopaedic files and collect points in order to feed Chip, his little friend. The child can also complete the Jackopedia using stickers obtained after successfully completing various mini-games.

### TELEVISION

3D animated series. Charming character Jack, accompanied by his dog Rocket and his robot assistant Chip, came from another planet to explore the Earth. He becomes an amusing tour guide for children, who will discover with him our planet, its inhabitants and various phenomena.

## JUSTIN TIME ONLINE

### NM : Justin Time Online

**Company** : zinc Roe Productions

**Producer** : Anne-Sophie Brieger

### TV : Justin Time

**Company** : Guru Productions Limited

**Producers** : Mary Bredin, Frank Falcone

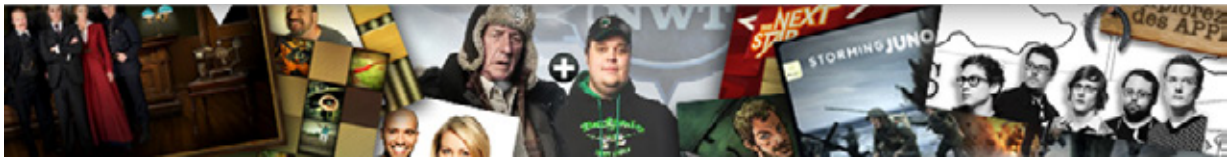
**Broadcaster** : Family Channel, 26 x 11 minutes

### NEW MEDIA

Users explore, play and travel back in time with the characters from the television series with a series of interactive adventures. Using new movement-based gaming technologies, webcams can track the child's movements. Webcam mini-games, iPhone and iPod Touch Apps.

### TELEVISION

Justin Time is all about pre-school fun and friendship, and imaginations that are about to run wild! As our explorers set out on their adventures, kids will learn that life lessons and values have no expiration date, and that true friendship is timeless.



## KABOUM 2010

### NM : Kaboum 2010

**Company :** Productions Pixcom

**Producer :** Thérèse Pinho

**NM Services Company :** LVL Studio

### TV : Kaboum - Season 5

**Company :** Productions Pixcom

**Producer :** Thérèse Pinho

**Broadcaster :** Télé-Québec, 50 x 30 minutes

### NEW MEDIA

The mission-based spy game, the Quest for the Karma-Spies, has evolved and is being adapted for young children. They confront characters from the series and must participate in action, find clues and accumulate specific objects.

### TELEVISION

Comedy series for children. The basement of a grocery store hides the den of the Karmadors, a group of superheroes with superpowers. Their mission is to save the earth and its inhabitants from the evil villains, the Krashmals.

## KAMPAÏ - NOUVEAU SITE ET GUIDE

### NM : Kampaï - nouveau site et guide

**Company :** Productions Pixcom

**Producer :** Thérèse Pihno

**NM Services Company :** LVL Studio

### TV : Kampaï, à votre santé ! - Season 2

**Company :** Productions Pixcom

**Producer :** Thérèse Pihno

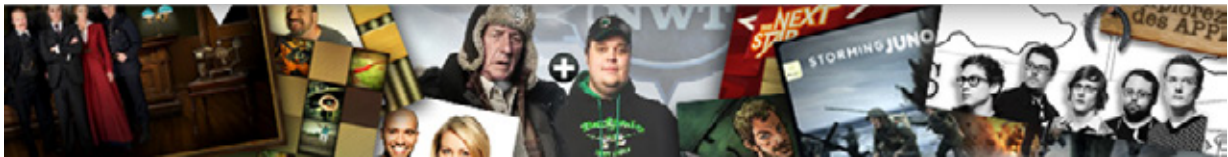
**Broadcaster :** SRC, 27 x 60 minutes

### NEW MEDIA

A recipe book, nutritional information, a customized profile function, personal recipe collections, an interactive grocery list and various culinary tools will be available on the web and as an iPhone app.

### TELEVISION

Every week, the health and nutritional values of a particular food are presented by a scientific expert and it is used in easy to cook recipes.



## LE CLUB TACTIK

### NM : Le Club Tactik

**Company :** Vivaclac 1 inc.

**Producers :** Jean-Pierre Morin, Francine Forest,  
Nicholas Vachon

**NM Services Company:** Turbulent Média

### TV : Tactik - Season 3

**Company :** Vivaclac 1 inc.

**Producers :** Francine Forest,  
Marie-Soleil St-Michel,  
Dominique Gagné

**Broadcaster :** TQ, 120 x 30 minutes

### NEW MEDIA

A multi-player game and live interactive forum with evolving avatars based on the series' characters. Exclusive video clips allow fans to enter the lives of the characters.

### TELEVISION

Comedy series about the young members of a soccer team whose philosopher coach thinks that it's how you play the game, not whether you win, that counts! We follow them on the soccer field, in the park and at home with their families and friends.

## LE SEXE AUTOUR DU MONDE

### NM : Le sexe autour du monde

**Company :** 9098-2158 Québec Inc.

**Producers :** France Choquette and Jean Roy

**NM Services Company:** Absolutnet

### TV : Le sexe autour du monde

**Company :** 9098-2158 Québec inc.

**Producers :** France Choquette and Jean Roy

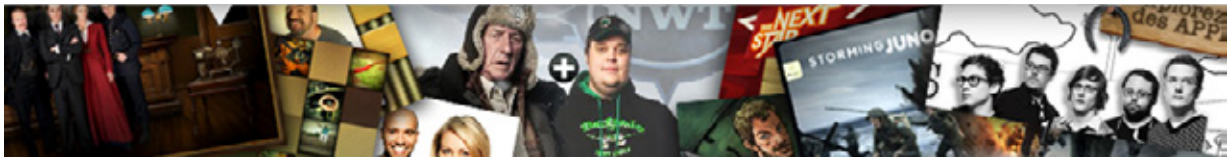
**Broadcaster :** TV5, 8 x 60 minutes

### NEW MEDIA

Fifteen exclusive webisodes, a large-scale quiz and a lot of informational content are presented within two contexts : educational and user-evaluated videos.

### TELEVISION

Documentary series observing and documenting the cultural and ethnological aspects of sexual practices and taboos in eight different countries.



## LES APPENDICES

### NM : Les Appendices

**Company :** Productions Marie Brissette inc.

**Producer :** Marie Brissette

**MN Services Company :** ODD1 inc.

### TV : Les Appendices - Season 2

**Company :** Productions Marie Brissette inc.

**Producer :** Marie Brissette

**Broadcaster :** Télé-Québec, 12 x 23 minutes

### NEW MEDIA

A meta-game, board game style, with 12 mini games featuring the Appendices characters, original video content, viral content and Facebook news bulletins.

### TELEVISION

Comedy series with a collection of absurd, unexpected and disjointed short sketches.

## LES RESCAPÉS

### NM : Les Rescapés

**Company :** Les Rescapés I inc.

**Producers :** Joanne Forgues, Marc Poulin,  
Christiane Asselin

**NM Services Company:** Turbulent Média

### TV : Les Rescapés

**Company :** Les Rescapés I inc.

**Producers :** Joanne Forgues, Marc Poulin

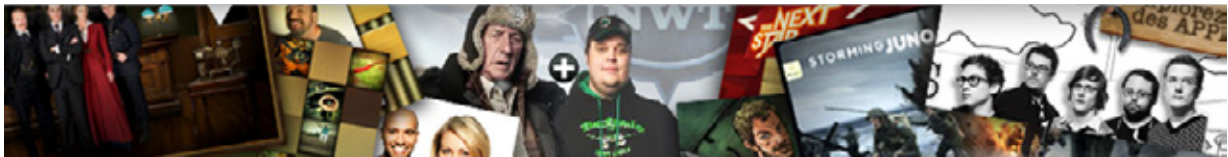
**Broadcaster :** SRC, 13 x 60 minutes

### NEW MEDIA

A rich environment that allows fans to virtually explore the neighbourhood, objects, lifestyles and music of the 1960's. Viewers are invited to indicate what they would save from 1964. Thirteen videos will re-popularize songs from the era performed by today's popular performers.

### TELEVISION

A Montreal police inspector and his family are mysteriously transported from 1964 to 2010. In order to return, they have to find the one who organized their voyage to the future - a difficult mission that may bring the family closer to each other.



## LOST GIRL MOTION COMIC

### NM : Lost Girl Motion Comic

**Company :** Fire Development Inc.

**Executive Producers :** Jay Firestone,  
Trevor Fencott

**Producers :** Brian Lynch, Don Henderson

**NM Services Company :** Bedlam Games

### TV : Lost Girl

**Company :** Bo Series Inc.

**Producer :** Wanda Chaffey

**Broadcaster :** Canwest, 12 x 60 minutes

### NEW MEDIA

The website will feature interactive Motion Comics that deliver additional exclusive content. They introduce viewers to unique elements within the Lost Girl universe and allow visitors to participate directly to uncover hidden information about the show.

### TELEVISION

A young woman discovers she is a supernatural being called a succubus who survives by feeding on the energy of humans—sometimes with fatal results. Bo struggles with her desire to live more like a 'human', her resistance to choosing between the 'light' and 'dark' factions of her supernatural clan, and her search for her own mysterious origins.

## MIXMANIA 2

### NM : Mixmania - phase 2

**Company :** Zone 3 XXVIII Inc.

**Producer :** Robert Montour

**NM Services Company :** Turbulent Média

### TV : Mixmania - Season 2

**Company :** Zone 3 XXVIII Inc.

**Producer :** Robert Montour

**Broadcaster :** VRAK.TV, 10 x 60 minutes

### NEW MEDIA

Fans will follow their favourite competing band online. Sections called Vote, Notebooks and Person-to-Person will allow users to vote for the various contestants, view a blog and a multimedia scrapbook for each contestant, chat live during the telecast, and take part in a live video conversation immediately following said telecast.

### TELEVISION

MixMania tracks the rise of 2 music bands made up of four boys and four girls. Accompanied by professionals, these young aspiring singers will enjoy a unique learning experience, by going behind the scenes of the recording and showbiz industries.





## MOUKI - LE SITE WEB

### NM : Mouki - the website

**Company :** 7059213 Canada Inc.

**Producer :** Carole Thibeault

**NM Services Company:** Intervention

### TV : Mouki - Season 3

**Company :** 7059213 Canada Inc.

**Producers :** Carole Thibeault, Jason Brennan

**Broadcaster :** APTN, 13 x 22 minutes

### NEW MEDIA

The website allows children to extend their experience of the world depicted in the show, through various educational games and activities that contribute to the development of a child's abilities and motor skills while allowing him to interact with his favorite characters.

### TELEVISION

For children aged 2 to 5. Mouki is an innocent and curious racoon who likes to sing and dance. In Mamie-Rose's backyard, along with his friends Alexandra and Maxime, he enjoys many exciting adventures filled with discoveries and surprises.

## MURDOCH MYSTERIES EXTENDED

### NM : Murdoch Mysteries Extended

**Company :** Smokebomb Entertainment

**NM Services Company :** Kolody

**Producers :** Daniel Dales, Jarrett Sherman

### TV : Murdoch Mysteries (Season IV)

**Company :** Shaftesbury Films Inc.

**Producer :** Laura Harbin

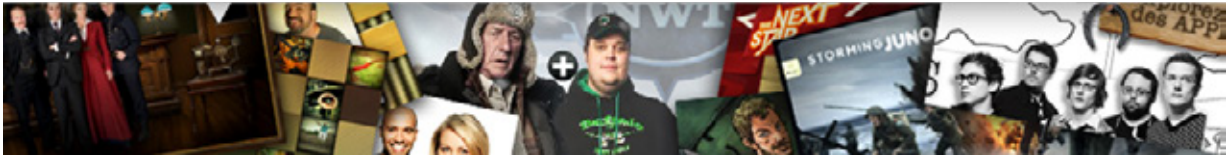
**Broadcaster :** City TV, 13 x 60 minutes

### NEW MEDIA

Murdoch Mysteries Extended is a transmedia experience with a parallel episode created through 13 mini serialized webisodes woven through the TV series and expanded online. Viewers will be pushed online via on-air throws and in-episode references. In addition, users will be able to explore interactive forensic modules and the Producer Talkback series.

### TELEVISION

This series, based on the mystery novels by Maureen Jennings, follows William Murdoch, a police detective working in Toronto, Ontario, circa 1895, who develops forensic investigative techniques.



## MUSEUM SECRETS INTERACTIVE

### NM : Museum Secrets Interactive

**Company :** Kensington Communications Inc.

**Producers :** David Oppenheim, Robert Lang

**NM Services Company :** NDi Media

### TV : Museum Secrets

**Company :** CJ Mudpit Productions Inc.

**Producers :** Robert Lang, Steven Gamester

**Broadcaster :** History Television, 6 x 60 minutes

### NEW MEDIA

Users can assemble a great virtual band online and skyrocket to superstardom too! The online band can use the music mixer to create original music and battle its way to the top, rocking their way past monsters, zombies, ninjas and most of all other player's bands along the way! Lots of musical mini-games.

### TELEVISION

When four quirky "real world" teens form a virtual band called "M.U.D.P.I.T." while playing their favorite online interactive music game, they don't know what to expect; especially when they create a song that makes them overnight sensations!

## MUSIKA ONLINE

### NM : Musika Online

**Company :** Cookie Jar Entertainment

**Executive Producer:** Kenneth Locker

**Producers :** Neil Smolar, Paul Mackie

**NM Services Company :** NDi Media

### TV : Mudpit

**Company :** CJ Mudpit Productions Inc.

**Producer :** Michael Hirsch

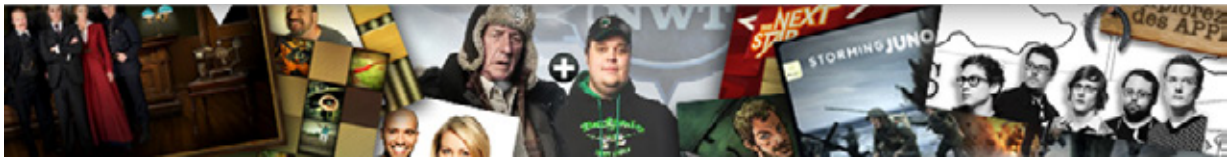
**Broadcaster :** Teletoon, 1 x 90, 13 x 30 minutes

### NEW MEDIA

Users can assemble a great virtual band online and skyrocket to superstardom too! The online band can use the music mixer to create original music and battle its way to the top, rocking their way past monsters, zombies, ninjas and most of all other player's bands along the way! Lots of musical mini-games.

### TELEVISION

When four quirky "real world" teens form a virtual band called "M.U.D.P.I.T." while playing their favorite online interactive music game, they don't know what to expect; especially when they create a song that makes them overnight sensations!



## MY BABYSITTER'S A VAMPIRE INTERACTIVE

### NM : My Babysitter's a Vampire Interactive

**Company :** MBV Vampire Interactive Inc.

**NM Services Company :** Secret Location Inc

**Producer :** James Milward

### TV : My Babysitter's a Vampire

**Company :** MBV Productions Inc.

**Executive Producers :** Brian Irving, Tom McGillis,  
Jennifer Pertsch,  
George Elliott

**Producers :** Lynn Mallay, Manny Danelon

**Broadcaster :** Teletoon, 1 x 90 minutes &  
13 x 30 minutes

## NEW MEDIA

Humans vs. Vampires teams will battle it out via a 3D multilayer combat game to determine the outcome of the final TV episode. Real-time game results change the visual of the site - sunny if humans are winning, dark, if the demons are winning. Users will also have access to time released backgrounds, fighting tools, a movie poster mash-up, fake street-interviews, on-air codes to unlock special online powers, how-to video to make 3D glasses and forums.

## TELEVISION

My Babysitter's A Vampire! is a special effects enhanced live-action MOW, followed by a 13 episodic adventure comedy for tweens. It follows the heroics of three geeky, sci-fi loving dudes and their "hot" vampire babysitter as they defend their town against supernatural phenomena.

## NOUS AVONS LES IMAGES

### NM : Nous avons les images

**Company :** Bubbles Projets II inc.

**Producer :** Ginette Gauthier

**NM Services Company:** Turbulent Média

### TV : Nous avons les images

**Company :** Bubbles Television

**Producer :** Ginette Gauthier

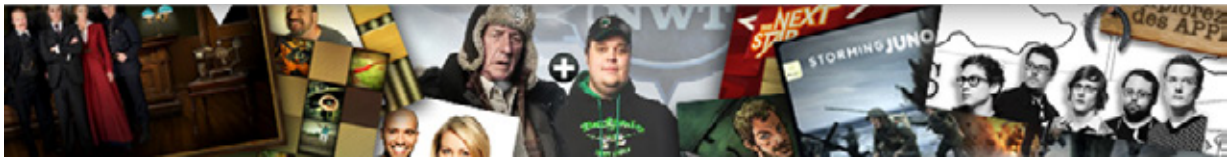
**Broadcaster :** Super Écran, 8 x 80 minutes

## NEW MEDIA

Using the "Be the Headline" application, web users star in their own interactive and funny news report, designed to reflect the tone of the show.

## TELEVISION

Past headline-making news in Quebec revisited. Surrounded by a team of collaborators, comedians, actors and guest artists, host Anthony Kavanagh creates funny skits based on said headlines.



## NUNAVUT QUEST

### NM : Nunavut Quest

**Company :** Piksuk Media Inc.

**Producers :** Joeline Sanguya, Charlotte Dewolff

**NM Services Company :** Telos International Inc.

### TV : Nunavut Quest

**Company :** 7517457 Canada Inc.

**Executive Producer :** Charlotte Dewolff

**Producers :** Joeline Sanguya, Charlotte Dewolff

**Broadcaster :** APTN, SRC, 6 x 22 minutes

### NEW MEDIA

The purpose of Nunavut Quest (Race Across Baffin) is to engage aboriginal youth in traditional land-based activities featuring a full on racing/strategy video game only with fast dogs instead of fast cars.

### TELEVISION

Nunavut Quest follows six teams in an Inuit style dog sledding race as they face the challenges of the arctic : blizzards, polar bears, cracking ice and more in a race between Pond Inlet and Clyde River.

## PILLARS OF FREEDOM

### NM : Pillars of Freedom

**Company :** Smiley Guy Studios Inc.

**Producer :** Jonas Diamond

### TV : Pillars of Freedom (Season II)

**Companies :** Smiley Guy Studios Inc.,  
Nexus Media

**Producer :** Donald Duchene

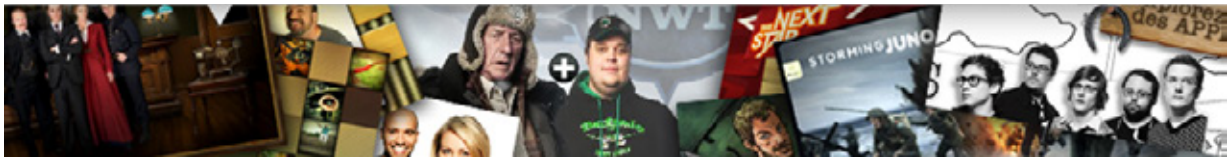
**Broadcaster :** TVOntario, 10 x 5 minutes

### NEW MEDIA

Democracy is explored through users casting web votes to determine the solution of TV episodes, exploring real world issue content, and playing 10 time released episodic quests and mini-games. The site will also include the creation of an e-learning tool with curriculum ties.

### TELEVISION

Pillars of Freedom follows two dragons on their quest to find an artifact that will unleash the power of freedom and democracy. Each episode is an unresolved story that depends on website viewer votes for a solution.



## PLANET ECHO

### NM : Planet Echo

**Company** : Echo Interactive Inc.

**Executive Producer** : Charles Clément

**Producers** : Simon Burgess, Adam Duguay,  
Chris Greaves

### TV : Planet Echo

**Companies** : MRV ECHO One Inc.,  
Positive ECHO One Inc.

**Producers** : Charles Clément,  
Christopher Greaves

**Broadcaster** : APTN, 13 x 30 minutes

### NEW MEDIA

Tweens will be able to create a profile, play quizzes, collect points, become 'fans' of a specific site area, watch "bloopers" videos, explore 8 microsites for correlated TV segments, and use Echo Codes from TV to unlock "chose-an-alternate-ending" feature online.

### TELEVISION

Planet Echo is infused with high adventure, cool factoids and science. The series follows the Clément Brothers embarking on extra-ordinary live action adventures and features skits with a mad eco-scientist, historical stories starring two skater-kid puppets and animal profiles featuring a remarkable 14 year old boy with an ability to mimic animal voices!

## PRIX GÉMEAUX - 25 ANS D'EXCELLENCE

### NM : Prix Gémeaux - 25 years of excellence

**Company** : ACCTV Productions inc.

**Producers** : Patrice Lachance, Caroline Gaudette

**NM Services Companies** : Turbulent Média,  
Productions Version 10

### TV : The 25e Prix Gémeaux

**Company** : ACCTV Productions inc.

**Producer** : Patrice Lachance

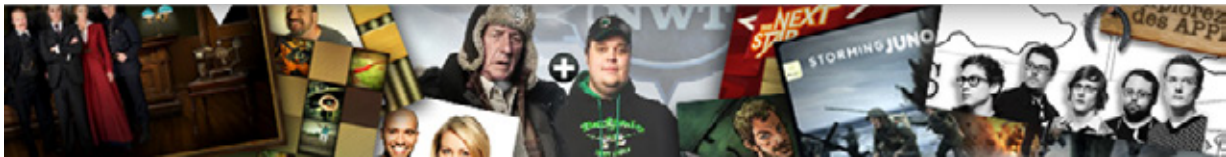
**Broadcaster** : SRC, 1 x 180 minutes

### NEW MEDIA

Users can participate in an interactive timeline, a quiz about the history of television, a real-time blog, exclusive web interviews, Facebook apps and Twitter, archival content and select their camera angles during the gala. A legacy project for the Prix Gémeaux.

### TELEVISION

The 25th annual Prix Gémeaux Awards celebration honours and awards the outstanding television programs and talents of 2009-2010.



## SPLATALOT INTERACTIVE

### NM : Splatalot Interactive

**Company :** Marblemedia Interactive Inc.

**Executive Producers :** Matthew Hornburg,  
Mark Bishop, Ted Brunt

**Producer :** Sasha Boersma

### TV : Splatalot Interactive

**Company :** Marblemedia Splatalot I Inc.

**Executive Producers :** Matthew Hornburg,  
Mark Bishop

**Producers :** Stephen Turnbull, Steve Sloan

**Broadcasters :** YTV, BBC, ABC 26 x 22 minutes

### NEW MEDIA

Splatalot is an exciting slapstick convergent experience set in a modern medieval Kingdom challenging kids aged 8-12 to overcome obstacles and escape Defenders to claim the throne and be named King or Queen of Splatalot through a group of online games and a video editor highlight shaker.

### TELEVISION

Splatalot is a medieval-themed physical game show geared to the tween audience, featuring an extreme obstacle course with fun, physical wipe-outs and spills and splats.

## STORMING JUNO INTERACTIVE

### NM : Storming Juno Interactive

**Company :** Secret Location

**Executive Producers :** James Milward,  
Christopher Gagogz

**Producer :** James Milward

### TV : Storming Juno

**Company :** Storming Juno Productions Inc.  
(E1 Entertainment)

**Executive Producers :** Laszlo Barna,  
Steven Silver,  
Tim Wolochatiuk

**Producer :** Christopher Gagogz

**Broadcaster :** History Television, 1 x 120 minutes

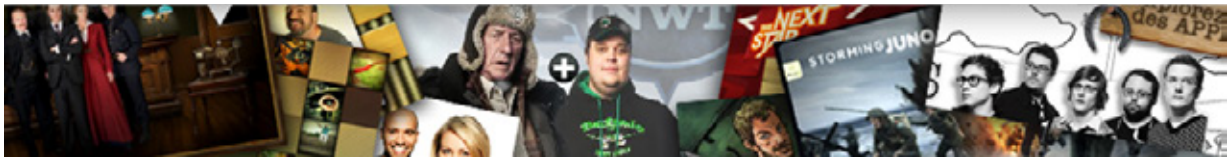
### NEW MEDIA

A short film will merge into a mouse-based navigation system within a 3D “dome” of Juno beach. Hotspots will allow users to watch and/or listen to first-person veteran accounts. Juno Beach and D-Day information, behind the scenes content, and a forum will round-out the user experience.

### TELEVISION

Storming Juno is a film about three young men's experiences on the front lines at Normandy. These individual stories are interwoven to provide the viewer with a real-time experience of the day – from the Channel crossing, to the landing, into the heart of battle.





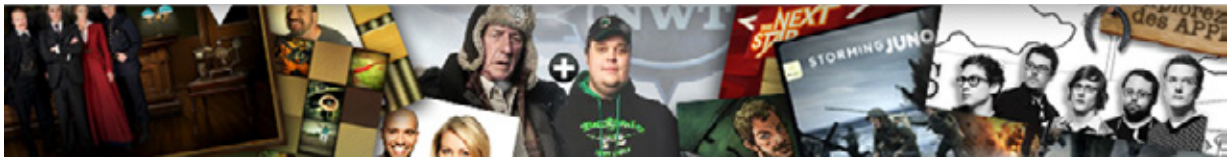
## NM : Superbodies: Fantastic Voyage

## TV : Superbodies

## TATI'S HOTEL

## NM : Tati's Hotel

## TV : Tati's Hotel



## THE DRUNK AND ON DRUGS HAPPY FUNTIME HOUR

### NM : The Drunk and on Drugs Happy Funtime Hour

**Company :** Happy Funtime Productions 2007 Inc.

**Executive Producer:** Paul Pope

**Producers :** Paul Pope, Mike Smith, John Paul Tremblay, Robb Wells

**NM Services Company :** Stitch Media

### TV : The Drunk and on Drugs Happy Funtime Hour

**Company :** Happy Funtime Productions 2007 Inc.

**Producer :** Paul Pope

**Broadcaster:** Showcase, 6 x 30 minutes

### NEW MEDIA

The companion site will feature an alternate reality game that engages users in the plot as investigators who follow the trail of a story across fictional websites. As it plays out, the ARG becomes an 'extra episode' that weaves in and out of the series.

### TELEVISION

This comedy series comes from the team behind Trailer Park Boys. It is a genre breaking and innovative mix of sketch and narrative comedy. The series follows three characters as they try to put together a television show for kids, while ingesting "happy berries".

## THE LISTENER II

### NM : The Listener II Online

**Company :** Smokebomb Entertainment Inc.

**Executive Producer :** Shane Kinnear

**Producers :** Daniel Dales, Jarrett Sherman

### TV : The Listener II

**Company :** Shaftesbury Listener II Inc.

**Producers :** Laura Harbin, Adam Haight, Peter Meyboom

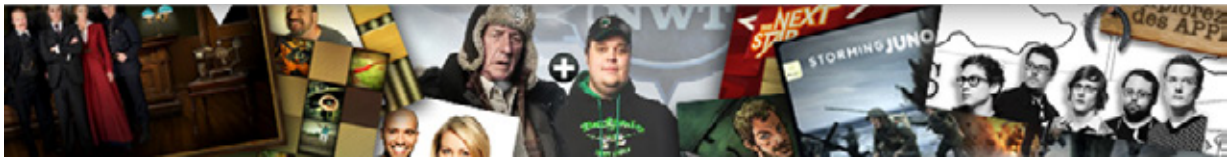
**Broadcaster :** CTV, 13 x 60 minutes

### NEW MEDIA

Users have access to information about the series, its characters, actors and episodes through the use of video, text and photography. Users can also play the multi-level Telepathy Decoder Game, where they take on the role of Toby Logan and use his powers to solve increasingly difficult image puzzles.

### TELEVISION

Telepath Toby Logan is no longer satisfied by stumbling onto cases by happenstance. Toby is also quietly rebelling by allowing himself to use his gift in less-than-ethical ways – playing a little casino blackjack, getting to know the inner secrets of random women.



## THE NEXT STAR (CYCLE III)

### NM : The Next Star

**Company :** Tricon Television41 Inc.

**Executive Producers :** Shaam Makan,  
Daniel Shoesmith

**Producer :** Venicia Wood

**NM Services Company :** PixelPushers Inc.

### TV : The Next Star (Season III)

**Company :** Tricon Television43 Inc.

**Producers :** Shaam Makan, Aviva Frenkel

**Broadcaster :** YTV, 15 x 60 minutes

### NEW MEDIA

The new and improved website provides the audience with a features area, video player, “instant voting” for Virtual Next Star and Think You Know the Show? contests, new games, downloads and exclusive content unlocked by codes embedded in behind the scene videos. A version of the site for mobile will also be created.

### TELEVISION

This is a series about finding and nurturing Canada’s next multi-talented superstar! Promising young Canadians are put through a “star school” where they are coached by high level industry experts. Viewers choose the winner, who will be declared “The Next Star” and given a recording contract.

## THE PRIME RADICALS INTERACTIVE WEBSITE

### NM :Prime Radicals Interactive Website

**Company :** GAPC Entertainment Inc.

**Producers :** Ken Stewart, Hoda Elatawi,  
Jamie Worling

**NM Services Company :** Aweburn Design &  
Multimedia

### TV :The Prime Radicals

**Company :** GAPC Entertainment Inc.

**Producers :** Ken Stewart, Hoda Elatawi

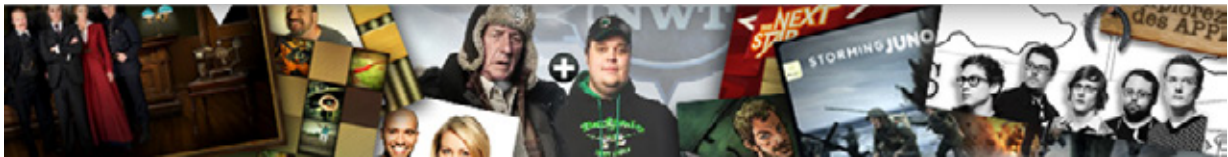
**Broadcasters :** TVO, SCN, Knowledge Network,  
ACCESS, 26 x 15 minutes

### NEW MEDIA

Math education made fun! Users will learn facts through “cool cards”, participate in surveys about graphing and percentages, play math mini games and a multi player board game, explore a three dimensional workshop, while parents and teachers investigate the resource centre.

### TELEVISION

This humorous live action series for kids aged 6-8 uses hands-on, real-world scenarios to show how math is used for everything from music to police work.



## TIGA TALK 3 INTERACTIVE

### NM : Tiga Talk 3 Interactive

**Company :** Tiga Talk 3 Inc.

**Executive Producers :** Hilary Pryor, Peter Strutt

**Producer :** Mike Wavrecan

**NM Services Company :** Tactica Interactive Communications

### TV : Tiga Talk 3

**Company :** Tiga Talk 3 Inc.

**Producers :** Hilary Pryor, Irene Green, Vanessa Loewen

**Broadcaster :** APTN, 13 x 22 minutes

### NEW MEDIA

An iPhone app for pre-school children that encourages sound recognition and mimicry. Available in English and Cree, the app will allow a child's response to be recorded and evaluated through audio recognition algorithms. Correct answers and longer play will access new levels, backgrounds, images, and original video.

### TELEVISION

Tiga the wolf pup is a stuffed toy that turns into a talking interacting puppet ...but only around children. Each episode will solve a problem and a theme to explore through on-location cultural activities, games, and adventures.

## TOUT SUR MOI

### NM : Tout sur moi

**Company :** Productions Trio IV inc.

**Producer :** Josée Vallée

**NM Services Companies :** Turbulent, Toxa

### TV : Tout sur moi - Season 4

**Company :** Productions Trio IV inc.

**Producer :** Josée Vallée

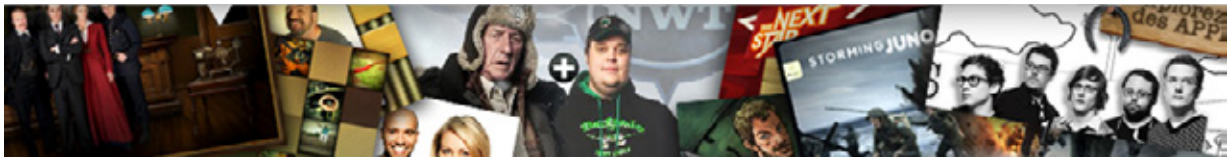
**Broadcaster :** SRC, 13 x 30 minutes

### NEW MEDIA

A database of video and audio clips, images and music from the series and online editing tools allow fans to edit and share their own trailers and webisodes for the show. A trailer competition will select the promo for the season.

### TELEVISION

The lives, loves, professional challenges and the highs and lows of acting careers, are dramatized through the adventures of three actors who are also friends in real life.



## UN GARS LE SOIR

### NM : Un gars le soir

**Company :** 9067-2841 Québec inc.

**Producers :** Luc Wiseman, Hugo Roberge and Monic Lamoureux

**NM Services Companies :** Version 10, V10 Médias

### TV : Un gars le soir

**Company :** 9067-2841 Québec inc.

**Producer :** Luc Wiseman

**Broadcaster :** V Télé, 70 x 30 minutes

### NEW MEDIA

The host welcomes internet users into his garage where they access various amusing content. They can play a pinball machine, record online audio messages, vote for the calendar girl, undertake comical tasks or access mobile content.

### TELEVISION

Variety show located in the garage of host Jean-François Mercier, where he welcomes guests to discuss events and life in general, with his humorous perspective.

## YOGA, LE SITE

### NM : Yoga, the website

**Companies :** Toast Studio inc. and Production Information inc.

**Producers :** Alexandre Gravel, Nadège Pouyez, Nathalie Barton

**NM Services Company :** Toast Studio

### TV : Yoga, the film

**Company :** Production Information inc.

**Producers :** Ian Quenneville, Nathalie Barton

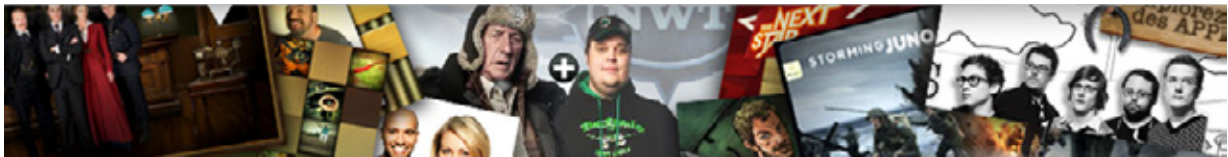
**Broadcaster :** SRC, 90 minutes

### NEW MEDIA

A meeting place for yoga enthusiasts, allowing them to create their own portrait and to contribute to the web documentary.

### TELEVISION

YOGA, the film, a choral movie where music takes us into the world of yoga as reinvented by western society.



## YONGE STREET ONLINE

### NM : Yonge Street Online

**Company :** 1809409 Ontario Inc.

**Producers :** David Brady, Brendan Brady

**NM Services Company :** DesignAxiom

### TV : Yonge Street

**Company :** 1809409 Ontario Inc.

**Executive Producer :** Jan Haust

**Producer :** David Brady

**Broadcaster :** Bravo, 3 x 60 minutes

## NEW MEDIA

Intended to allow the audience to see and hear extra material that couldn't be included in the television program. It's also a user-generated archive that promotes individuals to place themselves in specific locations and dates up and down Yonge Street.

## TELEVISION

Toronto R&B and Rock 'n Rock were born of the burlesque houses, theatres and nightclubs of Yonge Street in the 50's and 60's. It was music that defined a generation. The series will look at the early years of artists and musicians, including future stars Neil Young, Robbie Robertson, Joni Mitchell and Gordon Lightfoot.





**Academy of Canadian Cinema and Television**

- Prix Gémeaux 2010
- 25th Annual Gemini Awards

**ATLANTIC FILM FESTIVAL**

- Strategic Partners

**BANFF WORLD TELEVISION FESTIVAL**

- NEXTmedia Banff 2010
- NEXTmedia Toronto 2010
- Canadian New Media Awards 2010

**CANADIAN FILM AND TELEVISION PRODUCERS ASSOCIATION**

- Digital Strategies for Film and Television Properties

**CANADIAN MEDIA PRODUCTION ASSOCIATION**

- Prime Time in Ottawa 2011

**DOC CIRCUIT MONTREAL**

- Doc Circuit Montreal 2010

**DOCUMENTARY ORGANIZATION OF CANADA**

- docSHIFT

**HOT DOCS INTERNATIONAL DOCUMENTARY FESTIVAL**

- Hot Docs International Documentary Festival - Industry Sessions

**INTERACTIVE ONTARIO INDUSTRY ASSOCIATION**

- Cross Media Toronto
- inPLAY 2010
- IN 2010
- iLunch 9.0

**OTTAWA ANIMATION FESTIVAL**

- Ottawa Animation Conference

**REGROUPEMENT DES PRODUCTEURS MULTIMEDIAS (RPM)**

- NUMIX 2010
- Prix NUMIX 2011

**SMPIA - SASKATCHEWAN MOTION PICTURE INDUSTRY ASSOCIATION**

- Workshop : Cross Media Content and How to Profit from Producing it

**WHISTLER FILM FESTIVAL**

- Film Forum



**WOMEN IN FILM AND TELEVISION - TORONTO**

- Convergent Media Program

**YOUTH MEDIA ALLIANCE**

- Media Jeunes 2010

- English Awards of Excellence 2010