

OMDC plays an important role in Ontario's book publishing, music, interactive digital media, film, magazine publishing and television industries

OMDC Connects Music and Film / TV Industries at NXNE

Ontario Media Development Corporation is playing matchmaker at this year's North by NorthEast (NXNE) music festival. In partnership with the Canadian Independent Record Production Association (CIRPA), the Documentary Organization of Canada (DOC), Women in Film and Television—Toronto (WIFT-T) the National Film Board of Canada (NFB) and NXNE, OMDC is bringing the film/TV and music industries together at "The Reel Music Event."

The June 11 event, part of the NXNE conference, represents a great opportunity for Ontario's music industry to connect with the film and television industries. "We're bringing together local film and television producers, directors and music supervisors with domestic music labels, managers and publishers," says Marcelle Lean, Chair of OMDC. The one-on-one business meetings will be pre-arranged by OMDC.

"Experience has shown that there is good revenue potential in connecting these groups. We've flown up music supervisors from LA with the Market Access Program for this kind of thing before, but we haven't focused on the domestic industry until now," says Lean. Over the last two years, OMDC has organized events to strategically target revenue for the music industry from film, television, commercials and video game licensing.

Donna Murphy, VP Operations at CIRPA sees a lot of potential in the NXNE event. "By bringing Canadian music companies face-to-face with Canadian film and television producers, directors and music supervisors at NXNE, we are creating

opportunities for Canadian music companies to make key contacts, expose new acts and generate additional revenue streams. This makes great business sense," says Murphy.

The Reel Music Event will be held at the Holiday Inn on King St. (NXNE headquarters), from 3 to 5 p.m. An additional networking event will be held at NFB, for members of the film/TV and music industries. The agenda closes with the premiere Canadian screening of *Pagans*, a film by Jamie Yerkes, at 7:30 p.m.

Participants will then have the opportunity to take in more of what the NXNE festival is all about: great bands playing in venues across Toronto. "NXNE's music and film festival makes it an ideal event in terms of this initiative, because the right people are assembled and the festive backdrop is an excellent showcase for Ontario's talent," says Michel Frappier, CEO of OMDC. "OMDC is proud to present this inaugural event at NXNE."

There is an excellent cultural benefit when there is music licensing of domestic artists by domestic film and television companies. It keeps the content 100 per cent Canadian. "It gives Canadians a better reflection of the culture around them," adds Frappier.

Although NXNE officially begins June 10, kick-off events start on June 8 and continue into launch parties on June 9. To find out how to get involved and enjoy NXNE, visit www.nxne.com.

For further information on The Reel Music Event contact Keely Kemp at 416-314-6858 or e-mail kkemp@omdc.on.ca.

E-mail your news and events by the third Thursday of each month to newsletter@omdc.on.ca

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The contents of this newsletter do not necessarily reflect the views of OMDC

OMDC Updates and News

SIX INNOVATIVE, CROSS-SECTOR PROJECTS LAUNCHED AT DIGIFEST 2004: ON THE MOVE

OMDC launched the first six completed projects through its Pioneering Content program on May 14. Presented in partnership with *digifest 2004: on the move*, an international celebration of digital culture hosted by the Design Exchange, the event took place on the floor of the old Toronto Stock Exchange providing a dramatic setting for presentations by the project teams that included collaborators from the film, television, publishing, interactive digital media and music industries.

Six teams unveiled their prototypes in a presentation followed by a reception sponsored by CHUM Television. Project teams demonstrated their prototypes and answered questions for program participants, supporters, sponsors, advisors and strategically selected business contacts.

The six projects included:

BLOBHEADS: A playable demo for a fun-filled adventure game based on the *Blobheads* books and television series: **Decode Interactive** in collaboration with **Freedom Innovations** and **Sherpa Games Inc.**

BOOKSHORTS: A short dramatized film based on Susan Swan's upcoming novel *What Casanova Told Me*, accompanied by an interactive player that will be released simultaneously with the book: **Trapeze Media** in collaboration with **Book Television: The Channel**, **Judith Keenan Communications**, **Random House of Canada** and **Veni, Vidi, Vici Motion Pictures.**

NOWLIVE!: Indie artists Linda McLean and Lynn Harrison are showcased in this online community building and promotion tool for the music industry: **SharpMedia Corporation** in collaboration with **Lynoleum Records**, **Mandolin Records** and **North by NorthEast.**

INSIDE MUSIC DVD+: The Show, a rising R&B group, is featured on an emerging disc technology that marries music content on one side with video content on the other: **Inside Music** in collaboration with **Darius Films Inc.** and **EMI Music Canada.**

JUNO BEACH: CANADA IN WWII: A convergent production model for print and interactive publishing that includes a book and CD-ROM featuring interactive animations, web links, text, images, video and a virtual tour of the Juno Beach Centre in France: **Digital Wizards** in collaboration

with **Anthony Luengo & Associates**, **Pearson Education Canada** and **Penguin Books.**

VoxPoll: A wireless survey tool integrated into *Foreign Fields*, a current affairs documentary that uses the text messaging capacity of mobile phones to generate real-time audience feedback: **National Dream Productions** in collaboration with **Centripetal Thought**, **Dominion Institute** and **Global Television Network.**

"By this summer, all projects will have made it successfully to market," commented Michel Frappier, CEO of OMDC. "Far beyond our most optimistic forecasts, all of these projects are already on their way to developing entirely new investment markets. These are accomplishments worth celebrating—and promoting!"

A third deadline for Pioneering Content is anticipated for summer 2004, so stay tuned!

SUNNY SIDE OF THE DOC

OMDC's Market Access Program (MAP) will send a delegation of Ontario producers to attend the Marseille-based documentary Festival, Sunny Side of the Doc.

Taking place in the Palais du Pharo from June 19 to 22, this festival is of growing importance in Europe, providing incredible access to commissioning editors from all over the world in a small and fairly intimate setting on the shores of the Mediterranean.

Producers attending include: Judy Holm, Mark Johnston, Shari Cohen, Anne Pick, David York and Danièle Caloz. Michael McMahon, a veteran of the last three years at Sunny Side, is acting as consultant to the group. OMDC is organizing a panel at the festival: a case study of a Franco-Canadian co-production.

OMDC SUPPORTS INTERACTIVE PROGRAM

OMDC is pleased to support the Interactive Art and Entertainment Program (IAEP) run by h@bitat at the Canadian Film Centre. The program targets people from a variety of disciplines: writers, graphic designers, computer programmers, multimedia authors and filmmakers. The IAEP is the first post-graduate program on interactive art and entertainment that encompasses training, production and incubation in one cycle.

Participants in the program go through an intensive five month period devoted to the examination and the development of critical thinking skills in the areas of leadership, new media and the production process. www.cdnfilmcentre.com

OMDC Program Deadlines and Supported Events

June 8-11 | **Mags University**. OMDC is sponsoring a number of sessions at this annual conference for the magazine industry including the Canadian Business Press luncheon. Speaker Russell Perkins will give a talk on “What Readers and Advertisers Really Want,” providing insight into how the Internet has profoundly altered the manner in which information is perceived and used. As part of the Canadian Magazine Publishers’ Association seminar program, OMDC will present “Getting on the Radar: Meet the Media Buyers and Planners”. This special session will put magazine advertising sales people together with the media buying decision-makers from agencies and will provide direct feedback to the individual magazines on their sales tools and package, as well as providing valuable business connections to major brands and buyers. www.magsu.com.

June 15 | **Meet the Commissioning Editors—Fiction**. Part of the Banff Television Festival, this session provides an open forum where commissioning editors from around the world will share their insights on their markets. Other sessions focus on children’s and documentary programs. www.banff2004.com

June 22 | OMDC information session on the **Ontario Book Publishing Tax Credit (OBPTC)** begins at 10 a.m. Representatives from OMDC and Ministry of Finance will be on hand to discuss issues surrounding the credit and the application process and to answer questions. The session will be held in the third floor conference centre at 175 Bloor Street East,

Toronto, North Tower. For information or to register for the event, contact Barbara Hingley at 416-642-6639 or bhingley@omdc.on.ca.

July 15 | Deadline to apply to **NSI Global Marketing Program—MIPCOM 2004**. The National Screen Institute is accepting applications to the NSI Global Marketing Program, culminating at MIPCOM 2004 in Cannes, France. To qualify for the program, applicants must have had a minimum of one 30-minute project televised nationally and have at least one project in development with a broadcaster. www.nsi-canada.ca/global

September 23-24 | **The Television Animation Conference** held in conjunction with the **Ottawa International Animation Festival** in Ottawa. The focus of this specialized, industry-driven event is on active networking, practical information exchange and cultural trade. Producers will have the unique opportunity to meet other Canadian and international producers and to network and rendezvous with international broadcasters and buyers. Fifteen VIPs in the national and international industries will host various focused panels and engage in active trade with Canadian participants. OIAF will also be inviting buyers from around the world to attend. www.awn.com/ottawa/conf.html

Stay tuned to www.omdc.on.ca for information on:

- **Popkomm Market Access Program** deadline in June.
- **Gold Label** program deadline, August.

Congratulations!

Congratulations to the producer and director of *Hardwood*, which won the Award for Best Documentary Short and an Honourable Mention for Best Cinematography in a Canadian Short at the Canadian Film Centre's Worldwide Short Film Festival. The film also picked up a number of Golden Sheaf Awards at the Yorkton Short Film and Video Festival including Best of the Festival and Best Documentary Short Subject awards. The film's director/editor, Hubert Davis, received awards for Best Direction Non-Dramatic and Best Editing. The film was produced by Erin Faith Young through the Al Waxman Calling Card Program. A complete list of Golden Sheaf and Worldwide Short Film Festival winners is at www.yorktonshortfilm.org/winner.htm and www.worldwideshortfilmfest.com.

Bravo to the National Magazine Award finalists. Winners will be announced on June 11. www.nmaf.net

Congratulations to the finalists of the Canadian Newsstand Awards. Winners of the four circulation categories: small magazine, mid-size magazine, large magazine and extra-large magazine, as well

Newsstand Magazine Cover of the Year, will be unveiled on June 8 at Mags University. The reception starts at 5 p.m. in the Masthead Trade Show at The Old Mill Inn in Toronto.

Ontario-based magazines *Canadian Geographic*, *Chatelaine*, *Canadian House and Home*, *Homemakers* and *Style at Home* have been nominated in the extra-large magazine circulation category. *Canadian Business*, *Canadian Gardening*, *MoneySense*, *Outdoor Canada*, *Today's Parent* and *Toronto Life* have been nominated in the large magazine circulation category.

Canadian Interiors, *Chatelaine Recipes*, *Cycle Canada* and *Style at Home Small Spaces* were nominated in the mid-size magazine circulation category. Among the smallest circulation category, Ontario-based *THIS Magazine* was nominated.

The Newsstand Marketer of the Year, given to an individual, will also be announced.

Winning magazines in the three largest categories receive \$3,500 each toward promotional programs at newsstands owned by HDS Retail. The winner in the Small Magazine Category wins \$1,000 in credits, plus \$500 cash.

Upcoming Markets and Festivals

June 8-11	2004 Mags University, Toronto. www.magsu.com
June 11	27th Annual National Magazine Awards, Toronto. www.nmaf.net
June 11-14	BookExpo Canada, Toronto. www.reedexpo.ca/bookexpo
June 10-12	North by Northeast (NXNE) 10th Anniversary Music Festival, Toronto. www.nxne.com
June 13-17	Banff Television Festival, Banff, Alberta. www.banff2004.com
June 25-July 4	Toronto Downtown Jazz Festival. www.tojazz.com
Sept. 17-21	In the City, Manchester, UK. www.inthecity.co.uk
Sept. 22-26	Ottawa International Animation Festival. www.awn.com/ottawa
Sept. 26	The Word on the Street, Calgary, Halifax, Kitchener, Toronto, Vancouver www.thewordonthestreet.ca
Sept. 29-Oct. 1	Popkomm, Berlin, Germany. www.popkomm.de

Upcoming Events and Industry Deadlines

June 11 | **Book Summit 2004**; part of BookExpo Canada conference program. Canadian Heritage and the Book and Periodical Council's panel of distinguished Canadians reflect on our national literature. Moderated by journalist and social commentator Rex Murphy, the panel will discuss the growth of Canadian literature and book publishing, the role they have played in shaping Canada's identity, and the challenges that lie ahead to maintain their pre-eminent status and to strengthen the connections between writer and reader. Metro Convention Centre, 2 p.m. to 5:30 p.m., room 2003B, 255 Front St. W., Toronto. Tickets are \$21 including a reception. Call 416-975-9366 or register online at www.reedexpo.ca/bookexpo.

June 19 | The Periodical Writers' Association of Canada, Toronto Chapter presents **The Business of Freelance Writing: Queries, Interviews and Leads**. This workshop is for those who want to write news and feature articles for newspapers or magazines, and freelance writers who want to break into new markets, conduct efficient interviews and improve their writing skills. 10 a.m. to 3 p.m., \$75. www.pwactoronto.org

June 22-23 | 4th **B2B Magazine Conference**: International trade magazine conference sponsored by the International Federation of the Periodical Press (FIPP), Barcelona, Spain. www.bcn2004.org

June 26 | **Make Your Manuscript Sparkle**. Presented by Toronto's East End Writers' Group. Presenter Sharon Crawford will give a hands-on workshop focusing on self-editing and rewriting non fiction and fiction manuscripts. Bring up to 12 pages of a work-in-progress. Fee is \$50, with a \$20 non-refundable deposit. 9.30 a.m. to 4.30 p.m. at St. Clair Ave. E. and O'Connor Dr. Info and registration e-mail: samcraw@interlog.com.

June 28 | Deadline for the **Gateway Fund**, a program of the Canadian Culture Online Program. This program will provide up to \$50,000 in support for projects presented by and with content about Canadian culturally diverse communities and Canadian Aboriginal Peoples. Applicants must be not-for-profit organizations or associations that serve aboriginal or culturally diverse

communities and actively promoting the culture of those communities. This program is not open to private sector companies: they may be involved in the project that is submitted by an eligible applicant. Content created through the Gateway Fund will be made available online free of charge to all Canadians with Internet access. All projects funded will be promoted, showcased and made accessible through various means, including Canadian Heritage's cultural portal online at www.culture.ca.

www.pch.gc.ca/progs/pceccop/progs/gateway_e.cfm

July 2 | **Ontario International Animation Festival** (OIAF) entry deadline. For entry forms and festival information see www.animationfestival.ca or www.awn.com/ottawa. Inquiries may also be e-mailed to info@animationfestival.ca or call 613-232-8769.

July 27 | Submissions due for the **13th Annual Cabbagetown Short Film & Video Festival**. Screening Sept. 8 and Sept. 15. The festival is a juried show: selected entries will be eligible for awards including cash prizes. Showcasing Canadian cinematic talent, the festival will include works by emerging and established international filmmakers. No entry fee. Films should be 15 minutes maximum. Contact the Old Cabbagetown Business Improvement Area at 416-921-0857 or 416-924-3514, e-mail info@oldcabbagetown.com or visit the Web site at www.oldcabbagetown.com

July 30 | Deadline to apply to **Corus Export Initiative** for **MIPCOM Jr.** and **MIPCOM**. Open to small- and medium-sized Canadian-owned and controlled production or distribution companies. This program promotes international sales of Canadian programming. Funds available include travel grants, up to \$2,000 per applicant, per market or trade show and advertising and promotion support of up to \$3,000 per title. For info click "About Corus" at www.corusent.com then select "Funds & Initiatives."

Aug. 16-20 | **Seybold San Francisco 2004**: The annual publishing technology and cross-media conference and exhibition. Held in Moscone West, San Francisco. www.seybold365.com.