

**OMDC: "Culture is our Business." Promoting growth and investment in Ontario's book and magazine publishing, film and television, music and interactive digital media industries**

## **Awards Celebrate Canada's New Media Leaders**

Canada's leading interactive digital media creators gathered in downtown Toronto on Monday night for the Canadian New Media Awards (CNMAs), where Pixel Awards were handed out to the best and the brightest in the industry.

Beyond well-deserved recognition for Canada's finest new media creators, the CNMAs aim to foster excellence in the industry and raise the profile of new media in Canada and internationally.

In preparation for the fifth annual event, a selection committee of 126 new media professionals and industry experts from across Canada was created. They collaborated online to review submissions from over 500 interactive digital technology professionals, representing all of the provinces.

Pixel awards were handed out in 18 competitive categories this year. Several Ontario companies were recipients. "Most Promising New Company of the Year" went to Ontario's QuickPlay Media. Raja Khanna, Snap Media founder, and telecommunications executive Wayne Purboo formed QuickPlay Media, a cutting-edge company geared towards creating immersive experiences for mobile device users in Canada and around the world.

The product award for "Excellence in Learning" went to Zap Dramatic for their Professionalism and Ethics Simulation. Zap Dramatic creates simulation games that test our vulnerabilities, tendencies and weaknesses in ethically challenging situations. A recent participant in OMDC's pl@tform program, Zap Dramatic also created the interactive narrative game currently being distributed by Sympatico/MSN (see it at [www.speedzone.sympatico.msn.ca/Platform](http://www.speedzone.sympatico.msn.ca/Platform)).

Xenophile Media's ReGenesis Extended Reality Game received the "Excellence in Cross Platform" product award. Blurring the line between fiction and reality, Regenesi takes interaction with characters from a television series to a new level by drawing viewers into a conspiracy and mystery using television, the Internet, email and other media.

The "Excellence in ITV" product award went to Hockey Night in Canada Plus. This winner raises the bar and sets a new standard for interactive television. Fans get added viewing value: they can control coverage of their favourite player via camera angles, and they get up-to-the-minute stats throughout the game.

Toronto's Heli Tuomi, VP of Production at I-MMERSION, was named "Wired Woman Society & Electronics Arts Canada—Game Pioneer", recognizing her 17 years of award-winning media, project leadership and management experience in multimedia, film and interactive cinema, websites and software. Heli recently oversaw the production and delivery of Virtual Canada and Canada Interactive Network for our country's participation in Expo 2005 in Aichi, Japan.

The "Graduate of the Year" award went to Evan Jones, Toronto resident and graduate of Sheridan College's Interactive Multimedia program and Canadian Film Centre's Interactive Art & Entertainment Programme at the h@bitat New Media Lab. He has recently acted as Associate Producer and Creative Director for the ReGenesis Extended Reality game, produced by Xenophile Media in collaboration with Shaftesbury Films.

For a list of all of the winners, visit [www.cnma.ca](http://www.cnma.ca).

**E-mail your news and events by the third Thursday of each month to [newsletter@omdc.on.ca](mailto:newsletter@omdc.on.ca)**

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

## OMDC News and Program Deadlines

May 27-July 1 | Four completed projects from OMDC's **pl@tform** program are being showcased at the **Design Exchange** as part of the **digifest Goes WILD!** exhibit. pl@tform, administered by the New Media Business Alliance, is a program that supports the creation of interactive digital media projects by emerging content producers ([www.nmba.ca/platform](http://www.nmba.ca/platform)). The four projects include: *Above the Clouds* produced by Email from the Edge Inc.; *Move or Die* produced by Zap Dramatic; *Hidden Connections* produced by Curio Lab Studios Inc.; and *SirReadsalot.com*, produced by Elliott Interactive Inc. The exhibit also includes 13 projects from the New Voices program, a juried, open call for new work that fits with the "Wild!" theme. digifest is an annual festival and presentation of the best in design and digital culture, organized by the Design Exchange. [www.dx.org/digifest](http://www.dx.org/digifest).

In addition to the projects on display at the **Design Exchange** as part of the "digifest Goes WILD!" exhibit (see item above), two pl@tform projects are online at [www.speedzone.sympatico.msn.ca/platform](http://www.speedzone.sympatico.msn.ca/platform) courtesy of Sympatico / MSN, the distribution partner for pl@tform. The latest project launched online is Email from the Edge Inc.'s project *Above*

*the Clouds*, an alternative travel show that immerses users into the culturally diverse and accessible travel adventures within Canada. A launch party for this project will be held July 7 at 7 pm online and at the Global Village Backpackers in Toronto. For more information on this event and to RSVP, visit [www.abovetheclouds.tv](http://www.abovetheclouds.tv).

June 13-15 | **"Face to Face" at the Banff World Television Festival**. You have 10 minutes to make an impression. This is the chance of a lifetime. Sit down face to face with an international commissioning editor, make a plea for your project, load on the wow factor and leave with a deal—all before the clock strikes 10! Names of participating Commissioning Editor list and delegate sign-up forms are available at [www.banff2005.com](http://www.banff2005.com). First-come, first-served.

June 14-19 | OMDC is supporting the Canadian Film Centre's **Worldwide Short Film Festival**, a thriving short film event, and one of only three festivals in the country accredited by the Academy of Motion Picture Arts & Sciences. Last year's festival screened both *Ryan* and *Hardwood*, two short films that went on to be nominated for Academy Awards this year. [www.worldwideshortfilmfest.com](http://www.worldwideshortfilmfest.com)

## Congratulations!

On April 30, Peter Rowe's two-hour documentary on Canadian movie history, ***Popcorn with Maple Syrup: Film in Canada from Eh to Zed*** won the Gold Special Jury Award at WorldFest, the 38th annual Houston Film Festival, beating out 116 other international entries in the Feature Film Documentary category.

**Ira Levy**, executive producer of Breakthrough Films and Television, will be the new chair of the Canadian Film and Television Production Association. Levy was recently elected by the new board of the trade association, and his appointment will be approved at the CFTPA's annual general meeting in Banff on June 11th. Levy joined the CFTPA in 1995 and since then has sat as the Association's representative on the

board of the Canadian Television Fund. Levy replaces veteran producer Laszlo Barna of Barna-Alper Productions.

On June 9, **The Canadian Journalism Foundation's (CJF) Eighth-Annual Awards Gala**, to be held at the Metro Toronto Convention Centre, will recognize Pierre Berton with a posthumous Lifetime Achievement Award for his unparalleled career as a journalist, broadcaster, historian and author. The Gala is a unique event where prominent journalists, media executives, business and public sector leaders come together to celebrate excellence in Canadian journalism. For information about the Gala, visit [www.cjf-fjc.ca](http://www.cjf-fjc.ca) or for tables and tickets, contact Jody Jacobson at 416-955-0394 or [jjacobson@cjf-fjc.ca](mailto:jjacobson@cjf-fjc.ca).

## Upcoming Events and Industry Deadlines

June | **Harbourfront's International Readings Spring 2005** season concludes with Umberto Eco and Michael Cunningham presenting new novels. Also appearing are Commonwealth Writer's Prize nominee Amitav Ghosh, *Chatelaine* contributor Anne Hines and *New York Times* bestseller Mark Kurlansky. All readings take place at Harbourfront Centre, 235 Queens Quay West at 7:30 p.m. Tickets \$8, free for members. For information and to book tickets visit [www.readings.org](http://www.readings.org) or call the Harbourfront Centre box office at 416-973-4000.

June 11 | **Thinking Young**, a seminar on writing fiction for young adults, will be held from 8:30 to 11 a.m. Young Adult fiction writer Richard Scarsbrook will be speaking to The Writers' Circle of Durham Region at its Writers' and Editors' Breakfast Dialogue at the Sports Garden Cafe in the Iroquois Park Sports Centre (at the corner of Victoria and Henry Streets in Whitby). To reserve a spot, call 905-686-0211 by June 8 and leave a message, or e-mail [wcdrbreakfast@wcd.org](mailto:wcdrbreakfast@wcd.org).

June 15 | Ontario-based game developers are invited to express interest in attending the **TIGA Content Market** (Aug. 31 to Sept. 1), organized by The Independent Games Developers Association (TIGA), a UK industry group. This event is held alongside the Game Developers Conference Europe (Aug. 30 to Sept. 1) and can simply be described as "speed dating" for developers and publishers. Approximately 30 publishers from Europe and the US are expected to attend. The Canadian High Commission in London will be coordinating the presence of Canadians at this event. The cost to register for the Content Market is approximately \$1,500. Participants will also be required to cover travel expenses (flight, accommodation, per diem, etc.) although some support may be available to qualified participants through OMDC's **Market Access Program** if the level of interest from Ontario companies is sufficient. Information is available at [www.gdceurope.com](http://www.gdceurope.com) and [www.tiga.org](http://www.tiga.org). If you are interested in participating, email [gibson@omdc.on.ca](mailto:gibson@omdc.on.ca) by June 15.

June 16 | **Session with Carolyn Weaver, Host of TV's Fine Print**. Get the inside scoop on what's happening in the publishing industry, what genres are hot in the literary scene and what makes an author interview interesting. The cost is \$5.00, session runs from 7 to 9 p.m. Location: Room 200, Northern District Library, 40 Orchard View Blvd., Toronto (second floor). [www.canauthorstontoronto.org](http://www.canauthorstontoronto.org)

July 5 | Application deadline for all Canadian television producers interested in the **National Screen Institute (NSI) Global Marketing Program** to go to the international marketplace at MIPCOM in Cannes, France. Application form and program criteria are available online at [www.nsi-canada.ca/global](http://www.nsi-canada.ca/global).

July 15 | Early submissions deadline for the **Whistler Film Festival 2005**. Aug. 19 is the short film submission deadline; Sept. 23 is the feature film deadline. The festival will be held Dec. 1 to 4, 2005. The complete film submission guidelines and forms are at [whistlerfilmfestival.com](http://whistlerfilmfestival.com).

July 24-27 | **The Flash 'n Splash Workshop**, presented by the Banff New Media Institute Accelerator Program, showcases the latest features and capabilities of Flash across several areas including animation, interactive content development and advanced programming. Taking place at the Banff Centre in Alberta. [www.banffcentre.ca](http://www.banffcentre.ca).

**China Access 2008** is the official economic development program operating in Beijing through 2008. There will be 20 reciprocal business-partnering and investment missions over the next three years. The focus of the missions is growth industries: what's changing, what's different and what the best Chinese companies doing about it? The next China Access program, on Sept. 12 to 14, 2005, will focus on information, communication and technology opportunities in China. For more information see [www.mediasense.info](http://www.mediasense.info) or contact Hal Josephson at [haljo@mac.com](mailto:haljo@mac.com).

Ongoing | The Cultural Human Resources Council (CHRC) announced the release of a **Competency Chart and Profile for New Media Content Creators**. These tools, created by professional New Media Content Creators, are designed to help artists, educators, employers and government address gaps in formal education and training in the new media industry. For details email [info@culturalhrc.ca](mailto:info@culturalhrc.ca).

Ongoing | The **Bell Broadcast and New Media Fund** has released its latest Toolkit for the new media industry, "Tips for Success". These 133 tips are the tricks and secrets that result from lessons learned by industry leaders over recent interactive productions. Find them online at [www.bellfund.ca](http://www.bellfund.ca) under "Useful Tools".

## Upcoming Markets, Awards and Festivals

|                 |                                                                                                                                                      |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| June 3-5        | 4th Annual Female Eye Film Festival. <a href="http://www.femaleeyefilmfestival.com">www.femaleeyefilmfestival.com</a>                                |
| June 6          | K.R. Wilson Awards, Toronto. <a href="http://www.cbp.ca">www.cbp.ca</a>                                                                              |
| June 7-9        | Mags University at the Old Mill, Toronto. <a href="http://www.magsu.com">www.magsu.com</a>                                                           |
| June 9          | Canadian Society of Magazine Editors' Awards, Toronto. <a href="http://www.canadianeditors.ca">www.canadianeditors.ca</a>                            |
| June 9-11       | North by Northeast, Toronto. <a href="http://www.nxne.com">www.nxne.com</a>                                                                          |
| June 10         | National Magazine Awards, Toronto. <a href="http://www.nmaf.net">www.nmaf.net</a>                                                                    |
| June 11-13      | nextMEDIA, The International Interactive Media Festival Banff, Alta.<br><a href="http://www.nextmedia2005.com">www.nextmedia2005.com</a>             |
| June 12-15      | Banff World Television Festival, Banff, Alta. <a href="http://www.banff2005.com">www.banff2005.com</a>                                               |
| June 14-19      | Canadian Film Centre's Worldwide Short Film Festival, Toronto.<br><a href="http://www.worldwideshortfilmfest.com">www.worldwideshortfilmfest.com</a> |
| June 15-17      | Vancouver International Digital Festival, Vancouver. <a href="http://www.vidfest.com">www.vidfest.com</a>                                            |
| July 19-20      | Casual Games Conference, Seattle, Wash. <a href="http://www.casualgamesconference.com">www.casualgamesconference.com</a>                             |
| Aug. 30-Sept. 1 | Game Developers' Conference Europe (GDC Europe), London, UK.<br><a href="http://www.gdceurope.com">www.gdceurope.com</a>                             |
| Sept. 8-17      | Toronto International Film Festival. <a href="http://www.e.bell.ca/filmfest">www.e.bell.ca/filmfest</a>                                              |
| Sept. 21-25     | Ottawa International Animation Festival 2005. <a href="http://www.awn.com/ottawa">www.awn.com/ottawa</a>                                             |
| Sept. 17-25     | Cinéfest Sudbury International Film Festival, Sudbury. <a href="http://www.cinefest.com">www.cinefest.com</a>                                        |
| Sept. 25        | The Word on the Street, Vancouver, Calgary, Toronto and Halifax.<br><a href="http://www.thewordonthestreet.ca">www.thewordonthestreet.ca</a>         |
| Oct. 17-21      | MIPCOM, The World's audio-visual market, Cannes, France. <a href="http://www.mipcom.com">www.mipcom.com</a>                                          |
| Oct. 19-21      | Frankfurt Bookfair 2005, Frankfurt, Germany. <a href="http://www.frankfurt-book-fair.com">www.frankfurt-book-fair.com</a>                            |
| Oct. 31-Nov. 1  | Serious Games Summit, Washington D.C. <a href="http://www.seriousgamessummit.com">www.seriousgamessummit.com</a>                                     |