

OMDC

INTEGRATION NEWSLETTER

April 2008

ONTARIO MEDIA DEVELOPMENT CORPORATION

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

Entertainment and Creative Cluster Recognized in Ontario Budget

The provincial government recognized Ontario's Entertainment and Creative Cluster as a key sector in the March 25th budget, with funding for arts, culture and media on several fronts.

- Direct funding was announced for digital media through OMDC's Interactive Digital Media Fund. These funds are aimed at increasing the market share of Ontario-produced digital content and supporting new content production for mobile and online use.
- The Ontario Interactive Digital Media Tax Credit (OIDMTC) will receive a rate increase to 25% from 20%, for corporations exceeding the size test and for fee-for-service work on qualifying expenditures incurred after March 25, 2008 and before January 1, 2012. The 30% rate for small corporations will be in effect until January 1, 2012, a two-year extension. The eligibility period for eligible labour expenditures will be extended from two to three years for products completed after March 25, 2008.
- The provincial Ministry of Culture has been given a budget increase of \$63 million over the next four years.
- The Ontario government has announced that they are working with the film industry to explore ways of advancing financial support for producers to the start of a production.
- \$4 million over four years has been pledged for an International Fund, to support international marketing and touring initiatives, co-productions and cultural participation in trade missions and fairs to increase the profile of Ontario's artists and cultural industries on the world stage.
- The Canadian Film Centre has been given \$2.5 million to undertake capital repairs.

These and other budget items can be read in full on the government of Ontario's website: www.fin.gov.on.ca/english/budget/ontariobudgets/2008/nr1.html.

ICE 2008 brings a world of Innovation, Creativity and Enterprise to Ontario

The Interactive Content Exchange (ICE), held from March 26 to 28 in Toronto, focused on "Innovation, Creativity and Enterprise" and featured new content strands exploring the complex relationship between technology, art and business.

"This year's event had an amazing energy," said event Executive Producer and Interactive Ontario President Ian Kelso. "There was a level of engagement and activity that was definitely higher than in previous years."

Hon. Aileen Carroll, Minister of Culture, welcomed ICE delegates with the acknowledgement that, "The interactive media sector is not only an important part of our cultural industries, it is key to our future success." Speaking two days after the budget was released, the Minister talked about the key support targeted to the sector including the enhanced Ontario Interactive digital Media Tax Credit and other programs delivered through OMDC such as the IDM Fund, the Entertainment and Creative Cluster Partnerships Fund and the The Video Game Prototype Initiative. The Minister encouraged business development and was clear that "our government does not just talk about digital media as an economic driver – we have taken decisive action to ensure the industry's continued vitality."

OMDC has been a proud partner of ICE since its inception. In addition to being a general supporter of the event, this year OMDC also sponsored The Ontario Product Showcase. OMDC's President and CEO, Karen Thorne-Stone, launched this exciting new initiative and invited delegates to "test-drive these great Ontario products, including Capypara Games' *Critter Crunch* puzzle, Echo Mobile's *ICE 08 Mobile Photo Gallery*, Hop To It Productions' *S Mash* and a cross-platform interactive story for teenagers produced by The Nightingale Company called *Do You Believe Me?*

The overall success of ICE 2008 was evident in that the event attracted over 460 interactive media executives from across Canada and around the world. If you missed the opportunity to participate this year, go to ice08.com.



PHOTO: RANNIE TURINGAN

Hon. Minister of Culture Aileen Carroll addresses the ICE delegates with Interactive Ontario president Ian Kelso

OMDC Deadlines, News and Supported Events

OMDC call for Applications: Entertainment and Creative Cluster Partnerships Fund (Round 3). The Entertainment and Creative Cluster Partnerships Fund will again assist Ontario's Entertainment and Creative Cluster stakeholders by supporting strategic partnerships that develop fresh approaches and solutions to the priorities and needs of the cluster. Funds allocated for the third round amount to over \$3.0M.

Key Dates:

- Information Session #1: April 8, 2008 (session full)
- Information Session #2: April 16, 2008 (registration required)
- Pre-Qualification Deadline: June 13, 2008 (at 5 p.m.)
- Application Deadline: June 27, 2008 (at 5 p.m.)

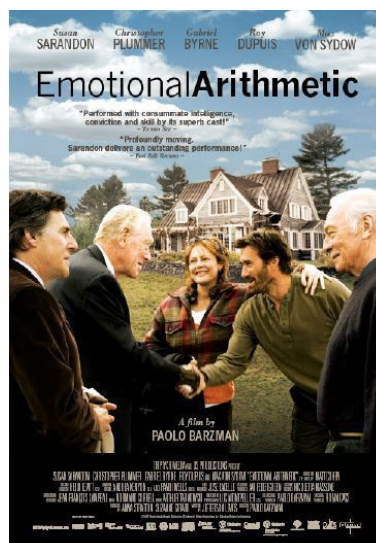
Look for the information session location, registration forms and the guideline package at www.omdc.on.ca.

Once again, in partnership with Hot Docs, OMDC is sponsoring an Umbrella Stand for Ontario producers attending **Sunny Side of the Doc** in La Rochelle, France. Producers planning on attending this important documentary market should register online at sunnysideofthedoc.com prior to April 28, 2008. Ontario-based producers are eligible to access the Umbrella Stand, and should refer in their application to the stand name: OMDC / Hot Docs, located in Zone B. When you have successfully registered, please notify programs@omdc.on.ca.

OMDC-Supported Films on Screen

Two OMDC-supported films are opening in theatres across Canada soon:

- See *Emotional Arithmetic* starting Friday, April 18
- See *Fugitive Pieces* starting Friday, May 2.



Upcoming Events and Industry Deadlines

Submissions are now being accepted for **Short Tracks for Short Films Volume 7**, a compilation CD of independent Canadian music by Canadian musicians. Details at worldwideshortfilmfest.com.

Mar. 28-Apr. 10 | **Greater Toronto Marketing Alliance Executive Business Program - Asia Program**. GTMA is hosting a Trade Mission to Seoul, Osaka and Taipei. Information is available from John C. Jung at 416-360-6701 and jjung@greatertoronto.org and at greatertoronto.org.

Apr. 5-15 | **Magazines Canada School for Professional Publishing** offers an intensive week of seminars on everything a magazine publisher needs to know to run a successful publication. Takes place at Queen's Landing, Niagara-on-the-Lake, Ont. See magazinescanada.ca.

Apr. 14 | First deadline for the **Android Developer Challenge**. Want to develop applications for Google's new Android mobile phone platform and make a cool \$275,000? Google has put \$10 million into a competition to do just that - develop a lot of original cool apps that are highly functional as well as usable. The apps need to access core Android functionality like location-based services, accelerometer and always-on networking. More info at code.google.com/android/adc.html

April 14 | The Bell Broadcast and New Media Fund and The Banff World Television Festival are pleased to present **iPitch 2008** - Where Television Gets Interactive. It's time to get interactive! In the digital era, television programs can't compete if they don't have an associated interactive component. Digital producers are creating cutting edge interactive content, and leading broadcasters are supporting interactive projects on multiple platforms to engage a wider audience and spice up traditional television. Television and digital producers are encouraged to submit their interactive cross-platform project ideas for the opportunity to pitch and win up to \$10,000 for the development of their project. The three finalists will pitch their projects to a prestigious panel of domestic and international broadcasters at the Banff World Television Festival on June 9, 2008. Finalists will receive valuable feedback, have an opportunity to network with their peers and have their ideas heard by industry experts. The finalists are encouraged to make visual presentations regarding content or demonstration

of development to date and business plans. Each pitch will be followed by a round of questions from the experts and the audience. After the ballots are cast, the winner will be announced at the closing ceremonies of the Festival on June 11, 2008. Deadline for entry is April 14th, 2008. For more information and enter online entry, go to www.banff2008.com/pitching.ipitch.php.

Apr. 24 | Blogging: Worth it or Waste of Time? Join the **Canadian Society of Magazine Editors (CSME)** for an evening Mixer at Bar Italia (582 College St.), where three bloggers—Douglas Bell (Toronto Life's Spectator at torontolife.com), Heather Mallick (cbc.ca and heathermallick.ca) and D.B. Scott (canadianmags.blogspot.com) discuss the merits of blogging and how it is changing magazine journalism. Members: \$15, non-members: \$30. For details see canadianeditors.com.

Apr. 25 | Deadline to apply to the Product Assistance component of the **Canada New Media Fund (CNMF)**, which provides conditionally repayable advances for the development, production and marketing of Canadian interactive digital cultural content products – in both official languages – that are intended for the general public. See telefilm.gc.ca.

April 28 | Deadline for applications to **NSI playWRITE**. The National Screen Institute (NSI) and Telefilm Canada, in association with Zeros 2 Heroes Media, is pleased to announce the call for applicants for its newest training program. NSI playWRITE is intended to give writers insight into the video game industry as narrative designers and the chance to earn an internship with a Canadian game developer. This is the perfect program for film or television writers, novelists, short-story writers or playwrights who would like to break into the video game industry. For details see nsiplaywrite.zeros2heroes.com.

Sept. 10-12 | **Wireless and Content Trade Mission** to CTIA, San Francisco. Be one of eight wireless and content companies exhibiting in the Ontario Pavilion at CTIA. In addition to the turn-key exhibit space with internet, electricity and signage, you'll get to make a one-minute elevator pitch.

To include your event listing in this newsletter, please send an e-mail with the date, description and contact details to newsletter@omdc.on.ca

Congratulations!

Hosted by international comedic sensation Russell Peters, **The 2008 JUNO Awards** airs in High Definition on Sunday, April 6 at 8 p.m. ET, live from Calgary's Pengrowth Saddledome on CTV and CTV HD East/West (tape delayed in Western Canada; for local broadcast times go to junos.CTV.ca) and on select CHUM Radio stations. Congratulations to Ontario labels and artists on their Juno nominations:

- o Feist (Arts&Crafts) – Artist of the Year, Album of the Year, Pop Album of the Year, *The Reminder*, Single of the Year, 1234
- o Holly Cole (Alert) – Vocal Jazz Album, *Holly Cole*
- o Michael Kaeshammer (Alert) – Vocal Jazz Album, *Days Like These*
- o Brian Current (Centrediscs) – Classical Composition, *This Isn't Silence*
- o Jeffrey Ryan (Centrediscs) – Classical Composition, *Quantum Mechanics*
- o Oskar Morawetz (Centrediscs) – Classical Composition, *A Child's Cry from Izieu*
- o Justin Nozuka (Coalition) – New Artist
- o Belly (CP) – New Artist
- o Belly (CP/Fontana North) – Rap Recording, *The Revolution*
- o Suzie McNeil (Curve) – New Artist
- o Daniel Cook and Friends (The Children's Group) – Children's Album, *This is Daniel Cook. Here We Are!*
- o Bedouin Soundclash (Dine Alone) – Pop Album, *Street Gospels*
- o Nick Fiorucci (Hi-Bias) – Dance Recording, *Every Time You Move*
- o Chromeo (Last Gang) – Dance Recording, *Fancy Footwork*
- o Sophie Millman (Linus) – Vocal Jazz Album, *Make Someone Happy*
- o Michael Occhipinti and Creation Dream (True North) – Contemporary Jazz Album, *Chasing After Light*
- o Tegan and Sara (MapleMusic) – Alternative Album of the Year, *The Con*
- o Johnny Reid (MapleMusic/Open Road) – Country Recording, *Kicking Stones*
- o Thomas Kelp, Danny Michel (MapleMusic/Fontana North) – Music DVD, *Danny Michel and the Black Tornados*
- o Joel Plaskett (MapleMusic) – Songwriter of the Year
- o The Alderburgh Connection (Marquis) – Classical Album, *Schubert Among Friends*
- o John Cook, Mark Buchner, Greg Bennett (Northern Blues) – CD/DVD Artwork Design – *Revue: The Best of Paul Reddick*
- o The Sadies (Outside) – Roots and Traditional Album: Group, *New Seasons*

- o Jill Barber (Baudelaire/Dependent/Outside) – Roots and Traditional Album: Solo, *For All Time*
 - o Oh Susanna (Outside) – Roots and Traditional Album: Solo, *Short Stories*
 - o Sean Wainstein/Tokyo Police Club (Paper Bag) – Video of the Year
 - o Billy Newton-Davis vs. Deadmau5 (Play Records) – Dance Recording, *All You Ever Want*
 - o Melleefresh vs. Deadmau5 (Play Records) – Dance Recording, *After Hours*
 - o Justin Rutledge (Six Shooter) – Roots and Traditional Album: Solo, *The Devil On A Bench in Stanley Park*
 - o Wintersleep (Sonic Unyon) – Alternative Album of the Year, *Welcome to the Night Sky*
 - o Richard Underhill (Stubby) – Instrumental Album, *Kensington Suite*
 - o Holy F*#k (Young Turks) – Alternative Album, LP
- For a complete list of all nominees, go to www.junoawards.ca.

Canadian Music Week 8th Annual Indies Award winners were announced on March 8 at the Royal York Hotel in Toronto. One part awards ceremony, one part show, the night included performances from Tokyo Police Club (Paper Bag Records), Young Galaxy (Arts and Crafts), Attack in Black (Dine Alone Records) and Indies Hall of Fame Inductees The Lowest of the Low (MapleMusic). Congratulations to the following **Ontario labels and their winning artists:**

Arts and Crafts: ChartAttack.com Favourite Album of the Year and Favourite Solo Artist of the Year – Feist, *The Reminder*
 Curve Music: Favourite Pop Artist or Group of the Year – Suzie McNeil
 Distort Entertainment: Favourite Video of the Year – Alexisonfire, *Rough Hands*
 Linus Entertainment: Favourite Jazz Artist of Group of the Year – Sophie Milman
 MapleMusic: Favourite Rock Artist or Group of the Year – Never Ending White Lights
 The Galaxie Rising Stars Award of the CBC went to Jenn Grant for *Orchestra for the Moon*. This year's Indies Hall of Fame Inductee was The Lowest of the Low.

On April 1, three Ontario authors were honoured with **Writers' Trust Awards:**

- The Rogers Writers' Trust Fiction Prize: Lawrence Hill, *The Book of Negroes*
- The Nereus Writers' Trust Non-Fiction Prize: Anna Porter, *Kasztner's Train: The True Story of Rezso Kasztner, Unknown Hero of the Holocaust*
- The Marian Engel Award: Diane Schoemperlen

Upcoming Awards, Markets and Festivals

April 2-6	ReelWorld Film Festival, Toronto, Ontario. reelworld.ca
April 6	2008 JUNO Awards on CTV at 8 p.m. ET from Calgary, Alberta. junoawards.ca
Apr. 7-11	MIPTV, The World's Audiovisual and Digital Content Market, Cannes. Miptv.com
April 10-12	Locations Trade Show, Santa Monica, California. afci.org/events/lts.
Apr. 11-20	Sprockets International Film Festival for Children, Toronto. sprockets.ca
Apr. 14-16	London Book Fair, London UK. londonbookfair.co.uk
Apr. 17-27	Hot Docs Canadian International Documentary Festival, Toronto. hotdocs.ca
Apr. 21	The FITC Design and Technology Awards gala, Toronto. fitc.ca
May 1-4	Docfest Stratford. docfeststratford.ca
May 14-25	Cannes Film Festival, Cannes, France. festival-cannes.fr/en
May 29-June 1	Book Expo America, Los Angeles Convention Centre, LA, CA. bookexpoamerica.com
June 2-4	Magazines University, Toronto. magsu.com
June 3	Canadian Newsstand Awards. newsstandawards.ca
June 4-6	MagNet, Canada's Magazine Conference. magazinescanada.ca
June 6	National Magazine Awards, The Carlu, Toronto. magazine-awards.com
June 6-8	nextMEDIA Banff, Banff, Alberta. nextmediaevents.com
June 8-11	Banff World Television Festival. banff2008.com
June 10-15	CFC Worldwide Short Film Festival, Toronto, ON. worldwideshortfilmfest.com
June 12-15	NXNE, Toronto, ON. nxne.com
June 13-16	Book Expo Canada, Metro Convention Centre, Toronto. ON. bookexpo.ca
June 24-27	Sunnyside of the Doc, La Rochelle, France. sunnysideofthedoc.com

E-mail your news and events by the third Thursday of each month to newsletter@omdc.on.ca To add or remove yourself from this newsletter list, e-mail Reception@omdc.on.ca

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