

OMDC

INTEGRATION NEWSLETTER

ONTARIO MEDIA DEVELOPMENT CORPORATION

January 2009

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

***Scott Pilgrim vs. The World* slated to film in Toronto!**

The Universal Pictures feature film *Scott Pilgrim vs. The World* has just been green lit! Principal photography is scheduled to begin in March 2009 and will be completed by August 2009. The script is taken from a series of graphic novels of the same name written by Brian Lee O'Malley. The graphic novels take place in Toronto and this is one of the first major studio feature films that will showcase the city as itself and feature many of Toronto's iconic locations.

The film will star Ontario's Michael Cera (*Juno*, *Superbad* and *Arrested Development*). The screenplay was co-written by Michael Bacall and Edgar Wright. *Scott Pilgrim* will be directed by Edgar Wright (*Shaun of the Dead*) and produced

by Mark Platt (*Wanted*, *Legally Blonde*, *Wicked* and *Path to 911*). The budget for this film is \$70 million.

The Executive Producer is local Toronto producer J. Miles Dale (*Flash of Genius* and *Talk to Me*) who stated, "During the process of determining where we were going to shoot the film, the studio was looking at a number of options. Being a producer who actually lives in Ontario, I would have been extraordinarily disappointed to have New York or Detroit standing in for Toronto on film. The OMDC, along with the city and local labour unions, all rolled up their sleeves and proactively did what it took to make Universal Pictures realize that Toronto was the right place to shoot the picture."

OMDC Film Funded Features on Canada's Top Ten and the Festival Circuit!

On December 16, 2008, the Toronto International Film Festival Group® announced **Canada's Top Ten** features, three of which were from Ontario. Two films that received support from OMDC Film Fund that made the Top Ten were Atom Egoyan's *Adoration* and Deepa Mehta's *Heaven on Earth*. Bruce McDonald's *Pontypool* was also selected. For a full list go to: www.topten.ca

Two Ontario feature films supported by the OMDC Film Fund, *Victoria Day* and *You Might As Well Live*, will have their world premiere screening in two prestigious international film festivals this month! As well, congratulations to Ontario-produced features *Amreeka* (producers Paul Barkin of Alcina Pictures, Christina Piovesan, First Generation Films) and *Only* (Producers/Directors: Ingrid Veninger & Simon Reynolds of Punk Films) who have been selected to screen at Sundance and Slamdance respectively.



Photo by Annabel Reyes

Victoria Day (Markham Street Films, Judy Holm and Michael McNamara producers/David Bezmozgis, writer/director) will screen at Sundance Film Festival on Jan. 17-21 and Jan. 23.



Photo by Sophie Giraud

You Might As Well Live (Serendipity Point Films, Ari Lantos and Jonas Bell Pasht producers/Simon Ennis, director) will screen at Slamdance Film Festival on Jan. 18.

2008 – Selected Highlights from OMDC-supported initiatives and programs



In January, OMDC, NXNE Festival and Conference, and several other organizations hosted **Music Makes It!** which brokered 700 business meetings between 300 participants from the music, film, television, interactive and advertising sectors. The day-long meetings concluded with a showcase reception.



Another innovative, cross-sector collaboration was **From Page to Screen**, held in February to promote the screen adaptation of Ontario books. The event was attended by over 40 Ontario companies, resulting in over 175 brokered meetings between publishers and film and TV producers.

In April, OMDC was pleased to be a sponsor of **Best on Page**, hosted by Magazines Canada. This exhibition of award-winning magazine ad creative from around the world featured over 150 international award winners and was extremely well received by approximately 750 people from the magazine industry.



21st Trillium Book Award Finalists & Winners

OMDC hosted a public reading of the **Trillium Book Award** finalists in conjunction with the International Reading Series at Harbourfront. Over 300 people attended the readings celebrating excellence in Ontario's literary scene. The event was

emceed by CBC's Mark Kelley. The winner of this year's Trillium Book Award for Poetry was Rachel Zolf for *Human Resources*, published by Coach House Press. The French-Language Trillium Book Award for Poetry was given to Tina Charlebois for *Poils lisses*, published by Les Éditions L'Interligne. The Trillium Book Award in French-Language was awarded to Pierre Raphaël Pelletier for his book *L'Œil de la lumière*, published by Les Éditions L'Interligne. Barbara Gowdy received the Trillium Book Award in English-Language for *Helpless*, published by HarperCollins Publishers.



Sarah Polley

OMDC Film Fund-supported features gained success and critical acclaim, including Sarah Polley's outstanding success on her debut feature *Away From Her*, which garnered seven Genies along with many other previous awards.

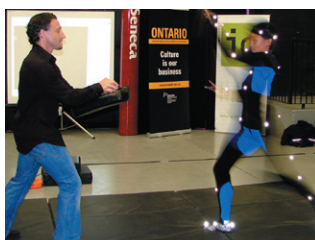
OMDC Film Fund-supported features also made headlines on the festival circuit with Rhombus' *Blindness* opening the prestigious Cannes Film Festival and Atom Egoyan's feature *Adoration* taking home the Ecumenical Jury Prize at Cannes. Both films screened at TIFF® along with four other OMDC-supported features: *Examined Life*, *Heaven on Earth*, *One Week*, *Real Time* and *Toronto Stories*.

OMDC co-administers the **Entertainment and Creative Cluster Partnerships Fund** which has supported many innovative cross-sector projects over three rounds, including:

The Doc Shop, an on-line international marketplace offering full-screen, high-quality video, intuitive searching and browsing tools, and comprehensive reporting capabilities with a focus on market data and intelligence.



Green Screen Toronto was launched in July. A major goal of the project is to identify and implement environmentally sustainable standards across all aspects of Toronto and Ontario film production, including documentaries and independent feature films.



OMDC supported the **Animating Motion Capture Capacity and Training (AMCaT) Project**, a joint initiative between Seneca College, Fast Motion Media, and Interactive Ontario. AMCaT was launched in September and includes a new state-

of-the-art independent motion capture facility for training, research, and commercial production that will enhance Ontario's competitiveness in creating cutting-edge content for the screen.

OMDC also participated in a variety of trade show missions across our sectors including CIRPA's second **Music Mission to Japan** and the **Game Developers Conference** in San Francisco in February 2008.

Many of OMDC's interactive digital media clients were honoured in 2008. Here are just a few highlights: at The Canadian New Media Awards, marblemmedia took home top honours for Company of the Year and Producer of the Year went to Mark Bishop. The 2008 Gemini Award - Best Cross Platform Project went to Quick Play Media/GalaFilm Inc. for *Race to Mars Interactive*. Ontario-based interactive media developer SilverBirch and game-creator Metanet had great success at the 2008 E3 Media and Business Summit with their game, *N+*. Created by Metanet, developed by SilverBirch, and published by Atari Games, *N+* was named Best in Show for PSP from Gaming Excellence and Best Handheld from Blast Magazine.

2008 – Selected Highlights from OMDC-supported initiatives and programs continued



Capybara Games' *Critter Crunch* was awarded Best Game and Achievement in Audio at the Independent Games Festival Mobile Awards.

On the research front, OMDC continued to support Ontario's book and magazine, film and television, music and interactive digital media industries through a variety of research partnerships with stakeholders and government. On April 30, OMDC hosted the inaugural Research Showcase for key stakeholders where research projects from 2007-08 were highlighted.



Studies completed in 2008 include:

- *Strategic studies of the Book, Magazine and Music sectors in Ontario*
- *A Profile of the Ontario Computer Animation and Visual Effects Industry*

- *The second installment of Canada Online! The Canadian Internet Project*
- *Getting Real III – An Economic Profile of the Canadian Documentary Production Industry*
- *The Economic Contribution of the Canadian Magazine Industry*
- *An Overview of the Financial Impact of the Canadian Music Industry*
- *Ontario 2012: Stimulating Growth in Ontario's Digital Game Industry*

On behalf of our stakeholders, OMDC was pleased to file comments to the CRTC for both the Broadcast Distribution Undertakings and Discretionary Services review, and the New Media review in 2008. OMDC appeared at the Broadcast Distribution Undertakings and Discretionary Services hearings in Gatineau on April 22nd with the Minister of Culture, the Hon. Aileen Carroll. OMDC also plans to appear at the New Media hearings which begin in February, 2009.

To access all of these OMDC-supported research studies and CRTC filings, please see our Research page at <http://www.omdc.on.ca/Page3595.aspx>

OMDC News and Supported Events

Meet with a Tax Credit Expert at OFTTC Workshop!

On Thursday, January 22 from 10 am -12 pm the Tax Credits and Financing Department at OMDC will be holding its next quarterly workshop and tutorial for new producers and those wishing to learn about the Ontario film and television tax credits (OFTTC). The session will be held at OMDC and will offer an intimate and engaged forum for new participants seeking guidance on issues that arise on their productions or for those with more general questions about the OFTTC requirements. For information or to register call Barbara Hingley at 416-642-6639 or e-mail her at bhingley@omdc.on.ca. Space will be limited to 12 people, so register early. We will be offering more workshops every 2-3 months.

OMDC is currently accepting submissions for the **22nd Trillium Book Award** for eligible books published in the 2008 calendar year. **Final deadline for submissions is February 3, 2009.** For complete guidelines and submission forms, visit www.omdc.on.ca.

OMDC is now accepting applications from publishers and producers who are Ontario-based and Canadian-owned to participate in **From Page to Screen**, which will take place in Toronto on Friday, March 6, 2009.

This event is to promote the adaptation of Canadian fiction, non-fiction and children's literature published by Ontario publishers to the big and small screens. It will provide a forum for Canadian film and television producers to meet with the publishers in one-on-one scheduled meetings. **Deadline for applications is February 5, 2009.** For further information please contact Janet Hawkins at: jhawkins@omdc.on.ca; phone # 416-642-6698.

Jan. 23 | iLunch 7.04 - The Digital Pangaea. The Gladstone Hotel, Toronto. More details coming soon at <http://www.interactiveontario.com/events/ilunch>.

Mar. 17-19 | Are you IN? The Interactive Content Exchange conference brings together the creation of sustainable business models and promotion of high quality content on interactive platforms. 2009 heralds a new approach to the issues facing Interactive Digital Media via the Visionary Series. These discussions will feature thought leaders and specialists from a variety of fields such as the arts, sciences, technology, etc., sharing their experiences and strategies to inspire cross-industry ideation and out-of-the-box thinking. Register now at <http://www.in.interactiveontario.com/register.htm>

Upcoming Events & Industry Deadlines

Reminder: Please complete the 2008 Canadian Interactive Industry Profile

Just a reminder that the 2008 Canadian Interactive Industry Profile (CIIP) questionnaire is now available online. By completing this survey, you are helping The Canadian Interactive Alliance/L'Alliance interactive canadienne (CIAIC) strengthen the Canadian interactive industry. The 2008 CIIP will assist the CIAIC in increasing investment and partnering opportunities and improving the business climate for interactive media. Please fill out the survey http://new.qualtrics.com/SE/?SID=SV_9KPOJ5PJOLz6MQs&SVID=Prod.

Jan. 16 | Pre-MIDEM Music Industry Forum: High Commission of Canada – Canada House, Trafalgar Square, London. Canada will host the Pre-MIDEM Canada-Japan-United Kingdom (CJUK) forum. Programming will include a full day of pre-scheduled B2B meetings for Canadians with UK and Japanese industry delegates, panel discussions, a networking luncheon and reception. The event provides an opportunity for Canadians to meet, in small groups, the UK and Japanese participants and to take part in preliminary discussions. Canada celebrates its 80th year of diplomatic relations with Japan, as well as its solid relationships with Japanese and UK music industry leaders. Key UK and Japanese industry delegates will be invited to share market information, increase opportunities for Canadians to enhance relationships with international delegates and foster export deals. Participation is on a first-come, first-served basis, therefore, we encourage you to submit your application as soon as possible. Canadian delegates will be asked to pay a registration fee of \$50, payable to CIRPA. A number of hotel rooms will be made available at a special rate. Registration info: <http://www.cirpa.ca/EbulletinLink.asp?MailingID=41401&LinkID=445&Lang=1>

Jan. 22 | INTERACT. Networking event for the interactive digital industry. 6-8 pm at The Gladstone Hotel, Toronto. INTERACT is free for Interactive Ontario members and just \$5.00 for non-members and includes one drink ticket and munchies. More details soon at www.interactiveontario.com/events/interact

Feb. 1 | Call For Submissions - The Yorkton Film Festival. Submissions are now being accepted for the 2009 Golden Sheaf Awards competition. The Yorkton Film Festival is the longest-running film festival in North America. In the 62 years of its existence the Festival has developed a tradition of recognizing excellent films and providing great professional development and learning opportunities. The Festival recognizes outstanding Canadian short films and rewards the very best with the annual Golden Sheaf Awards. The entry form, list of categories, rules and regulations and all information about the 2009 Golden Sheaf Awards competition can be found on the Festival's website at www.goldensheafawards.com.

Feb. 6-10 | Registration for Magazines Canada's **School for Circulation** is now open. Learn the skills necessary to manage your magazine's circulation. www.magazinescanada.ca

Feb. 16-27 | Digital Entertainment Mission to India. The Federation of Indian Chambers of Commerce and Industry (FICCI) hosts FRAMES, Asia's largest annual convention on the "business of entertainment". Approximately 1500 Indian and 500 foreign delegates attend this event. In 2008, sessions covered the entire gamut of the Media & Entertainment industry, including Film, TV, Broadcast, Digital Entertainment, Animation, Gaming, Visual Effects and Radio. Following FICCI FRAMES, the mission will continue on to Pune and Hyderabad. Activities will be organized in cooperation with the local Canadian Trade Commissioners. For more information please contact Corie McDougall, Area Director for South & Southeast Asia, International Trade Branch, Ontario Ministry of International Trade & Investment - 416-325-6663 or corie.mcdougall@ontario.ca

Feb. 23 | Deadline for **The TELUS Innovation Fund.** The TELUS Innovation Fund was created by the Canadian Film Centre with funding from the TELUS Foundation. This fund invests in new forms of high-quality, original Canadian content that employ innovative strategies in breaking new ground to reach general public audiences. The TELUS Innovation Fund supports a minimum of 3 projects per year with funding up to \$100,000 for each project. For information download the TELUS Innovation Fund Guidelines Package at: www.cfccreates.com. Or contact TELUS Innovation Fund Coordinator Antoinette di Michele at adimichele@cfccreates.com or Tel. 416-445-1446 ext. 208.

Feb. 23 | Application deadline for **CWC (Canadian Women in Communications) /Corus Digital Media & Technology Career Accelerator**, May 3-8, Ryerson University, Toronto. *Explore the brave new world of technology where content development meets imagination.* This intensive, six-day, executive training program funded by Corus Entertainment Inc. teaches the fundamentals of how technology is affecting media content development. The program's curriculum, developed in conjunction with Ryerson University in Toronto, focuses on key topics that will assist you with mastering the ideas and the strategies that will keep you in demand, such as: **Digital Storytelling, Web 2.0, Developing an on-line presence, Case studies of cross-platform media companies, Monetizing digital media** and **Future trends**. With the funding provided by Corus Entertainment Inc., CWC is able to offer 20 full scholarships to women in the communications industry who have at least five years of full-time experience. A full scholarship includes program tuition, travel to and from Toronto, as well as meals and accommodation during

Upcoming Events & Industry Deadlines continued

the program. **Seize the opportunity to accelerate your career and apply today:** www.cwc-afc.com/show-content.cfm?section=wha-pro&subsection=car

Mar. 21-Apr. 1 | Ontario Digital Entertainment Mission to China. The Government of Ontario, the Canadian Consulates in China, and other Canadian and Chinese partners are pleased to invite Ontario companies to participate in the Ontario Digital Entertainment Mission to China. The following product and service providers to the Media & Entertainment industry would benefit from the mission: Gaming, Animation, Visual Effects, Software, Digital Compression Technologies, Internet Applications, Interactive Television, Broadcasting

Equipment and Technology. The mission will exhibit in the Canadian pavilion at the Entertainment Expo Hong Kong 2009 and continue the trip to Shenzhen, Hangzhou, Shanghai (the three strongest Digital Entertainment clusters) in mainland China. In each city visited, delegates will participate in business networking events and pre-arranged meetings with key players in the digital entertainment sector. Relationship building is particularly important in Chinese markets and whether this is your first visit to the region or a follow-up visit, the investment in meeting locally with prospective partners and customers will prove well worth the effort. For further information or registration, please go to www.dom.ontario-canada.com/medt/events.nsf/home_en

Upcoming Awards, Markets and Festivals

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| Jan. 15-23 | Slamdance Film Festival , Park City, Utah. www.slamdance.com |
| Jan. 15-25 | Sundance Film Festival , Park City, Utah. http://festival.sundance.org |
| Jan. 17-19 | MIDEMNet , Cannes, France. www.midem.com |
| Jan. 18-21 | MIDEM , Cannes, France. www.midem.com |
| Jan. 21-Feb. 1 | CineMart , Rotterdam, The Netherlands
http://professionals.filmfestivalrotterdam.com/eng/cinemine.aspx |
| Jan. 26-29 | NATPE - National Association of Television Program Executives , Las Vegas, Nevada.
www.natpe.com |
| Feb. 5-15 | The 59th Berlin International Film Festival and Berlinale Talent Campus , Berlin, Germany. www.berlinale.de |
| Feb. 6-10 | Magazines Canada - School for Circulation Strategies and Solutions , Pillar and Post, Niagara-on-the-Lake, Ontario. magazinescanada.ca |
| Feb. 7-19 | Federation of Indian Chambers of Commerce and Industry (FICCI) Frames 2009 , Mumbai, India. www.ficci-frames.com |
| Feb. 11-14 | KidScreen Summit , New York, New York. |
| Feb. 18-20 | D.I.C.E. (Design Innovate Communicate Entertain) Summit 2009 , The Red Rock Casino Resort & Spa in Las Vegas, Nevada www.dicesummit.org |
| Feb. 18-20 | CFTPA Primetime Conference , Ottawa, Ontario. www.cftpa.ca |

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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