

OMDC

INTEGRATION NEWSLETTER

ONTARIO MEDIA DEVELOPMENT CORPORATION

June 2010

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

Celebrating Ontario's literary talent at 23rd Trillium Book Awards/Prix Trillium Luncheon



Mark Kelley emcees 23rd Trillium Book Awards/
Prix Trillium Luncheon



Lauréats du 23^e Prix Trillium - Ryad Assani-Razaki,
Minister of Tourism and Culture, Michael Chan and
Michèle Matteau



23rd Trillium Book Award winners –
Ian Brown, Karen Solie with Minister Chan



Minister Chan with Sarah MacLachlan, House of
Anansi Press, publisher of Karen Solie's *Pigeon*



Minister Chan, Marie-Pierre Barathon publisher of
Deux cercles, VLB éditeur with
Lauréat Ryad Assani-Razaki



Minister Chan, Ian Brown, winner for *Boy in the Moon*
with publisher Louise Dennys, Random House Canada



Minister Chan with Margaret Atwood,
OMDC Chair Kevin Shea and
OMDC's President & CEO Karen Thorne-Stone



(L to R) – French finalists – Ryad Assani-Razaki, Michèle Matteau,
Jean Mohsen Fahmy, Minister Chan, Jacqueline Borowick, Daniel
Soha and Nicole V. Champeau (Daniel Poliquin not present)



(L to R) – English finalists – Susan Holbrook, Ian Brown, Karen Solie,
Emily Schultz, Matthew Tierney, Alexandra Leggat, Cordelia Strube, Anne
Michaels, Margaret Atwood and Minister Chan (Alice Munro not present)



Ian Brown with Meg Taylor, Ibi Kaslik, Rob Winger,
Cordelia Strube and Anne Michaels



Michèle Matteau, Ryad Assani-Razaki, Aristote Kavungu, Daniel
Soha, Aurélie Resch and Margaret Atwood



Ian Brown with his wife, journalist Johanna Schneller

Online Application Portal (OAP) Quick Tip

While you are able to upload multiple documents within the supporting document line items, each individual upload must be within 32MB. This may require you to optimize your documents. If you require assistance with document uploads, feel free to contact OAP Help at applyhelp@omdc.on.ca.



OMDC Program Deadlines

Sept. 20 by 5 p.m.: Deadline for the Interactive Digital Media Fund (IDM Fund) which is designed to provide Ontario interactive digital media content companies with access to the final piece of funding required to move their content projects into production. Successful applicants will receive a non-refundable contribution of up to \$150,000, to a maximum of 50% of the project budget, to create a market-ready interactive digital media content product.

It is anticipated that the OMDC IDM Fund will support projects from a range of genres, delivery platforms and budgets. Consideration will be given to the cultural and industrial benefits of each project. In assessing the economic impact of a project, OMDC will take into account immediate results including Ontario job creation and retention and level of Ontario expenditures. Long term results such as the potential for commercial exploitation will also be a factor. Updated documentation and the link to the OAP are posted on the OMDC website (www.omdc.on.ca – under Programs / Content and Marketing Funds / OMDC Interactive Digital Media Fund). To link directly to this information click here: <http://www.omdc.on.ca/Page3215.aspx>.

Interested applicants are strongly encouraged to attend an upcoming information session to have their questions answered: July 14, 2010 and August 18, 2010, 2-3 p.m. at the Conference Centre, 175 Bloor St. East, North Tower, Third Floor, Toronto. **Registrations will close at 5:00 pm on the day prior to each Information Session. Unregistered guests will only be accepted if space permits. Both Sessions 2- 3 p.m.**

- **Sept. 15 | Entertainment and Creative Cluster Partnerships Fund - Pre-qualification deadline**
- **Sept. 29 | Entertainment and Creative Cluster Partnerships Fund deadline**

Call for applications for the **International Financing Forum (IFF) 2010** presented by OMDC at Toronto International Film Festival® (TIFF) **from Sept. 11-13**. IFF is a feature film co-financing event at TIFF that brings together selected international and Canadian producers developing English-language projects to do business in a relaxed atmosphere of brokered meetings and networking opportunities with international sales agents, distributors, funders, agents, and executive producers. Canadian and international feature film producers are invited to apply to participate in the IFF. Registration is free but competitive, with final selection to participate based on company track record and the suitability of projects. (English-language projects, only.) Eligible applicants must have, at a minimum, one full producer credit on a theatrically released feature, and 1-2 market-oriented co-productions in development that require international financing partners. Producers with only Executive Producer, Co-Producer and Associate Producer credits are not eligible. **Deadline for international producers' applications for IFF - July 23.**

Update | OMDC Intellectual Property (IP) Development Fund – Funds are still available! July 31, 2010 is the last day that we will be accepting applications for the IP Development Fund, subject to the availability of funds. This means there is only a little over a month remaining before your opportunity to apply for the Fund will be over. If you have been considering submitting an application, please do so soon as funds may run out before July 31.

The IP Development Fund assists Ontario corporations by providing a refund of 30% of prior costs incurred in direct support of eligible early stage development activities to bring screen-based content properties closer to production or market-ready stage. Qualifying Ontario corporations may apply for expenditures incurred over the course of a taxation year that relate to a slate of early stage development activities undertaken by the corporation. Eligible expenditures are those incurred after March 31, 2009 up to and including March 31, 2010. Guidelines and applications forms are available at <http://www.omdc.on.ca/Page5575.aspx>.

Ongoing | OMDC's Industry Development Program now incorporates the previous OMDC Trade Organization Support and Domestic Markets and Events programs. The program offers financial and, where appropriate, strategic support to established trade and event organizations that are undertaking initiatives that provide business growth and business development opportunities for Ontario cultural media companies. Guidelines are now posted on our website at <http://www.omdc.on.ca/Page5564.aspx>. For further information contact: programs@omdc.on.ca.

OMDC-Supported Research

Interactive Ontario, supported by OMDC, has undertaken a pioneering research study in the field of eLearning. The research project is examining eLearning in relation to the six cultural industries that OMDC serves. Specifically, it is looking into the potential for strategic relationships and opportunities between the cultural sectors and eLearning producers. The study will also highlight successful and innovative case studies and business models within this growing industry.

eLearning projects can include:

- Academic Learning (e.g. online distance education, interactive videos, multimedia learning games, e-textbooks)
- Non-Curriculum Academic Learning (e.g. kids' edutainment, serious games, museum installations, interactive documentaries)
- Corporate Training (e.g. industrial simulations, online professional development and certification courses, just-in-time training, interactive "soft skills" development games)

For more information about this study and how to participate, please visit Interactive Ontario's website at www.interactiveontario.com/elearning.

OMDC is pleased to have partnered with two industry organizations on recent research studies. The Canadian Media Production Association (CMPA, formerly CFTP) commissioned Duopoly Research to explore the evolving marketplace for the digital rights associated with film and television content in Canada. **Towards a Framework for Digital Rights** (<http://www.omdc.on.ca/AssetFactory.aspx?did=6928>) builds a framework that defines a common lexicon of terms around digital rights, describes the dynamic nature of the windows of exhibition for video content, and identifies areas of confusion or misunderstanding in the Canadian production industry with respect to digital rights. OMDC was the primary funder of this study.

The Canadian Business Press (CBP) undertook the **Information Sources Study** (<http://www.omdc.on.ca/AssetFactory.aspx?did=6881>) in order to survey the purchasing decision-makers in various industries, including manufacturing, automotive and agriculture, to determine the role the business press plays in the communication of business information. As in previous versions of the study, business publications ranked very highly in terms of usefulness, coming in second only to the Internet.

Tax Update For OCASE and OIDMTC Applications:

Please note, in an effort to expedite the processing of OCASE and OIDMTC applications, as of August 1, 2010, companies applying for 10 or more productions or products on any 1 application, must submit their application and supporting documentation through the Online Application Portal.

OMDC News and Supported Events

MagNet: Canada's Magazine Conference attracted 1,300 people in downtown Toronto from June 1-4 during Magazine Week. Participants from all over the country gathered in Ontario to attend 60+ seminars, workshops, networking receptions, awards banquets and much, much more including the MagNet Marquee keynote featuring *Esquire* editor, David Granger. MagNet, an internationally renowned event, is supported by the OMDC.



Mark Jamison, CEO of Magazines Canada, Minister of Tourism and Culture, Michael Chan with Terry Sellwood, GM of Quarto Communications & Cottage Life



David Granger, editor of *Esquire*, presenting at the MagNet Marquee



Jacqueline Howe of Transcontinental Media, Terry Sellwood of Quarto Communications, Robert Goyette of Readers Digest Canada, John Milne of Rogers and Sharon McAuley of St. Joseph's Media at the Magazines Canada luncheon

OMDC News and Supported Events (cont'd)

OMDC was proud to present the opening night gala of NXNE with the JUNO Awards on June 16 that featured live performances by K-OS, Kathleen Edwards and the Arkells. Congratulations to NXNE for a successful 7-day festival that attracted more than 250,000 fans and saw over 650 acts on 50 stages, including a 40% increase in attendance at Yonge-Dundas Square, NXNE's premier festival location. The first-ever **NXNE Interactive (NXNEi)**, supported through the Entertainment and Creative Cluster Partnerships Fund, sold out a week ahead of the event. The three days of workshops, panels, and keynote addresses drew enthusiastic responses from participants and presenters, including the OMDC-supported FM USA "Music Meeting". An expanded event is already in the works for 2011.



K-OS spins



Kathleen Edwards



The Arkells

Blue Rodeo's Jim Cuddy and Greg Keelor perform at the Consul General's Official Residence in Los Angeles as the first in a series of LA showcases produced by the Canadian Independent Music Association (CIMA), funded by OMDC through the Entertainment and Creative Cluster Partnerships Fund.



Congratulations to **Splice**, a Canada-France coproduction which received support from the OMDC Film Fund. Opening June 4, *Splice* generated box office sales of \$1.12 million across 170 screens in Canada in its first week. Having opened across over 2600 screens in North America, *Splice* is the second largest release of a Canadian film in history and the largest ever for an OMDC-financed project.

"Our congratulations to the filmmakers, especially Steve Hoban and his very talented team at Copperheart Entertainment, for this great success," says Karen Thorne-Stone, OMDC President and CEO. "We were very proud to have supported this feature through OMDC's Film Fund."

Directed by Vincenzo Natali and produced by Steven Hoban, *Splice* stars accomplished Canadian filmmaker and actress Sarah Polley, Academy Award winner Adrien Brody and French newcomer Delphine Chanéac. *Splice* was written by Vincenzo Natali, Antoinette Terry Bryant and Doug Taylor. The film also has some of the industry's biggest names behind it, including executive producers Guillermo del Toro (*Pan's Labyrinth*) and Joel Silver (*The Matrix Trilogy*, *Sherlock Holmes*). *Splice* is distributed in Canada by E1 Entertainment.

Geneticists Elsa and Clive, partners in and out of the lab, are experts in splicing together DNA from different animals to create new hybrids. Wanting to push their experiments even further, they decide to combine animal and human genes in a hybrid that would revolutionize science and medicine. The result is the mesmerizing, strangely beautiful, but ultimately dangerous Dren.



Worth celebrating! Producer Steve Hoban and Director Vincenzo Natali celebrate the premiere screening of *Splice* at the Winter Garden Theatre in Toronto.

Upcoming Industry Deadlines and Events

July 9 | Submission deadline for **Consultation on Canada's Digital Economy**. <http://de-en.gc.ca/en/home/>

July 21 | **Cross Media Toronto** is bringing together an all-star lineup of industry executives and technology experts in hopes of creating new relationships between key media sectors. OMDC newsletter readers are eligible for a **15% discount** for this event, with the use of the Registration Code: OMDC2010. Guest speakers from Random House of Canada, Google Canada and CBC will be in attendance. More details can be found at www.crossmediato.com.

Telefilm has announced the 2010-2011 deadlines for project submission to the **Theatrical Documentary Program**. The Program's eligibility requirements remain unchanged and can be accessed at www.telefilm.gc.ca.

• **August 9** | French-language submissions
• **September 7** | English-language submissions for Ontario

Aug. 18 – 22 | Canadian Pavilion & Partner Country @ gamescom 2010, in Cologne, Germany. **Canada will be the featured Partner Country at gamescom 2010**, the world's largest event for the world of interactive entertainment – with 245,000 visitors and 458 exhibitors from 31 countries. A special **Canadian Pavilion** is organized by the Canadian Consulate in Germany in conjunction with five provinces: Alberta, BC, Ontario, Nova Scotia and Quebec. Exhibit space, along with numerous business services, on-site matchmaking support, networking events and promotional opportunities create a unique and productive business environment. Please contact Mette Petersen at m.petersen@koelnmesse.de or +1 773 326 9921 for details. Or go to www.gamescom-cologne.com for show information.

Congratulations

On June 4, the **33rd National Magazine Awards** were held at the Carlu in Toronto. More than 750 guests attended the gala as The National Magazine Awards Foundation (NMAF) handed out Gold, Silver and Honourable Mention awards in 46 categories. Coming in with the most nominations at 33, *The Walrus* also left with the most awards, winning 9 Gold and 3 Silver. *Toronto Life* followed with 4 Gold and 3 Silver, while *explore* did equally well in both the Gold and Silver counts, earning 3 each. For a full list of winners go to: <http://www.magazine-awards.com/>

On June 3, – Karen Solie's *Pigeon* and Eiléan Ní Chuilleanáin's *The Sun-fish* were the Canadian and International winners of the 10th annual Griffin Poetry Prize. http://www.griffinpoetryprize.com/awards_winners.php

Congratulations to Farley Mowat, Sarah Polley, Eric McCormack and David Clayton-Thomas, who will be inducted into **Canada's Walk of Fame** at the 13th annual ceremony, on Oct. 16 at the Canon Theatre in Toronto. For a full list of inductees go to: <http://www.canadaswalkoffame.com/>

Upcoming Awards, Festivals and Markets

June 3 – Aug. 26	TIFF's Cinematheque Ontario, Jackman Hall, AGO. Toronto, ON. http://www.cinemathequeontario.ca/default.aspx
July 20 – Aug. 12	Toronto Summer Music Festival, Toronto, ON. http://www.torontosummertime.com/
July 21	Cross Media Toronto, MaRS Discovery District, Toronto, ON. http://www.crossmediato.com/
Aug. 26 – Sept. 6	World Film Festival Montreal, Montreal, Quebec. http://www ffm-montreal.org/en_index.html
Sept. 8 – 10	POPKOMM, Berlin, Germany. http://www1.messe-berlin.de/vip8_1/website/Internet/Internet/www.popkomm/englisch/index.html
Sept. 8 – 12	Country Music Week (CMW) and CCMA Awards, Edmonton, AB. http://www.ccma.org/
Sept. 9 – 19	Toronto International Film Festival (TIFF)®, Toronto, ON. http://tiff.net/

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

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

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