

OMDC

INTEGRATION NEWSLETTER

ONTARIO MEDIA DEVELOPMENT CORPORATION

July 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

OMDC's Digital Dialogue



OMDC hosted **Digital Dialogue** on June 30th at the Allstream Centre in Toronto. Digital Dialogue brought together 210 senior-level content creators working in book publishing, film, interactive digital media, magazines, music and television, as well as broadcasters, ICT leaders, venture capitalists, academia and government. Attendees engaged in a dynamic discussion on the key issues facing Ontario's cultural media content creators in the digital economy, as well as issues of importance to the development of a national Digital Economy Strategy for Canada.



OMDC Vice-Chair Alex Brown starts the Digital Dialogue day



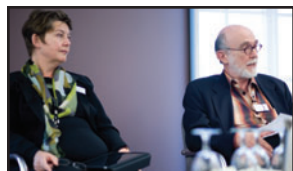
Minister Chan also announced the release of **Ontario's Entertainment and Creative Cluster: A Framework for Growth**, http://www.culture.gov.on.ca/english/cult_ind/cluster_report.htm, which lays out the vision of the ministry for the continued growth of Ontario's content-producing industries.

Minister of Tourism and Culture Michael Chan announced to conference delegates that OMDC would have stable operating base funding commencing this fiscal year.



Virginia Heffernan, Internet Columnist for The New York Times.

ONTARIO CONTENT CREATORS' SUCCESS STORIES panel moderated by Jesse Hirsh, CBC Radio included panelists: Steve Billinger, GM, Digital Programming and Business Development, CBC; Ian Danzig, President/Founder, Exclaim! Media; Jill Golick, screenwriter and online storyteller; Kunal Gupta, CEO, Polar Mobile; Raja Khanna, Co-CEO, GlassBOX Television Inc.; Tara Luft, GM, MapleMusic.com; Sarah MacLachlan, Publisher, House of Anansi Press; and Nathan Vella, Co-Founder/President, Copybara Games.



Gina Fegan, Chief Executive, South East Media Network (SEMN) (UK) and Dr. David Jacobson, Director, Emerging Technologies, PricewaterhouseCoopers Toronto discussed Digital Britain.

VISIONING THE DIGITAL FUTURE panel moderated by Edward Greenspon, Chairman, The GPS Project; Bernard Courtois, President and CEO, Information Technology Association of Canada (ITAC); Dr. David Ellis, Department of Communication Studies, York University; Nathan Gunn, CEO, Social Game Universe; Roanie Levy, General Counsel, Director of Policy and External Affairs, Access Copyright; and Andrea Wood, CLO, Globalive Wireless Management Corp.



The day's discussion also informed OMDC's submission to the federal government's public consultation on Canada's Digital Economy Strategy.



CANADA'S NATIONAL DIGITAL STRATEGY panel moderated by Jerry Brown, Associate Partner, PwC included panelists: John Barrack, COO and CLO, Canadian Media Production Association (CMPA); Mark Bishop, Co-Founder/Executive Producer, marbledmedia; Michael Carter, President, Computer Animation Studios of Ontario (CASO); Niel Hiscox, VP, Media, CLB Media Inc.; Duncan McKie, President and CEO, Canadian Independent Music Association (CIMA); and Carolyn Wood, Executive Director, Association of Canadian Publishers (ACP).

PwC's Tracey Jennings summarizes day's highlights.



Digital Dialogue was video recorded. Videos will be posted online at the end of July. A summary of conference proceedings is also in the works and will be posted on OMDC's website.

OMDC News - Justin Poy joins OMDC Board of Directors



Justin Poy is the President and Creative Director of The Justin Poy Agency, a niche market, full service, multicultural advertising agency based in Toronto. Established by Justin in 1993, the agency has won over 15 international creative awards. He is very active in community and philanthropic efforts. Justin is the recipient of the Queen's Golden Jubilee Medal for philanthropy and community activism and is the inaugural recipient of the Canadian Youth Business Foundation's Entrepreneurship Champion Award. He currently sits on the Honourary Board of the Kidney Foundation of Canada, is the Vice-Chair of The Canadian Foundation for Chinese Heritage Preservation and chairs the Chinese Community Advisory for the Toronto International Film Festival.

Three OMDC Film Fund Features Selected for TIFF Galas!

Opening Night Gala Presentation
for SCORE: A HOCKEY MUSICAL



THE BANG BANG CLUB – Gala Presentation



BARNEY'S VERSION – Gala Presentation





On July 5, 2010, Pinewood Toronto Studios hosted royalty when HM The Queen and HRH The Duke of Edinburgh stopped by as part of their **2010 Royal Tour**. The visit showcased the world class facilities at Pinewood Toronto Studios and the innovation and strong infrastructure of the Ontario film and television industry. The Royal Couple went behind the scenes of the Pinewood-based Screen Industries Research and Training (SIRT) centre. There, they watched a scene filmed using stereoscopic 3-D technology. The scene was an interpretive excerpt of *1812*, a mini-series currently in development, which tells the story of two cousins fighting on opposite sides of the 1812 War between the United States and the British Empire. *1812* is directed by award-winning Deepa Mehta. <http://www.pinewoodgroup.com/>

OMDC's Digital Locations Library Works to Facilitate New Film & TV Projects in Ontario

The OMDC digital locations library, home to over 8,900 potential locations for film and television projects, is a key tool of the OMDC's Film Commission, that is used to promote filming in the province of Ontario. Well into the 2010 location shooting season, the digital locations library staff continues to receive a high volume of new property owner submissions and actively pursues new locations for the database. Used daily by industry professionals to scout locations for film and television projects, the password-protected site is an essential tool for any professional interested in shooting in Ontario. Updated with roughly 300 new locations each year and including over 180,000 images to date, the film locations database is rapidly growing, providing support for producers from around the world to bring their productions to Ontario.



In the past few years, the OMDC Film Commission has assisted in bringing many film and television projects to Ontario, including Universal's highly anticipated film *Scott Pilgrim vs. the World*, which stars Ontario's own Michael Cera and is being released in theatres this August. Also shot in Ontario and released this past April was the action film *Kick Ass*, inspired by the Marvel comic books of the same name. This year Ontario has become home to a number of high profile projects including Canadian filmmaker Sarah Polley's new film *Take This Waltz*, Universal's prequel of the 1982 sci-fi adventure *The Thing*, and a new original TV series spotlighting one of America's most legendary families in *The Kennedys*, which stars Greg Kinnear and Katie Holmes.

The digital database staff continues to search for and add new potential film locations to the system, so feel free to contact the staff by phone at 416-642-6634 or email locations@omdc.on.ca for more information.

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.

Registration 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**

OMDC Program Deadlines (cont'd)

Update | OMDC Intellectual Property (IP) Development Fund – The deadline is days away! July 31, 2010 is the deadline for submitting applications for the IP Development Fund, subject to the availability of funds. This means there is very little time before your opportunity to apply for the Fund will be over. If you have been considering submitting an application, please do so by July 31. (N.B. As July 31 is Saturday, OMDC offices will be closed and we will not be available to receive applications. Therefore we will accept IP Development Fund applications on the following business day, Tuesday, August 3, until 5:30 pm when the office will close for the day. No applications will be accepted after that time.)

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.

Tax Update for ODMTC:

The new updated ODMTC guidelines package, application form, and FAQs information page are now available for download on the OMDC website at <http://www.omdc.on.ca/Page3400.aspx>

Tax Update for OCASE and ODMTC Applications:

Please note, in an effort to expedite the processing of OCASE and ODMTC 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.

New OFTTC Application Deadlines:

New OFTTC application deadlines are in effect where a production company's first taxation year end following the commencement of principal photography falls after December 31, 2008. Applications for **both** a Certificate of Eligibility and Letter of Confirmation must be submitted to the OMDC **no later** than the following dates: a) 24 months from the end of the first taxation year following the commencement of principal photography; or b) if this deadline cannot be met, 42 months from the end of the first taxation year following the commencement of principal photography, where the production company has filed a valid Waiver in Respect of the Normal Reassessment Period with the Canada Revenue Agency. The Certificate of Eligibility and Letter of Confirmation must be issued by the OMDC within 6 months of the applicable application deadline. For details, go to: <http://www.omdc.on.ca/AssetFactory.aspx?did=6997>

Online Application Portal (OAP) Quick Tip

Did you know that OAP allows you to upload frequently used documents so that you can select and reference these banked documents across multiple applications? To do this, navigate to the company's Corporate Profile and upload the documents into the Corporate Documents Library at the bottom of the page. Once these documents are in the library, you will be able to "Select From Banked Documents" when providing documents within your applications!

OMDC-Supported Research

The Toronto International Film Festival has released a report on the economic activity of TIFF. **Economic Activity Associated with the 2008-09 Operations of the Toronto International Film Festival (TIFF)** <http://researchlibrary.omdc.on.ca/Handler/AccessedDocHandler.ashx?SearchId=4232&Id=430> was prepared by TCI Management Consultants and Cormex Research for TIFF, to look at the economic impact of TIFF's activities for a full year from August 2008 to August 2009. Impacts associated with the construction of Bell Lightbox, the value of media impressions and volunteer activity are included in this measurement. Funding partners for this study include OMDC and the Ontario Ministry of Tourism and Culture.

OMDC is in the process of updating our **Industry Profiles**, (<http://www.omdc.on.ca/AssetFactory.aspx?did=6562>) beginning with the book industry. We welcome input from our book publishing clients on this profile, including any

"good news" or success stories you may have to share with us. If you have feedback for us, please contact Jen Brown in the Research and Strategic Planning department: jbrown@omdc.on.ca

OMDC recently submitted comments to the Government of Canada's consultation on a national digital economy strategy. OMDC's submission was drafted based on discussions with and input from a cross-sectoral Working Group made up of representatives of OMDC's Industry Advisory Committees. OMDC's submission focused on three key issues: that content creators need more access to capital; that government should support risk-taking and innovation; and that content creators must be able to control their intellectual property. OMDC's submission to the federal consultation on a National Digital Economy Strategy can be found here. (<http://www.omdc.on.ca/AssetFactory.aspx?did=6993>)

Upcoming Industry Deadlines and Events

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

July 30th | Early bird deadline extended for submissions to the **Canadian New Media Awards 2010**. Submit before July 30th, 2010 and save - details here: <http://www.nextmediaevents.com/cnma/index.php>.

The CNMAs are Canada's leading digital media awards, honouring excellence in online and mobile content.

July 31 | Deadline for early bird discount for **Ontario Mission to the US for I/ITSEC** (www.iitsec.org), November 29 – December 2, 2010. For companies in the **e-Learning** and **Modelling & Simulation** sectors who wish to do business with U.S. and international prime contractors, large integrators and distributors such as SAIC, Lockheed Martin, L3Comm, Adobe, HP, CAE, Rockwell and BAE systems, as well as government agencies. A similar Ontario mission last year received a 90% satisfaction rating. Eight Ontario-based IT companies will have the opportunity to exhibit in the award-winning **Ontario Pavilion** and receive several value-added benefits. **Only 4 Places Left!** For more information please contact Mauricio Ospina, International Trade Branch Branch, MEDT, Tel. 416-325-6151, mauricio.ospina@ontario.ca

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.

Sept 12-14 | **IN: The Interactive Exchange 2010**, Toronto <http://www.inexchange10.com>. The INteractive Exchange is a unique cross-platform interactive media event that features two action-packed days of inspiration, insight and interaction between top creative and business minds from across Canada and around the world.

Sept. 13-18 | **Mobile Innovation Week** in Toronto will showcase global mobile thought leaders, developers, innovators, institutions and industry professionals coming together for an exciting and engaging series of events all focused on exploring new mobile Internet frontiers, applications and business ideas. <http://mobileinnovationweek.com/>

Nov 18-19 | **Dig 2010**, London ON. A forum for Canada's leading gaming developers, publishers, technology companies and services providers to connect, learn, and share ideas. DIG attracts over 850 professionals and creators of console, pc, mobile, and online games, as well as students from across Canada. More information at <http://conf.diglondon.ca>

Congratulations

Five Ontario artists on Ontario labels made the **2010 Polaris Short List**:

- Broken Social Scene (Toronto, ON), **Forgiveness Rock Record** (Arts&Crafts)
- Caribou (Dundas, ON), **Swim** (Merge / City Slang)
- Owen Pallett (Toronto, ON), **Heartland** (Domino / For Great Justice)
- The Sadies (Toronto, ON), **Darker Circles** (Outside)
- Shad (London, ON), **TSOL** (Black Box)

This year's \$20,000 **Polaris Music Prize** will be awarded on September 20, 2010. To see the other shortlisted artists go to: www.polarismusicprize.ca.

Congratulations to Toronto-based duo Madison Violet, winners of the **Maxell Song of the Year Award** from the 2010 John Lennon Songwriting Contest for their original song "The Ransom" from the band's Juno Award nominated album "No Fool For Trying." For additional information please contact Cristin Fraser at True North Records, cristin@truenorthrecords.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/
Aug. 13 – 15	Ottawa Folk Festival 2010, Britannia Park, Ottawa, ON. http://www.ottawafestivals.ca
Aug. 26 – Sept. 6	The World Film Festival: Festival des Films du Monde 2010, Montreal, QC. http://www ffm-montreal.org/en_index.html
Aug. 30 – Sept. 3	17th Beijing International Book Fair, Beijing, China. http://www.americancollectivestand.com/17th-beijing-international-book-fair_18_4.html
Aug. 30	25th Annual Gemini Awards Nominations Announced, Toronto, ON. www.academy.ca
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/
Sept. 10-12	Producers Lab Toronto 2010, an initiative of European Film Promotion, the OMDC and TIFF®, Toronto, ON. http://www.omdc.on.ca/Page5783.aspx
Sept. 12 – 14	IN/10 The Interactive Exchange, The Carlu, 444 Yonge Street, Toronto, ON. http://www.inexchange09.com
Sept. 12 – 13	International Film Financing (IFF) presented by OMDC at 2010 TIFF. http://www.omdc.on.ca/Page5414.aspx
Sept. 13 – 15	Festival Music House (formerly Canadian Music Café at TIFF), The Roosevelt Room, 2 Drummond Place, Toronto, ON. http://www.festivalmusichouse.com/
Sept. 16 – 19	Strategic Partners at the 30th Annual Atlantic Film Festival, Halifax, NS. http://www.atlanticfilm.com/sp/
Sept. 16 – 25	30th Annual Atlantic Film Festival, Halifax, NS. http://www.atlanticfilm.com
Sept. 18 – 26	Cinéfest International Film Festival, Sudbury, ON. http://www.cinefest.com
Sept. 19 – 24	Independent Film Week, Brooklyn, NYC. http://www.independentfilmweek.com/
Sept. 20	2010 Scotiabank Gillar Prize Longlist revealed, Toronto, ON. http://www.scotiabankgillerprize.ca/
Sept. 20	Polaris Music Prize 2010 Gala Announcement, CTV's Concert Hall, Toronto's Masonic Temple, Toronto, ON. www.polarismusicprize.ca
Sept. 25	9th Annual Directors Guild of Canada Awards, Fairmont Royal York Hotel, Toronto, ON. http://www.dgc.ca
Sept. 26	The Word on the Street (WOTS) – Toronto, 11:00 am - 6:00 pm, Queen's Park, Toronto, ON. http://www.thewordonthestreet.ca/wots/toronto
Sept. 29	The Writers' Trust Awards Finalist Announcement, Toronto, ON. http://www.writerstrust.com
Sept. 29 – Oct. 3	POP Montreal 2010, Montreal, QC. http://popmontreal.com
Sept. 30 – Oct.15	Vancouver International Film Festival (VIFF), Vancouver, BC. http://www.viff.org

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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