

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

"We've got it going ON" Campaign Spotlights Ontario's Vibrant Cultural Industry

OMDC is pleased to announce that we have launched our new Awareness Building Campaign! Our goal is to build awareness among business leaders and other key influencers of our current strengths, future potential and global stature in digital media technologies and content development.

The campaign targets two large and diverse segments:

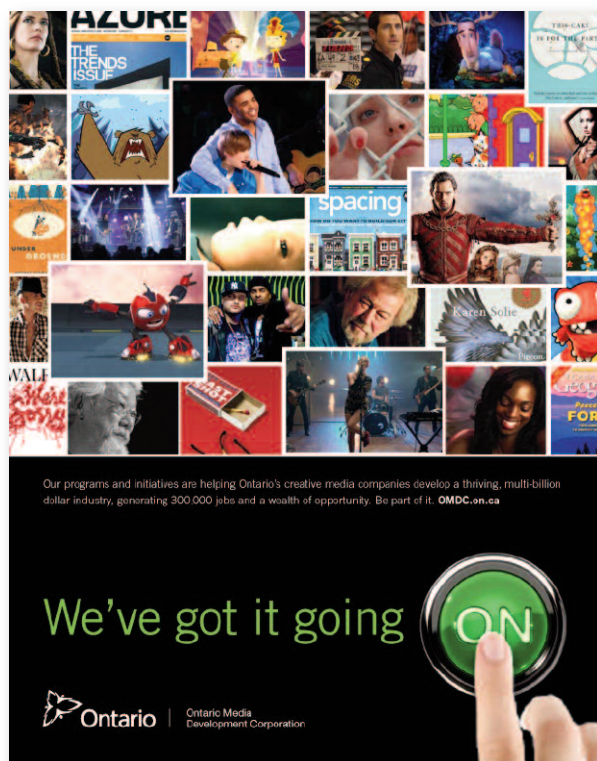
1) Consumers – Ontarians who use/consume creative media products; and 2) Businesses – who might use the services of, partner with, or invest in, Ontario's creative media companies.

The objective is to inform, educate and impress all target audiences about the depth of talent, expertise, leading-edge capabilities and scale of Ontario's creative content business sector, about the significant and increasing economic impact of our sectors, and to encourage audiences to "be part of it".

We want consumers to buy Ontario-created products; businesses to use the services of Ontario companies; international businesses to partner with Ontario companies; and investors to invest in Ontario's innovative and growing creative media industries.

The campaign is designed to showcase world-renowned products made by Ontario companies using leading-edge technologies and effects. It includes a 30-second television spot that will be airing on a range of stations and programs (news, top ten and Canadian) over the next five weeks.

These ads are supported by a 60-second spot which will be available online (OMDC website, YouTube, Facebook), print ads in consumer, business and trade publications and a wide range of placements online. The ad ran during the Oscars® and will also run during the and during the JUNOS on March 27th too! We want to thank the fabulous Ontario indie band *Metric* for making their hit song *Gimme Sympathy* available to us, the members of ACTRA and the more than 100 Ontario companies that provided their content for use in the campaign. We hope you will be pleased and proud!



We encourage you to log on to the OMDC website at www.omdc.ON.ca to see the spot, follow us on Twitter and Facebook, put links on your own websites and generally do what you can to help spread the campaign and the news about Ontario's fabulous companies at home and around the world!

Please also note that the campaign includes a facelift and a new "consumer" component on OMDC's website. We hope you will spend some time exploring the new (and evolving) content, but you need only click on the lower right hand "business" button to get to the regular B2B content that you are familiar with on the OMDC site.

March Is Music Month – Get Ready for CMW, SXSW and JUNO Week Events!

Canadian Music Week (CMW) takes place in Toronto from March 9-13. OMDC is proud to support CMW and the business of music at The International Marketplace again this year. To get plugged into all the conferences, awards and events go to: <http://www.cmw.net/>

CMW also presents the 11th *Annual Independent Music Awards, "The Indies"* which will be handed out on Saturday, March 12, 2011 at the legendary Canadian Ballroom in the Fairmont Royal York Hotel, Toronto, as part of Canadian Music Fest. The Indies acknowledge, promote and honour achievements of Canadian and international artists in the independent music sector. A number of Ontario artists are nominated for Album of the Year including: Caribou – *Swim (Merge)*; The Sadies – *Darker Circles (Outside)*; Tokyo Police Club – *Champ (Dine Alone)* and Ontario-based Last Gang Records scored a nomination for The New Pornographers – *Together*. For a full list of all indie nominees go to: http://www.indies.ca/nominees_winners/

The SXSW® Music and Media Conference, in Austin Texas celebrates its 25th Anniversary. OMDC will be supporting **The Canadian Blast** initiative including the Canada Stand and the BBQ. On Friday, March 18, OMDC will be hosting an **Ontario Showcase** featuring: Lindi Ortega, Golden Dogs, Bonjay and DVAS.

Get Ready to gear up and celebrate **40 Years of the JUNO Awards** with **JUNO Week 2011 events from March 21-27 right here in Toronto**. OMDC is proud to be a sponsor this year helping to bring the JUNO Awards back home to where it all began.

For information on all the amazing events go to: <http://junoawards.ca>.

Below are just a few of the events:

- Mar. 3: | **The Now Talks Interview Series at Now Lounge 189 Church St., Toronto**. The '00s series takes place on Thursday, March 3 at 7pm at the NOW Lounge (189 Church St.) with Brendan Canning (Broken Social Scene), interviewed by NOW Magazine's Benjamin Boles. Tickets are \$5.00 and available @ the door in advance or the night of the event. More artists to be announced soon.
- March 5 – OMDC presents the **JUNO Decades Series – 2000** at the Legendary Horseshoe Tavern. The 2000's series is being produced by *Pheromone Recordings*. Tickets: \$20.00 Advance. Available at ticketmaster.ca or 416-870-8000, Horseshoe Front Bar, Soundscapes, Rotate This and MapleMusic.

- March Break (March 21-25) at the Ontario Science Centre. The Ontario Science Centre will host music and science-themed workshops during JUNO Week (from March 21-25). A children's concert takes place on Sunday March 20 by 2010 JUNO Award Children's Album of the Year nominees, Bobs & Lolo.

MusiCounts will present a large-scale BandAid Musical Instrument Grant presentation with 4-6 Toronto area schools on Thursday March 24th The presentation will be made by a JUNO nominee who will attend and perform. Purchase Details: Please visit www.ontariosciencecentre.ca for admission prices.

- March 20-26 – **The Juno Awards at 40 – Celebrating Canadian Music on Film** at TIFF's Bell Lightbox. Visit tiff.net for all details, showtimes and admission information.
- Don't forget to vote online for the **JUNO Fan Choice Award** presented by LiveNation – nominees include: Drake, Hedley, Johnny Reid, Justin Bieber and Michael Bublé. Go to <http://junoawards.ca/juno-fan-choice-award/>
- Sunday March 27 on CTV – Mark your calendar to watch **The 2011 JUNO Awards Show and Telecast** broadcast from the Air Canada Centre hosted by Toronto native Drake. For a full list of nominees go to: <http://junoawards.ca/>. Performers to date include: Arcade Fire, Broken Social Scene, Down With Webster, Hedley and Johnny Reid. Newly announced performers include Chromeo and Sarah McLachlan. More performers still to be announced. Purchase Details: Tickets on sale now through Ticketmaster outlets. Prices: \$213.75, \$112.00, \$62.25 (includes HST) plus additional service fees
- For all JUNO Event Listings information and updates please visit www.junoawards.ca



OMDC's IDM Showcase A Great Success!

On February 7, Michael Chan, Minister of Tourism and Culture, and Kevin Shea, OMDC Board Chair, celebrated the current round of 19 recipients along with past recipients of OMDC's IDM Fund at our first ever **OMDC IDM Showcase** at Malaparte, located in TIFF's Bell Lightbox. The OMDC IDM Fund commenced in 2005 and was renewed in 2008 by the provincial government to encourage growth in Ontario's innovative economy. To date the OMDC IDM Fund has contributed \$7.7 million to support 76 projects with budgets totalling \$32.7 million. For a list of the most recent recipients go to: <http://www.omdc.on.ca/AssetFactory.aspx?did=7076>



OMDC Chair Kevin Shea celebrates past and present recipients at IDM Showcase Event



Minister Chan with marbledmedia's Matthew Homburg and Mark Bishop, with OMDC's President & CEO Karen Thorne-Stone



Minister Chan visits with Paul Butler of Artech Studios and OMDC Vice-Chair of the Board Alexandra Brown



OMDC's Chair, Kevin Shea, with OMDC Board member Marguerite Pigott with Acting Deputy Minister of Tourism and Culture Steven Davidson



Minister Chan with Breakthrough New Media's Dorothy Vreeker and TransGaming's Wojtek Kawczynski



marbledmedia's Ted Brunt with zinc roe's Sophie Brieger



TIFF's Shane Smith, Marc Glassman, Karen Thorne-Stone and Toronto Life's Sharon McAuley



OMDC's James Weyman with Chocolate Liberation Front's Shelley Simmons



Irene van der Top, FilmOntario's Sarah Ker-Hornell, Xenophile's Thomas Wallner and Karen Thorne-Stone



Little Guy Games' Tom Frenkel and Bill Kouretsos and Metanet Software's Raigan Burns



OmniG Software's Nina Zhou, Springbay Studio's Chun Jane Ji, Women Wise Software's Anne-Marie Huurre



BattleGoat Studios' David Thompson, Daxon Flynn and George Geczy

OMDC-Supported Films Garner Genie Nominations!



Barney's Version
11 Nominations



Defendor
4 Nominations



High Life
5 Nominations



Splice
4 Nominations



Trigger
4 Nominations



Year Of The Carnivore
2 Nominations

OMDC News Update

Congratulations to our own OMDC staff members nominated for three separate Applause Awards – Ontario Ministry of Tourism and Culture's recognition awards. The Applause Awards will be announced on March 3, 2011.

- OMDC's **Online Research Library** team was nominated for an Applause Award in the **"teamwork"** category. Congratulations to the team members: Jennifer Brown, Curtis Deprez, Cynthia Lynch, Season Man, Sara Tune, and Raina Wells!
- OMDC's **Online Application Portal** team was nominated for an Applause Award in the **"innovation"** category. Congratulations also to those team members: Jennifer Blitz, Curtis Deprez, Janet Hawkins, Matt Hilliard-Forde, Keely Kemp, Chris Lau, Cynthia Lynch, Season Man, Rick Mazza, Scott McKinnon, Kristine Murphy, Anna Newallo, Mike Olivier, Kathy Paljus, Andy Shin, Ivonete de Sousa, Albert Tan, Sara Tune, Raina Wells, James Weyman, and Angela Zehr!
- And **Season Man**, our acting IT Team Lead, was nominated for an Applause Award, in the **"customer service"** category!

In January, OMDC sponsored **The Canadian Blast Showcase at MIDEM**, featuring Ontario artists. Saidah Baba Talibah, Maylee Todd, and The Art of Fresh performed to a standing-room only crowd!

Feb. 10 | OMDC announced a \$2.9 million investment through **Ontario's Entertainment and Creative Cluster Partnerships Fund** supporting 19 innovative projects. To find out more about the recipients go to:
<http://www.omdc.on.ca/AssetFactory.aspx?did=7082>

Feb. 16 | **OMDC's Ontario's Film and Television Production Activity Statistics for 2010** showed Ontario's industry remained strong, contributing \$964.3 million to Ontario's economy. For more details on this production activity go to:
<http://www.omdc.on.ca/AssetFactory.aspx?did=7089>



Saidah Baba Talibah

OMDC Program Deadlines and Information

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 Credits Are Going Green – Get Ready to Get Online!
In an effort to streamline our tax credit administration process, please note that starting April 1, 2011, the OMDC is implementing a mandatory policy that all OMDC tax credit applications must be submitted via our Online Application Portal. See below or visit our website www.omdc.on.ca for upcoming WebEx training dates for how to use the Online Application Portal.

Online info sessions for OFTTC and OIDMTC

Learn about tax credits without having to leave the comfort – and warmth – of your office! The OMDC is offering two online info sessions, presented remotely via WebEx (i.e. participants hear the presenter's voice over the phone and see the PowerPoint presentation on their computer screen).

- **OFTTC** – Thursday, March 3rd, 2:00–4:00 pm
- **OIDMTC** – Tuesday, March 8th, 2:00–4:00 pm

There is limited availability, so participants must register in advance at: <http://www.omdc.on.ca/Page6006.aspx>. After the sessions are over, they will be posted on OMDC's website so that they can be accessed at a later date.

WebEx Training for OMDC Online Application Portal

WebEx training sessions are once again available for OMDC's Online Application Portal (OAP):

- Wednesday, March 9, 2:00-3:00 pm
- Wednesday, April 6, 2:00-3:00 pm
- Wednesday, May 4, 2:00-3:00 pm
- Wednesday, June 1, 2:00-3:00 pm

To register for a training session, please visit:
<http://www.omdc.on.ca/Page5699.aspx>

OAP Quick Tip

If your OAP account has not been accessed for 360 days, it becomes deactivated. If you find that your account is deactivated, simply get in touch with OAP IT support at applyhelp@omdc.on.ca to re-activate your account. You don't have to re-register and it is not necessary to re-submit any documents; your account will remain unchanged.

OMDC Industry Profiles

OMDC is in the process of updating our **Industry Profiles**. We are currently updating the Music Industry Profile, and will be undertaking updates of the Television and Film Industry Profiles next. If you have any information or good news stories for the Music profile that would assist us in our update, please contact **Jen Brown**: jbrown@omdc.on.ca.

Call For Participation: 3D Multimedia Industry Event to Showcase Ontario's Growing 3D Creative and Technical Talent

Ontario's growing 3D multimedia industry has so much to offer globally, the best way to present the province's creative and technical talents that link art, business, science and technology is in two acts. Ontario Centres of Excellence (OCE), 3D FLIC and FilmOntario are pleased to announce two upcoming events this spring that will showcase Ontario's expertise in the 3D multimedia sector. The first event, titled Ontario Projection – Advances in 3D Technology will take place at Discovery 11 – Canada's premier innovation and commercialization conference and showcase (May 18 – 19, 2011) at the Metro Toronto Convention Centre.

We would like to hear from you if you have specific topics of interest you would like to see addressed. Or, please contact us if you are interested in giving a business and/or technical presentation, being part of a panel, becoming a sponsor or suggesting specific industry contacts who should attend. Ontario Projection – Advances in 3D Technology: Discovery 11, May 18-19, 2011 Ontario Projection - Advances in 3D Technology at Discovery 11, Canada's largest innovation conference and showcase, will provide a broad overview of 3D content production, along with an emphasis on current and future technology. Discovery 11's 200,000 square-foot show floor will showcase four broad sectors:

Clean Technologies, Digital/Communications, Advanced Health Technologies and Advanced Manufacturing, attracting leading academic researchers, business leaders, entrepreneurs, investors and government from across the country and around the world.

Rates and registration – Single Booth Exhibitor: \$960 (+HST) when you register with the promotion code "3D20" before the April 15, 2011 early bird deadline. Fees includes a 10'x10' exhibit booth, two (2) conference passes, full access to the tradeshow and 3D conference, along with food and beverage. Attendee: \$460 (+HST) when you register with the promotion code "3D20" before the April 15, 2011 early bird deadline. Fees include full access to the tradeshow, 3D conference, along with food and beverage. To suggest content, speakers or topics for Ontario Projection – Advances in 3D Technology contact Martin Lord at martin.lord@oce-ontario.org or call (416) 861-1092 ext. 1049. To register visit www.ocadoiscovery.com/3dconference

For more information go to this blog: <http://jlm1ord.blogspot.com/2011/02/3d-conferences-in-toronto-in-2011.html>

Congratulations

Congratulations to **Resident Evil: Afterlife** on their 5 Genie nominations – and being awarded the Golden Reel Award! Melissa Etheridge, Serena Ryder, Johnny Reid, Karkwa and the Royal Winnipeg Ballet to perform at the 31st Annual Genie Awards, March 10 at 8 P.M. (8:30 NT) on CBC-TV. for a full list on Genie nominees go to <http://www.genieawards.ca/genie31/gennoms>



Congratulations to **McClelland & Stewart**, publisher of Terry Fallis' *Best Laid Plans*, which won **CBC's Canada Reads 2011!**

Congratulations to **Anna Porter** on winning the \$25,000 **Shaughnessy Cohen Prize for Political Writing** for her book *The Ghosts of Europe: Journeys Through Central Europe's Troubled Past and Uncertain Future*.

The **9th Annual ACTRA Awards** were presented at the Carlu on Friday, February 25, 2011. The winners were:

ACTRA Award for Outstanding Performance – Voice:

- Sean Cullen (*Jimmy Two-Shoes*, Series Lead)

ACTRA Award for Outstanding Performance – Female:

- Molly Parker (*Trigger*)
- Tracy Wright (*Trigger*)

ACTRA Award for Outstanding Performance – Male:

- Maury Chaykin (*Less than Kind*, Series Lead)



On Feb. 23 **The Writers Guild of Canada (WGC)** announced the Screenwriting Award nominations. For a full list go to: http://www.wgc.ca/cscs_awards/current_awards.html. The awards will be announced on April 11, 2011 in Toronto.

Industry Research

The Pixel to Product research team has launched an initiative to measure the size and scope of the digital media industry, and they want to hear from you. They're looking to understand how many digital media companies are in operation in Canada, where they're located, as well as their hiring practices for the coming year. In addition, they're interested in finding out the size of the workforce, job titles, salaries and job satisfaction. If you run a digital media, marketing or advertising agency, please take a few moments to fill out their ecosystem survey. Similarly, if you work

as a digital media practitioner, freelancer or contractor, they'd love it if you could take a few minutes to tell them about who you are. In return for your time, they'll be releasing their final industry reports and other research data free of charge. For more information stay tuned to their Twitter account, Facebook Fan Page, and their website. Don't forget to sign up for their SMS list; text 49PXLS to 123411 to get project updates and other breaking news delivered to your mobile device.

Upcoming Industry Deadlines

Telefilm: Change to registration procedure as of 2011. Telefilm Canada wishes to inform companies intending to register their Canadian films at the Montréal selection sessions for the 2011 editions of the Cannes, Karlovy Vary, Locarno, Venice and Pusan film festivals **that it is now obligatory for them to register via eTelefilm**, their simple, efficient and secure online service. Registering via eTelefilm will also be obligatory for the 2012 Sundance and Berlin film festivals. <http://www2.telefilm.gc.ca/extranet/form.asp?lang=en>

Mar. 11-13 | GameWorld 2011 - São Paulo
<http://tambordigital.com.br/gameworld2011/en/>
Three-day event for the gaming industry, including exhibition and conferences. This event takes place over a weekend and traditionally targets end-users. However, for the 2011 edition, GameWorld organizers will prepare a business forum on Friday, March 11th, with matchmaking activities and one-on-one meetings. Post/SPALO is working with organizers to support any delegates coming from Canada.

Mar. 15-16 | Brazil-Canada Coproduction Forum – Rio de Janeiro www.riocontentmarket.com
On its 4th edition, this event is designed to allow content producers (digital media/TV/Film) from both countries to understand each other's business environment, markets and discuss potential opportunities for co-production. The Forum will happen in the margins of the Rio Content Market and will be organized by two local industry associations with full support from the Canadian Consulate. Post/SPALO is working on the recruitment and matchmaking activities. The organizers will invite and pay the expenses for a group of approximately 15 Canadian delegates to participate. Please contact Trade Commissioner Fernanda Whitaker (55-11) 5509-4363 fernanda.whitaker@international.gc.ca for application forms and information.

Mar. 16-18 | Rio Content Market
Rio de Janeiro www.riocontentmarket.com
This is a large, Brazilian TV Producers (BTVP) initiative that has gained great support from different levels of the

Brazilian Government. Rio Content Market is an international conference and market expected to gather over 500 decision makers to discuss the creation and distribution of digital media and multi-platform content. Guest participants and speakers will be invited from the USA, UK, Canada, Europe and Asia. There will be a large contingency of television/feature film/digital media production, broadcasters, telecom operators, etc. Post/SPALO is working with organizers to ensure Canada is well represented at the conference.

Mar. 25 | Application deadline Film Market Access – Cannes 2011 Program (May 11-22). Film Market Access offers strategic consulting and coaching for producers & directors so they may fully participate in productive business meetings and networking events at the festival. We are currently looking for six producers with partial or completed projects for this year Marché du Film 2011. If this is your first or second year attending the market please consider our services. Film Market Access provides accommodation, festival orientation, transportation in Cannes and work closely with producers to establish meetings before and during the festival for optimal results. We also assist in festival submissions, publicity and festival strategy for your completed creative projects. The program package cost is \$2899.00. To apply for Festival de Cannes Program visit www.market-access.ca to download an application or contact Film Market Access T: 416.566.0195, E: kirk@market-access.ca

Apr. 1 | Deadline for submissions for the Ontario "Show & Tell" – The Kids Interactive Showcase Opportunity at INplay 2011.
Go to the front of the class and apply to participate in the Ontario showcase! This special initiative will give you the chance to show your interactive project, product or service to an audience of investors, future partners and peers. Each five minute rapid showcase presentation will be followed by five minutes of questions. Projects will be selected based on: Appropriateness for the kids interactive market; Originality; Market Ready. Apply here <http://inplay2011.com/register>

Upcoming Awards, Festivals and Markets

Feb. 28 – Mar. 4	Game Developers' Conference 2011 at Moscone Centre, San Francisco, CA. http://www.gdconf.com/
Mar. 5	40th Anniversary Concert Series: JUNO Decades (2000's) , at The Horseshoe Tavern, 370 Queen Street West, Toronto, ON. This concert produced by Pheromone Recordings and MapleMusic Recordings.
Mar. 9 –13	Canadian Music Week (CMW) , Fairmont Royal York Hotel, Toronto, ON. www.cmw.net
Mar. 10	Canadian Music & Broadcast Industry Hall of Fame Gala at the Fairmont Royal York Hotel, Toronto, ON. http://www.cmw.net/awards/2011-inductees-to-canadian-music-broadcast-industry-hall-of-fame-announced-2/
Mar. 10	31st Genie Awards , National Arts Centre, Ottawa, ON. http://www.genieawards.ca
Mar. 11 – 20	24th Annual South By Southwest (SXSW) , Austin, Texas. http://sxsw.com/
Mar. 18	i-Lunch 9.0 – Just Do It , The Gladstone Hotel, 1214 Queen Street West, Toronto, ON. http://www.interactiveontario.com/ilunch9
Mar. 21 – 24	15th Edition FILMART - Hong Kong International Film & TV Market , Hong Kong, China. http://www.hkfilmart.com/filmart/release33.htm
Mar. 21 – 27	40th Anniversary – JUNO Awards Week 2011 , Toronto, ON. http://junoawards.ca/
Mar. 23	JUNO Songwriters' Circle , Massey Hall, 178 Victoria Street, Toronto, ON. http://junoawards.ca/40th-anniversary-events/juno-week-events/juno-songwriters-circle/
Mar. 24	5th Annual BookNet Canada Technology Forum , Mars Centre, 101 College St., Toronto, ON. http://www.booknetcanada.ca
Mar. 25 – Apr. 3	14th Annual Cinéfranco 2011 , AMC Theatres at Yonge & Dundas, Toronto, ON. http://www.cinefranco.com/
Mar. 25	JUNO Cup, Hockey Game at Ricoh Coliseum, 100 Princes Boulevard, Toronto, ON. http://junoawards.ca/40th-anniversary-events/juno-week-events/juno-cup/
Mar. 25 – 26	JUNOFest begins at various locations around Toronto, ON. http://junoawards.ca/40th-anniversary-events/juno-week-events/juno-fest/
Mar. 27	40th Anniversary of the JUNO Awards Ceremony at Air Canada Centre, 40 Bay Street, Toronto, ON. http://www.cinefranco.com/
Mar. 28 – 31	Bologna Children's Book Fair , Bologna, Italy. http://www.bookfair.bolognafiere.it/en/
Mar. 31	Magazines Canada Best on Page Awards , Allstream Centre, Toronto, ON. https://www.magazinescanada.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

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

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