

OMDC

INTEGRATION NEWSLETTER

ONTARIO MEDIA DEVELOPMENT CORPORATION

March 2011

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 Kicks-Off JUNO Week With Ontario JUNO Nominee Luncheon



Deputy Minister of Tourism and Culture Steven Davidson, OMDC Chair Kevin Shea, Chair of CARAS Ed Robinson, Emcee Wes "Maestro" Williams, OMDC's President & CEO Karen Thorne-Stone, Minister of Tourism and Culture Michael Chan, President of CARAS Melanie Barry, President of Last Gang Records Chris Taylor, OMDC Vice-Chair Alex Brown



Kevin Shea, Mia Martina, Minister Michael Chan, Dala's Amanda Walther and Sheila Carabine with Karen Thorne-Stone



Kevin Shea, Justin Peroff of Broken Social Scene (BSS), Minister Chan, BSS' Brendan Canning, and Jeff Wolpert nominated for RECORDING ENGINEER OF THE YEAR



Gavin Brown and Sarah Harmer nominated for JACK RICHARDSON PRODUCER OF THE YEAR (SPONSORED BY SLAIGHT MUSIC) – Sarah Harmer: "Captive", "New Loneliness" Oh Little Fire



Royal Wood nominated for SONGWRITER OF THE YEAR (SPONSORED BY SIRIUS SATELLITE RADIO) – "Waiting", "On Top Of Your Love", "Tonight I Will Be Your Guide" The Waiting – Royal Wood



SILVER (aka Solitair) nominated for R&B/SOUL RECORDING OF THE YEAR – Come True



The Monkey Bunch – nominated for CHILDREN'S ALBUM OF THE YEAR – Power to the Little People



David Braid & Canadian Brass Chuck and MB Dallenbach nominated for INSTRUMENTAL ALBUM OF THE YEAR – Spirit Dance



Scot McFadyen and Sam Dunn – nominated for MUSIC DVD OF THE YEAR – Rush: Beyond The Lighted Stage

The Music Buzz from CMW And SXSW...

Canadian Music Week (CMW) presented the 11th Annual Independent Music Awards, "The Indies" on Saturday, March 12, 2011. A number of Ontario artists took home top honours including:

- FAVOURITE JAZZ ARTIST/GROUP OF THE YEAR – Emilie-Claire Barlow
- FAVOURITE BLUES ARTIST/GROUP OF THE YEAR – Shakura S'Aida
- FAVOURITE FOLK/ROOTS ARTIST/GROUP OF THE YEAR – The Sadies
- FAVOURITE CHILDREN'S ARTIST/GROUP OF THE YEAR – Andrew Queen
- FAVOURITE VIDEO OF THE YEAR – Hollerado "Americanarama"
- FAVOURITE ROCK ARTIST/GROUP OF THE YEAR – Crash Karma
- FAVOURITE URBAN ARTIST/GROUP OR DUO OF THE YEAR – Shad
- FAVOURITE LIVE ARTIST/GROUP OF THE YEAR – Metric

- FAVOURITE ELECTRONIC ARTIST/GROUP OF THE YEAR – Holy F*ck
- FAVOURITE PUNK/HARDCORE ARTIST/GROUP OF THE YEAR – Cancer Bats
- FAVOURITE GROUP OR DUO OF THE YEAR – Alexisonfire

For a full list of all indie winners go to:
http://www.indies.ca/nominees_winners/

Canadian Music and Broadcast Industry Awards 2011 presented at CMW included some indie winners including:

- CANADIAN INDEPENDENT LABEL OF THE YEAR – Arts & Crafts Productions
- INDEPENDENT DISTRIBUTOR OF THE YEAR – Fontana North Distribution
- INDEPENDENT RECORD STORE OF THE YEAR – Soundscapes, Toronto

For a full list of winners go to:
<http://www.cmw.net/awards/music-and-broadcast-industry-awards/>

Ontario Showcase at SXSW A Huge Hit!

OMDC participated at SXSW® Music and Media Conference in Austin Texas by supporting The Canadian Blast initiative, including the Canada Stand and the BBQ. On Friday, March 18, OMDC hosted a very successful Ontario Showcase featuring: Dinosaur Bones, Lindi Ortega, Golden Dogs, Bonjay and DVAS.



Credit: photo & illustration by Hanna Hur



Photo credit: Angus Rowe MacPherson

Get Ready To TUNE INTO THE 40th JUNO Awards Broadcast – March 27, 2011

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. On Sunday March 27 on CTV - Mark your calendar to watch The 2011 JUNO Awards 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. For information on all the amazing events go to: www.junoawards.ca.

OMDC Program Deadlines and News

OMDC Book Fund Call for Applications

- April 7, 2011: Call for applications
- May 2, 2011: Program Information Session
- June 21, 2011: Deadline for applications

OMDC Film Fund

- April 29 – Deadline for submissions

OMDC Export Fund

Each sector will have its own strand with separate guidelines, timeline and budget.

- OMDC Export Fund – Book Launch – April 7, 2011 / Deadline: May 19, 2011
- OMDC Export Fund – Film and Television – Launch: April 15, 2011 / Deadline: June 9, 2011
- OMDC Export Fund – Interactive Digital Media – Launch: April 11, 2011 / Deadline: May 30, 2011
- OMDC Export Fund – Music – Launch: April 12, 2011 / Deadline: May 31, 2011

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

In recent weeks, OMDC has reached several milestones: we issued the 4,000th Ontario Film and Television Tax Credit Certificate, and the 500th Ontario Interactive Digital Media Tax Credit Certificate. Those 500 OI DMTC Certificates represent 2,043 digital products!



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.

WebEx Training for OMDC Online Application Portal

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

- 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

"Did you know, that when replacing a document through an action item, the document is versioned and you always have access to the previous versions by clicking on the HISTORY link? Replacing documents when they should be replaced allows us to see which document is clearly the latest version. Therefore, be sure to select the correct document to replace when responding to your Action Items!"

OMDC Industry Profiles

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

OMDC Sponsored Research

The Red Oasis: A Report on Canadian Films in Canadian Schools was undertaken by REEL CANADA in partnership with the Canadian Association of Film Distributors and Exporters (CAFDE) to examine the penetration of Canadian films into Canadian schools. The study finds that although there is an appetite for Canadian films in Canadian schools, barriers exist to their acquisition, and makes a recommendation to address these barriers.

Study of Canadian Feature Film Sales to Canadian TV Broadcasters was undertaken by the Canadian Association of Film Distributors and Exporters (CAFDE) and the Canadian Media Production Association (CMPA) to provide detailed television revenues for theatrically released Canadian feature films from 2000-2009, from both English and French language broadcasters. The study finds that after an initial increase, sales have declined steadily in the latter years of the decade.

These studies can be found on OMDC's website at: <http://www.omdc.on.ca/Page3595.aspx>

OMDC Film Fund Features In the spotlight

The Guantanamo Trap to Screen at Hot Docs in The Canadian Spectrum



Fri., Apr 29: 9:30 PM The Royal Cinema

May 2: 1:00 PM TIFF Bell Lightbox 3

Sat., May 7: 9:30 PM The Regent

Barney's Version – Scores Seven Genie Awards



OMDC Hosted The 4th Annual From Page To Screen Event

On March 9, 2011 OMDC hosted our fourth annual *From Page To Screen* (FPTS) event at the Bram and Bluma Appel Salon at the Toronto Reference Library. The main goal of the event is to promote the large- and small-screen adaptation of Canadian fiction, non-fiction and children's literature published by Ontario publishers. FPTS provides a forum for Ontario film and television producers to meet with the publishers in one-on-one scheduled meetings. Over 70 companies participated with pre-booked scheduled meetings (15 minutes each) between participating publishers and

producers resulting in approximately 450 meetings. The speed-dating event has resulted in some screen adaptation option deals including: Gil Adamson's *The Outlander* published by House of Anansi Press, co-optioned by Strada Films and Triptych Media; Kate Pullinger's *The Mistress of Nothing* published by McArthur & Company, optioned by Markham Street Films; and Deborah Ellis' *The Breadwinner* published by Groundwood Books, optioned by Aircraft Pictures. And options from this latest From Page to Screen are off to a good start, with two deals already confirmed.



Kim McArthur of McArthur & Company and Michael McNamara enjoy meeting again at this year's From Page to Screen.



Karen Thorne-Stone (CEO and President, OMDC) makes opening remarks at the morning session of meetings.



Robyn Bigue and David Hyde of RNDfilms listen to Suzanne Wice of Literary Press Group pitch a book with LPG colleague Tanya Snyder.

OMDC Supported Events

Thurs. Mar. 31, 5-8 pm | Come See the Best of the Best – Over 150 award-winning ads from around the world are on display at the **Best on Page Awards** at the Allstream Centre, Exhibition Place, 105 Princes' Blvd. The Best on Page Awards honours the best magazine ad creative in Canada. Vote for the best, and name the People's Choice winner! Don't miss this night of cocktails and concepts: only at the Best on Page Awards can you experience and celebrate the best of the best magazine advertising that Canada, and the world, has to offer. Attendance is free. For more information, visit bestonpage.ca.

Apr. 5-June 24 | Gutenberg 2.0 is back for 2011! The OBPO/Humber College Online Course for Book Publishing Professionals will be running April 5 through June 24, 2011. This 10 session course (to be completed over 12 weeks) will teach you everything you need to know about Web 2.0 and digital transformation. Online, on your own time, readings, assignments, class discussions and study buddies will ensure you get the most out of this course. For more information or to register, contact marganne@obpo.ca.

Apr. 28-May 8 | Hot Docs 2011, North America's largest documentary festival will present over 170 films from more than 35 countries and welcome hundreds of international filmmakers and industry delegates to Toronto. Hot Docs 2011 passes are now on sale! To take advantage of early bird bonuses go to

http://www.hotdocs.ca/festival/online_box_office.

To reach a box office representative please call 416-637-5150 or by email boxoffice@hotdocs.ca.

May 17 & 18 | INplay at the Liberty Grand, Toronto. From the video game business to the broadcast industry, from toys to toons, the INplay conference brings together leaders in the kids space to learn, network and be inspired by the future of kids interactive digital media. The conference will feature three major streams each covering a different dimension of working with properties for kids aged 2-12: **Inspiration** – creativity and content stream; **Investment** – business stream; **Insights** – research stream. Register here <http://inplay2011.com/register>

OMDC Supported Events

Mar 30 | Final iLunch of the season features **Gamification thought leader, Gabe Zichermann**. 12:00pm – 2:00pm
Gladstone Hotel, 1214 Queen Street West, Toronto.
Gamification is transforming companies big and small, from media and advertising to travel and manufacturing. Leveraging the lessons of blockbuster social games like Farmville, and years of engagement developed in frequent flyer programs, Gamification's proponents see a fun future in which users are engaged (and succeeding) in everything from doing their taxes to getting fit.
<http://www.interactiveontario.com/ilunch9/905>

May 31-June 5 | Canadian Film Centre's (CFC's) Worldwide Short Film Festival (WWSFF) sign up for e-blasts by emailing: shortfilmfest@cfccreates.com

June 2-5 | CFC's WWSFF Symposium – Short Films, Big Ideas: A Symposium on the Art & Commerce of Short Filmmaking for more info about agenda or to purchase tickets or pass go to: <http://www.worldwideshortfilmfest.com/symposium/symposium.html>

June 7-10 | Magnet, Canada's Magazine Conference, La Conference Canadiennes des Magazines, takes place June 7-10, 2011 and registration is now open.
<http://magnet.magazinescanada.ca/>

June 11-14 | The Toronto International Stereoscopic 3D Conference: TIFF Bell Lightbox – Organized by 3D FLIC, the Toronto International Stereoscopic 3D Conference will focus on cinema and TV content and practice, covering different but interrelated facets of the industry. The Stereoscopic 3D Conference is an international stereoscopic 3D content practice and research conference, focused on production, post production, human factors and visual analysis. Major figures from the USA, Russia, UK and Germany will present side by side with Canadian experts in this focused event about stereo 3D art and entertainment.

Panel discussions include:

- Stereography and Cinematography

- Producing and Directing Stereo 3D
- Expanding the tool set: post-production and visual effects
- Shooting for conversion
- Stereoscopic perception and Cinema
- Experiments

All panels, presentations, key notes and screenings will be held at the 350-seat 3D capable cinema of the TIFF Bell Lightbox and speakers will be able to showcase footage during their presentations. A concurrent set of master-classes by renowned professionals is also planned. The conference runs immediately prior to the Centre for Vision Research International Conference (June 15 – 19 at York University) allowing for synergies and exchanges between the two specialized events.

Rates and registration

- Industry Stream attendee (June 12): \$100 (+HST) (includes access to all panel discussions, presentations, keynotes and screenings from June 12 to 14)
- Research Stream attendee (June 13 and 14): free/nominal fee TBC (prior registration required, no access to June 12 program)
- Master classes: \$TBD

To suggest content, speakers or topics for the Toronto International Stereoscopic 3D Conference contact Juana Awad at jaawad@yorku.ca / (416) 875-4774. For information visit <http://3dflic.ca/index.php/conference/>

July 11 | Application/registration deadline for Strategic Partners 2011 (September 15 – 18). An International Film, Television and Multiplatform Co-production Market, open to the world, SP is the place to discover and develop compelling projects, kick-start long-term business relationships and make investment happen. The whole event is set against the backdrop of the Atlantic Film Festival and the vibrant, coastal city of Halifax, Nova Scotia. This year Strategic Partners throws the spotlight on South Africa and USA. www.atlanticfilm.com/sp

Upcoming Industry Deadlines

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>

Apr. 4-7 | Connected Creativity at MIPTV, Cannes, France. The mobile media, technology and entertainment industries converge for Connected Creativity, the first-ever global forum on connected entertainment. As a part of MIPTV, Connected Creativity participants get the full benefits of joining 10,000 industry players at the world's greatest gathering in TV and media. This multi-billion dollar content market gives the world its first taste of the newest content that will shape the year to come for TV, Internet, mobile and all video-rich platforms. <http://connected-creativity.mipworld.com/>

Upcoming Industry Deadlines (cont'd)

Apr. 16 | The 2011 Green Living Show presents the inaugural Canadian Environmental Media Awards. Direct Energy Centre, Exhibition Place, Toronto. The Environmental Media Association, in partnership with The Green Living Show, are pleased to announce the inaugural Canadian Environmental Media Awards, which will honour film and television productions that increase public awareness of environmental issues and inspire personal action. More details at www.ema-online.org

Congratulations

Congratulations to **House of Anansi Press**, publisher of Kathleen Winter's novel *Annabel* which is on the longlist for The 2011 **Orange Prize For Fiction**. *Annabel* is also a finalist for the **Amazon First Novel Award**. London, Ontario – based author Emma Donoghue's novel *Room* is also on the longlist for the Orange Prize.
<http://www.orangeprize.co.uk/>

Upcoming Awards, Festivals and Markets

Mar. 25 – Apr. 3	14th Annual Cinéfranco 2011 , AMC Theatres at Yonge & Dundas, Toronto, ON. http://www.cinefranco.com/
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
Apr. 4 – 7	MIP-TV , Cannes, France. http://www.mipworld.com/en/miptv/
Apr. 5	2011 Griffin Poetry Prize Shortlist Announced , Toronto, ON. http://www.griffinpoetryprize.com
Apr. 5 – 17	Sprockets Toronto International Film Festival for Children at TIFF Bell Lightbox. http://tiff.net/sprockets
Apr. 6 – 10	ReelWorld Film Festival , Toronto, ON. http://www.reelworld.ca/
Apr. 11 – 13	London Book Fair , London, UK. http://www.londonbookfair.co.uk/
Apr. 16	The 2011 Green Living Show presents the inaugural Canadian Environmental Media Awards . Direct Energy Centre, Exhibition Place, Toronto. www.ema-online.org
Apr. 28 – 30	Annual Northern Ontario Music & Film Awards/Conference , Sudbury, ON. http://www.thinknorth.ca/mfm
Apr. 28 – May 8	Hot Docs 2011 , Toronto, ON. www.hotdocs.ca
Apr. 29	The Wave Awards , Living Arts Centre, Mississauga, ON. www.thewaveawards.ca/
May 1 – 4	Musexpo: United Nations of Music & Media , West Hollywood, CA. http://www.musexpo.net/
May 3	National Magazine Awards nominees announced. http://www.magazine-awards.com/
May 11 – 21	Festival de Cannes , Cannes, France. http://www.festival-cannes.com/
May 17 – 18	INplay , Liberty Grand, Toronto, ON. http://www.inplay2010.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

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

T 416-314-6858

F 416-314-6876

www.omdc.on.ca