

OMDC NEWSLETTER

We've got it going



ONTARIO MEDIA DEVELOPMENT CORPORATION Promoting growth and investment in Ontario's book and magazine publishing, film and television, music and interactive digital media industries

NOVEMBER 2011

Ontario's Creative Players Know That Music Makes It!

On November 15th the Ontario Media Development Corporation (OMDC), in partnership with the **North By Northeast Festival and Conference (NXNE)** were pleased to present the third annual **Music Makes It!, A Transmedia Music Licensing Event** for Ontario's film, television, interactive digital media, interactive technology and music companies.

Seventy companies and key players from Ontario's content creators came together in this day long cross-sector initiative to forge ties and to discuss new business models in a digital age.

OMDC **President and CEO**, Karen Thorne-Stone encouraged the participants to bring their inspiration, ideas and collaborative business potential through the day's sessions and their 300 pre-arranged business meetings. Judging by the response in the room, the days participants were up for the challenge!

Lunch began with "music meets the game", a case study of the award-winning game, **Sword & Sworcery** produced by **Capybara Games** and supported by OMDC's Interactive Digital Media Fund. A big thank you to Kris Piotrowski for his insightful presentation and to **Jim Guthrie** who created music for this game and provided everyone with a special performance.



photo by Rick O'Brien

(L to R): Karen Thorne-Stone, OMDC's **President & CEO**; Jim Guthrie; Kris Piotrowski, **Creative Director & Co-founder**, Capybara Games and Andy McLean, **Managing Director** NXNE.



Capybara Games' Kris Piotrowski illustrating how Jim Guthrie's music made it into ***Sword & Sworcery***



Jim Guthrie with his band

photos by Rick O'Brien



photo by Rick O'Brien

OMDC's Industry Initiatives Music Consultant, Keely Kemp animates Table 1 at the ***Transmedia Jam***.

Dessert was followed by a "Transmedia Jam", a half hour brainstorming session with the goal of creating a new product. A key component of the assignment was to incorporate music as an essential element, and of course the new products needed to be in the spirit of the upcoming holiday season! Each table rose to the challenge, and with such great ideas generated, the OMDC/NXNE animators would not be surprised if some of these great ideas are already in the works!

A key component of ***Music Makes It!*** is the intensive, back-to-back, one-on-one "speed-meetings". After nearly three hundred meetings, the day's participants were welcomed to a reception to enjoy the positive outcomes of the day and to network further. The overwhelming sentiment was that the day was well worth it.



(L to R) Phil Wilson, ***Post/Music Coordinator*** at White Pine Pictures with Gareth Jones, ***A & R Director*** at Upperat Casablanca Media Class Recordings



(L to R) David Caron, ***Co-Publisher***, ECW Press with Amy Eligh, ***Creative Manager***



(L to R) Erika Evans, ***Producer***, Phantom Compass meeting with Michael Gorman, ***Manager***, Pandyamonium Management Inc.

photos by Rick O'Brien

"I think it was really worthwhile and for us, it created a series of new contacts and with that, new ideas. During the whole "speed dating" portion I thought to myself how clever our government is to have the OMDC and to give it this kind of mandate. Sincerely, this is how "stuff" happens....when we all get our faces out of our laptops for an afternoon and go back to that old school model of

meeting face to face. Thank you again for making all of this possible and especially for including us!" – Andy Crosbie, **Business Affairs**, Sparks Music

"Thank you so much for today. It was amazing! The day went by very quickly and I made some great connections. Got the labels and publishers excited about four of our new projects, two of which are in production and expect to have my inbox inundated with some selected music appropriate for those projects. Thank you all so very much for the great job again this year. It just keeps getting better!" – Paul Scherzer, **Producer**, Six Island Productions

"OMDC is pleased to help Ontario's content creators collaborate, innovate, and expand into new platforms and markets through cross-sector initiatives such as **Music Makes It!** Bringing businesses together is just one way the OMDC is supporting the creative industries, helping them remain competitive and building opportunities to lead the world in content and technology." – Karen Thorne-Stone, **President and CEO** of OMDC



photo by Rick O'Brien

Susan de Cartier, **President** of Starfish Entertainment/OMDC Board Member with James Weyman, **Manager of Industry Initiatives** at OMDC

Thanks to everyone who participated at **Music Makes It!** 2011. We are sincerely looking forward to next year.

OMDC is pleased to announce that we have surpassed 1,370 followers for our combined Twitter accounts. We're keeping the public informed on Ontario's cultural industries and making valuable connections in various communities.

Follow us on twitter

<http://www.twitter.com/omdctweets!>

You can also follow our francophone Twitter account at **http://twitter.com/OMDC_FR**



Follow us
on Twitter



Join us
on Facebook



Follow us
on YouTube

In This Issue

- Ontario's Creative Players Know That Music Makes It!
- Congratulations to Cappybara Games
- OMDC's Interactive Digital Media Fund

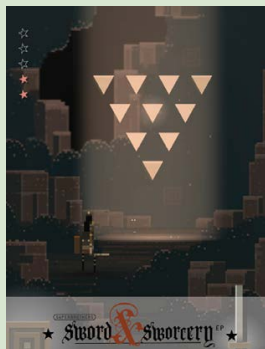
**Intellectual Property
Development Fund**

- **OMDC Program Deadlines**
- **Tax Credits Have Gone Green**
- **WebEx Training for OMDC
Online Application Portal**
- **OAP Quick Tip**
- **OMDC Industry Profiles**
- **OMDC-Sponsored Research**
- **Upcoming OMDC-Supported
Events**
- **Industry Events**
- **Industry Research**
- **2011 Mobile Innovation
Survey**
- **The New York Times 100
Notable Books of 2011 List**
- **The Governor General's
Literary Awards**
- **Winner 2011 Scotiabank
Giller Prize**
- **Crystal Awards Gala
Luncheon**
- **Unison Benevolent Fund**
- **2012 Premier's Awards for
Excellence in the Arts**
- **Upcoming Awards, Festivals
and Markets**

www.omdc.on.ca

Disponible en **[français](#)**

NEXT ► 1



Congratulations to Capybara Games for their wins at The Canadian Game Development Talent Awards for **Sword & Sworcery**

Kris Piotrowski named Designer of the Year and Craig Adams named Visual Artist of the Year.

OMDC's Interactive Digital Media Fund Contributed \$7.7 M in 76 Projects Since 2005

The OMDC recently completed an evaluation of the **Interactive Digital Media Fund** to capture the impacts and success of the program with a view towards considering the future of the interactive digital media industry in Ontario. OMDC would like to thank all the individuals and companies that participated and supported the research efforts by providing information and comments.

The OMDC Interactive Digital Media Fund has contributed \$7.7 million to support 76 projects representing a range of genres, delivery platforms and budgets since its inception in 2005.

Key findings are summarized below:

- The OMDC IDM Fund has stimulated content creation worth close to \$33 million in production, investing almost eight million dollars in this sector
- The OMDC IDM Fund has created over 700 jobs with funded projects expending approximately \$25 million in Ontario on labour costs
- More than 226 new employees were hired by companies supported by the IDM Fund
- The OMDC IDM Fund has led to the creation of diverse products, of which 70% were games for online and mobile use
- For every dollar invested by the Ontario government, an additional \$3 was leveraged from funding partners, both public and private
- The OMDC IDM Fund has supported the development of many commercially successful projects with revenues from projects launched to date* at \$45 million and growing
- * Only 40% of funded projects have been launched with many still in production
- Many of these projects have been recognized with awards and nominations, both at home and abroad

The information collected by OMDC as part of this evaluation will be used to inform future program options that will ensure that Ontario companies are in a position to take advantage of the opportunities in this high potential growth industry.

Intellectual Property Development Fund

The last of the Intellectual Property Development Fund (IP Fund) files were concluded at the end of September 2011. OMDC is pleased with the success of the program, receiving 294 applications from 207 different companies which translated into 258 applications and 182 companies receiving financial support for more than one thousand early-stage development projects. The statistics obtained from the wrap-up of the program further speaks to its successes.

From the companies who participated in the IP Fund, we learned that 22% developed 1-2 projects per year, and 69% developed 3-10 projects per year. About half of all film and television companies and 33% of interactive digital media companies indicated that their projects take greater than 1 year to move into the production stage. One-third of the companies reported that only 1 in 4 development projects ever get produced, but that combined, applicants incurred \$42.6 million in early-stage development expenditures through to the conclusion of the IP Fund program. With a successful application to the IP fund companies were able to leverage \$4.98 for every \$1 rebated by the OMDC.

Further results from the survey concluded:

- 80% of the companies believed the IP Fund allowed them to develop a new and innovative project
- 87% said the IP Fund gave them increased access to capital to develop proprietary properties
- 83% of the Interactive Digital Media companies reported that the IP Fund helped them retain the rights to their intellectual property; and finally,
- 100% of all successful program applicants indicated that they had, or that they intend to apply their IP Fund rebates to new development expenditures

For the screen-based industry, the success of the IP Fund has allowed more money and time to be spent on early-stage development than what might otherwise be possible during a challenging economic time, bringing forward new and innovative projects and creating a positive impact on the industry which will continue for years to come.

OMDC Program Deadlines

OMDC Research Grant Deadline

- **December 5, 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](#). For further information contact: programs@omdc.on.ca



Tax Credits Have Gone Green - Get Online!

In an effort to streamline our tax credit administration process, please note that as of April 1, 2011, the OMDC has implemented a mandatory policy that all OMDC tax credit applications must be submitted via our Online Application Portal. All necessary supporting documentation must also be submitted via the online process or the application won't be accepted.

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 still available for OMDC's Online Application Portal (OAP):

- Wednesday, December 7, 2:00-3:00 pm
- Wednesday, January 11, 2:00-3:00 pm

To register for a training session, please visit [our website](#)

OAP Quick Tip

Are you a Corporate Administrator of a registered company on the Portal? Has the registered company submitted their ***Signing Officer Delegation of Corporate Administrator and Portal User Form***? This form must be completed, signed and submitted for all registered companies. If you have yet to submit the form, be sure to download it [here](#), complete and return via email to applyhelp@omdc.on.ca.

OMDC Industry Profiles

OMDC regularly updates our [Industry Profiles](#). We are currently updating the TV Industry Profile, and will be undertaking an update 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 [Digital Distribution Report](#), was undertaken by the Documentary Organization of Canada (DOC) to provide an environmental scan of Canada's digital distribution services and how Canadian documentaries are performing on those platforms. The report provides statistics on how Canadian documentaries perform on several broadcaster web portals, iTunes, and on National Film Board's (NFB) online platforms. The study points out that the creation of benchmarks and indices for the performance of documentaries on digital platforms is a key first step if the industry is to exploit this market.

Upcoming OMDC-Supported Events

Nov. 30 - Dec. 3 | Salon du livre de Toronto takes place at the Bram and Bluma Appel Salon, Toronto Reference Library. There are various events open to the public. The cost of admission is \$6 for adults, \$5 for students. Click here for a list of [events](#). On Thursday, December 1 at 5:30 pm there will be a panel discussion commemorating the **25th anniversary of the Trillium Book Award** involving several previous French-language winners of the **Prix Trillium** : Andrée Lacelle, Didier Leclair, Antonio D'Alfonso, Marguerite Andersen, Estelle Beauchamp, Paul Savioe and Éric Charlebois.

Dec. 1 | Interactive Ontario's iLunch Series 10.2: Top 10 Ways to Boost User Engagement. What do branded entertainment and gamification have in common? They are both innovative detours from the traditional advertising path. It's no longer enough for marketers, broadcasters or producers to just put the messaging out, they need to draw consumers in. Loyalty stems from engagement and when audiences are no longer passive, they feel a part of something special and in turn experience a deeper connection with the brand. This session will delve into what the main ingredients are to increase interaction with your IP and grow a brand partners' recognition. Learn about the 10 ways to boost user engagement through branded entertainment, gamification and innovative campaigns. The iLunch series will be five three-hour sessions running from November 2011 to March 2012 at the Gladstone Hotel in Toronto. These sessions, from 11:00am to 2pm, will include pre and post session networking time, as well as programmed content and a catered lunch. Get your seasons pass now and save!

Dec. 5-6 | nextMEDIA will be held at The Carlu in Toronto. Evolve your business alongside leading executives from advertising, publishing, media and technology for two days of strategy, networking and insights at Canada's most influential media conference.

Dec. 9 | TIFF Nexus in partnership with WIFT-T presents Women in Film, Games and New Media: a jam-packed day of awesome; exploring and showcasing market opportunities presented by diverse voices from the film, gaming and digital media landscapes. Building on the momentum of initiatives like **the Difference Engine** – a gamemaking incubator introducing women creators from traditional media sectors to game design tools – and featuring international industry leaders, this event will enrich, inform and connect those involved in the creative industries. Join us at the Women in Film, Games and New Media Day to learn more about and engage with, emerging technologies, techniques and trends presented by speakers with truly unique perspectives into untapped possibilities.



Industry Events

Dec.15 | Early Bird rate for CMPA members for **Prime Time in Ottawa 2012** to be held at The Westin Hotel in Ottawa from February 29-March 2, 2012. Join us for an action-packed three days with top industry leaders and government insiders. Check back regularly for [updates](#).



Industry Research

Canada's High Tech Hub: Toronto, a report published by the City of Toronto, examines high technology businesses and schooling in the region. The mobile app industry, interactive digital media and high-tech post-secondary institutions are highlighted, as well as research being undertaken into these industries. The report reveals that Toronto's ICT (Information, Communications and Technology) sector is comprised of 11,522 companies that generate \$52.2 billion in annual revenues.

The Mobile Experience Innovation Centre (MEIC) is calling upon content producers and ICT companies with mobile offerings to complete the **2011 Mobile Innovation Survey**. With support from the OMDC Research Grant Program and the City of Toronto, MEIC is producing a profile of Ontario's mobile content, services, and application companies. By participating in the survey you will help quantify Ontario's mobile media industry and demonstrate its importance to the province's economy.

Congratulations

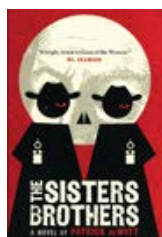
Congratulations to three Ontario authors whose books made **The New York Times 100 Notable Books of 2011 List**

including: ***The Cat's Table*** by Michael Ondaatje (published by McClelland & Stewart in Canada); ***The Boy in the Moon: A Father's Journey to Understand His Extraordinary Son**** by Ian Brown (*Winner of The 23rd Trillium Book Award - published by Random House Canada) and ***The Free World*** by David Bezmozgis (published by HarperCollins Publishers in Canada).

The Governor General's Literary Awards

This Year's Awards

Winning Ontario authors and publishers include:



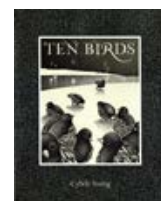
Fiction

Patrick deWitt, Portland (Oregon) [originally from Vancouver Island], ***The Sisters Brothers*** (House of Anansi Press)



Drama

Erin Shields (Toronto, Ontario), ***If We Were Birds*** (Playwrights Canada Press)



Children's Literature — Illustration

Cybèle Young (Toronto, Ontario) ***Ten Birds***, text by Cybèle Young (Kids Can Press)



Poetry

Phil Hall (Perth, Ontario), ***Killdeer*** (BookThug)



Non-fiction

Charles Foran (Peterborough, Ontario), ***Mordecai: The Life & Times*** (Alfred A. Knopf Canada)

Winner 2011 Scotiabank Giller Prize

Congratulations to Esi Edugyan on her 2011 Scotiabank Giller Prize win. ***Half-Blood Blues*** was also longlisted this year for the Man Booker Prize.



Edugyan, Esi | ***Half-Blood Blues***
published by **Thomas Allen Publishers**

Crystal Awards Gala Luncheon

When | Monday December 5, 2011, 11:00am –2:00pm

Where | The Ritz-Carlton, 181 Wellington St. W, Toronto

To purchase tickets, please contact **Jocelyn Geddie** at 416.322.3430 ext. 224 or jgeddie@wift.com.

Enjoy premier seating and other benefits in support of the Foundation for Women in Film & Television – Toronto.

Congratulations to the 2011 Crystal Award Winners

CREATIVE EXCELLENCE AWARD

Julie Bristow, Executive Director, Studio & Unscripted Programming, CBC Television

Awarded to a woman in recognition of the creative excellence and dynamic quality of her work in screen-based media (film, television and digital media). The recipient's recent work has received national and/or international attention in the previous year and has established a standard for those working in screen-based media.

MENTORSHIP AWARD

Carol Whiteman, President & CEO, Creative Women Workshops Association; Producer, Women in the Director's Chair Workshop

Awarded to a woman or man who has made an outstanding contribution to building women's careers in screen-based media (film, television and digital media). The mentor supports the advancement of women, offers guidance and support, and/or assists female entrepreneurs in growing their own media companies.

OUTSTANDING ACHIEVEMENT AWARD

Noreen Halpern, President, Dramatic Programming, Entertainment One Television

Awarded to a woman who has made a major contribution to screen-based media (film, television and digital media) through the consistent quality of her work throughout her career. Through personal example and leadership, she has inspired and set standards for women and men working in the screen-based industry.

Unison Benevolent Fund

Ongoing | **Unison Benevolent Fund** announced that it is well on its way to becoming fully operational. With generous donations of \$250,000 from both Music Canada (formerly CRIA), and Slight Music, Unison is on target to achieve their \$1M funding goal, which is the benchmark set for the organization to become operational. The Unison Benevolent Fund is an assistance and referral program - created and administered for the music industry, by the music industry. Unison is designed to provide discreet relief to music industry personnel in times of personal hardship and crisis. The first two priorities for Unison are the Emergency Relief Fund and the creation of a counseling service, similar to the Employee Assistance Programs often available to staff of larger organizations. Details on the launch of these services will be announced soon. Those who are interested in: learning more about the Unison Benevolent Fund, making a donation, finding out how to help the cause, or accessing Unison's services are encouraged to visit www.unisonfund.ca and register.

2012 Premier's Awards for Excellence in the Arts – December 1 deadline is coming!

The deadline for submitting nominations for the 2012 **Premier's Awards for Excellence in the Arts** is fast approaching. ***Don't wait*** – nominate an artist or arts organization that deserves to be in the spotlight. ***Help us spread the word*** – let's recognize our artists and arts organizations for their leadership, innovation, creativity and talent.

The Awards are conferred in two categories: an individual artist award of \$35,000 and an arts organization award of \$50,000. Nominations can recognize a candidate engaged in any professional arts practice including cultural industries such as book and magazine publishing, digital media, film, television and sound recording. Details about the Awards, guidelines and nomination forms are posted on the **Ontario Arts Council website**.

The Ontario Arts Council (OAC) administers the selection process for the Awards on behalf of the Government of Ontario. For more information contact the OAC at: 416-961-1660 ext. 6666, toll free 1-800-387-0058 ext 6666 or **info@arts.on.ca**.

Now is the time to recognize and celebrate Ontario's great artists and arts organizations and the role they play in Ontario's vibrant arts and culture sector. Nominations are due **December 1, 2011**.

Videos of Premier's Awards Winners: **2011** | **2010** | **2009** | **2008**

Upcoming Awards, Festivals and Markets

Nov. 25-27	<u>Gamercamp</u> , Toronto, ON.
Nov. 26 - Dec. 4	<u>Guadalajara Book Fair</u> , Guadalajara, Mexico.
Nov. 28-29	<u>IIC Canada Conference 2011</u> , Ottawa, ON.
Nov. 30 - Dec. 3	<u>Salon du livre de Toronto</u> , Toronto, ON.
Dec. 5-6	<u>nextMedia</u> , Toronto, ON.
Dec. 6	TIFF's announcement of <u>Canada's Top Ten</u> Canadian Films 2011, Toronto, ON.
Dec. 6	<u>Digi Awards</u> at The Carlu, Toronto, ON.
Dec. 9	<u>TIFF Nexus Presents Women in Film, Games and Media</u> , Toronto, ON.
Jan. 10	<u>Toronto Film Critics Awards 2012</u> , Toronto, ON.
Jan. 17-18	<u>Game ON Finance 2012</u> , Toronto, ON.
Jan. 19-29	<u>Sundance Film Festival</u> , Park City, Utah.
Jan. 23-25	<u>NATPE 2012</u> , Miami Beach, Florida.
Jan. 25-26	<u>DX3 Canada</u> , Toronto, ON.
Jan. 25 - Feb. 5	<u>Rotterdam International Film Festival</u> , Rotterdam, The Netherlands.
Jan. 28-31	<u>MIDEM</u> , Cannes, France.

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



Ontario Media
Development Corporation