



Ontario
Media
Development
Corporation



OMDC

YEAR IN REVIEW 2016 | 2017

#ONcreates



OMDC's mission is to be the catalyst for economic development of Ontario's creative industries through investment, promotion, and facilitation of innovation and collaboration, both domestically and internationally. As an agency of government, we work collaboratively with our private and public sector partners to drive economic development, including GDP and employment, in Ontario's cultural media industries, including film and television, interactive digital media, music, book publishing and magazine media.

HIGHLIGHTS



STEADY GROWTH IN FILM AND TV PRODUCTION
35,500 jobs and \$1.7 billion contributed to Ontario economy



227:1 ROI FROM OMDC EXPORT FUND
Export Fund recipients reported earning sales of more than \$380 million — \$227 for every dollar invested by OMDC



DOMESTIC MUSIC RECORDING SALES OF 5 MILLION+ UNITS
The Ontario Music Fund has supported domestic music recording sales of more than 5.6 million units



LEVERAGED \$18 FOR EACH TAX CREDIT DOLLAR INVESTED
Each tax credit dollar leveraged more than \$18 in additional production/product spending



284 FOREIGN MARKETS
OMDC supported 206 Ontario companies to make 822 trips to 284 foreign markets

Front cover, clockwise from top left: *Severed*, *Below Her Mouth*, Alessia Cara, *July Talk*, *Kim's Convenience*, Exco Levi, *Designated Survivor*

Back cover, clockwise from top left: *A Tribe Called Red*, *The Breadwinner*, *Stockholm*, *The Handmaid's Tale*, *Marjorie Chalifoux*, *Precedent*



Ontario Media Development Corporation

Ontario Media Development Corporation (OMDC)
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Disponible en français

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MESSAGE FROM THE CHAIR AND THE PRESIDENT & CHIEF EXECUTIVE OFFICER

Ontario's screen, publishing, and music industries are thriving. They make important contributions to the Province's economy and cultural vitality. The Government has identified business growth, global investment and export, and the creation of an innovation- and knowledge-based economy as key priorities for Ontario's future growth and prosperity. OMDC's economic development mandate strongly aligns with these priorities and the agency is well-positioned to advance these outcomes.

OMDC Chair
Mark Sakamoto



OMDC President & CEO
Karen Thorne-Stone

In May 2017, OMDC unveiled an ambitious strategic plan, outlining our framework for the next five years. We will focus our efforts on building globally leading and competitive creative industries that benefit all Ontarians through high-value jobs, compelling cultural content and significant economic activity. Created with input from the industry, government, and the best practices of other jurisdictions, OMDC's strategic plan encourages collaboration and innovation and the promotion of Ontario's creative industries while striving to be flexible, accountable, and inclusive.

Our new strategic plan builds on a position of strength. 2016 was a record year for film and television production in Ontario. The sector accounted for more than 35,500 jobs—representing an increase of 3,200 jobs over the previous year, and growth of more than 60% since 2003. Film and television production contributed \$1.7 billion to the provincial economy in 2016, marking the sixth consecutive year the industry has surpassed the \$1 billion mark. Domestic production is on par with our foreign shoots; both have recorded growth, fueled in part by significant provincial investments and a highly skilled workforce.

Ontario's Interactive Digital Media (IDM) sector is experiencing results comparable to film and television. It contributes more than \$1.1 billion in revenue annually to our Province and supports more than 17,000 jobs—numbers on an upward trajectory. Seeking to facilitate this growth, OMDC has expanded the IDM Fund to include two additional programs—IDM Fund: Global Market Development and IDM Fund: Marketing Support, to support companies to attend international markets and events and provide funding towards marketing efforts.

Ontario's music industry is an ongoing global success story, claiming numerous national and international superstars, including Drake, Justin Bieber, The Weeknd, Alessia Cara, Shawn Mendes, Metric and Deadmau5, to name but a few. It is estimated that live music companies in Ontario annually generate \$628 million and record production and distribution companies earn \$329 million in operating revenues—79% of the national total. The Ontario Music Fund contributed to continued sector growth in 2016-17 by investing \$15.7 million in a wide range of programs for music businesses, companies and organizations.

Ontario's book publishing industry is Canada's largest, with estimated annual operating revenues of approximately \$1.1 billion, representing approximately 65% of the national total. Ontario's author talent pool runs deep, and OMDC's programs—which raise their profile within the Province, throughout the rest of Canada and beyond—are delivering strong results. Leading into the 30th Anniversary of OMDC's Trillium Book Award, past winners and finalists introduced their work to audiences at various venues around the Province.

The Province's magazine industry generates \$935 million in annual operating revenues, accounting for 58% of the national total. According to Vividata, 70% of Canadians read magazines, and print remains their preferred platform. Digital magazines continue to represent a growth area, with sports, business and news magazines enjoying high online readerships. Within these pages you can read about how online magazine companies are making vital business connections in international markets with OMDC support.

OMDC is proud of the role it has played in the success of these creative sectors and sees high potential for further growth. We are grateful for the confidence the Government of Ontario continues to place in us, and for the contribution of our Board and staff towards enabling Ontario's creative industries to add to the Province's economy.

Sincerely,

A handwritten signature of Mark Sakamoto in black ink.

Mark Sakamoto
Chair

A handwritten signature of Karen Thorne-Stone in black ink.

Karen Thorne-Stone
President & CEO

OMDC STRATEGIC PLAN

Strong results in 2016-17 have set up OMDC for success in the year ahead. Early in fiscal 2017-18, OMDC released a new Strategic Plan outlining our framework for 2017-18 through 2021-22.

VISION

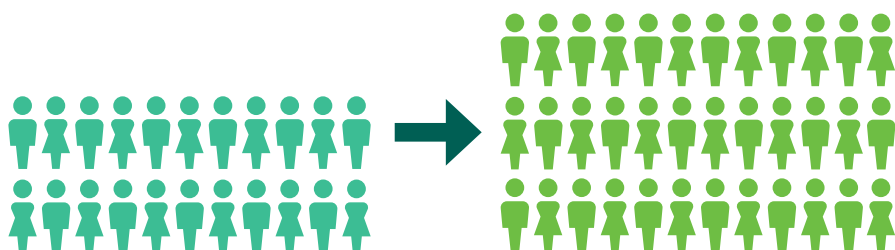
An Ontario where our creative industries are globally leading and competitive; celebrate Ontario's cultural vitality; and drive economic growth and development in the Province.



2016 WAS ONTARIO'S BEST YEAR EVER IN FILM AND TELEVISION PRODUCTION

Ontario's film and TV industry supported more than 35,500 jobs in 2016 and contributed \$1.7 billion to Ontario's economy, fueled in part by significant provincial investments and the Province's highly skilled workforce.

FILM AND TELEVISION PRODUCTION ACCOUNTED FOR



22,000*

JOBS IN **2003**
*OMDC estimate

35,500*

JOBS IN **2016**

3,200

MORE JOBS WERE SUPPORTED
THAN IN THE PREVIOUS YEAR

FILM AND TELEVISION PRODUCTION ACCOUNTED FOR

\$1B

IT WAS THE SIXTH CONSECUTIVE
YEAR THAT FILM AND TV
PRODUCTIONS SUPPORTED BY
THE PROVINCE CONTRIBUTED
MORE THAN \$1 BILLION
TO ONTARIO'S ECONOMY.



\$874M

TO PROVINCIAL ECONOMY IN **2003**



\$1.7B

TO PROVINCIAL ECONOMY IN **2016**

FILM AND TELEVISION PRODUCTIONS



173

FILM AND TELEVISION
PRODUCTIONS IN **2003**

133 DOMESTIC &
40 FOREIGN PRODUCTIONS



303

FILM AND TELEVISION
PRODUCTIONS IN **2016**

224 DOMESTIC &
79 FOREIGN PRODUCTIONS



THERE WAS STEADY OVERALL
GROWTH ACROSS THE FILM
AND TELEVISION INDUSTRY,
IN BOTH DOMESTIC AND
FOREIGN PRODUCTIONS.

FILM & TELEVISION

The **OMDC Film Fund**, consisting of Development and Production components, is designed to increase the level of domestic feature film production in Ontario. It provides support to Ontario producers for feature film projects in the final stages of development and production financing.

The **Export Fund - Film and Television** provides eligible Ontario producers with funding to pursue strategic export development activities that support company growth and produce measurable business development results, including attendance at international market events and targeted sales trips.

Tax credits: The Ontario Film and Television Tax Credit (OFTTC), Ontario Production Services Tax Credit (OPSTC), and Ontario Computer Animation and Special Effects Tax Credit (OCASE) provide critical investment to domestic and international film and television production and post-production in Ontario, including animation and visual effects.

“

Our industry depends on a collaborative partner in the public realm, which we have with the Government of Ontario. Our sector benefits from intelligent and enthusiastic partners who recognize opportunities for growth and are providing the underlying necessary stability to take our sector to the next level.”

— Paul Bronfman, Chairman & CEO of Comweb Group and William F. White International and chair of Pinewood Toronto Studios

OMDC Film Fund

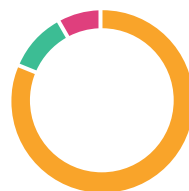
\$4.5M
INVESTED

39
PROJECTS SUPPORTED

\$24.39
ADDITIONAL PRODUCTION
FINANCING GENERATED FOR
EVERY DOLLAR INVESTED

Film and TV Production Activity in Ontario for the 2016 Calendar Year

Domestic Production by Format



Television series¹:
\$684,500,000

TV movies, miniseries,
specials, pilots²:
\$88,400,000

Feature film:
\$69,700,000

Total:
\$842,600,000

Foreign Production by Format



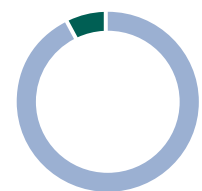
Television series¹:
\$514,000,000

Feature film:
\$242,400,000

TV movies, miniseries,
specials, pilots²:
\$91,000,000

Total:
\$847,300,000

Live Action vs. Animation



Live action:
\$1,569,100,000

Animation:
\$120,800,000

Total:
\$1,689,900,000

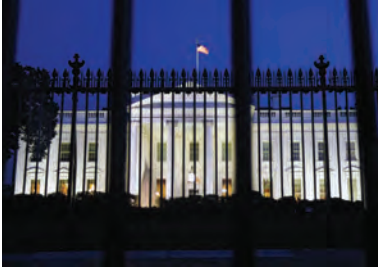
Data represents expenditures of all productions using OMDC-administered incentives and services. Data does not include television commercials, corporate videos, music videos, or broadcaster in-house production. Figures include live action and animated production. Data reflects production expenditures in Ontario, not the total budgets of projects. There may be productions that shot in Ontario that are not included in these totals due to the timing of project applications.

All dollar figures are in millions of Canadian dollars. Dollar figures have not been adjusted for inflation. Totals may not add due to rounding.

¹ Does not include cycles which began production in the previous year.

² Productions with fewer than six episodes.

SUPPORTING ONTARIO FILMMAKERS



Introduced in 2016-17, the OMDC Film Fund **Marketing and Distribution Initiative (MDI)** assists producers of OMDC Film Fund supported films with domestic marketing and distribution leading up to and during their releases. The MDI awarded \$247,500 to 16 films that have had theatrical releases.



OMDC at TIFF 2016

Nine films funded through the OMDC Film Fund screened at the 2016 Toronto International Film Festival (September 8-18), including, clockwise, from top: *All Governments Lie: Truth, Deception, and the Spirit of I.F. Stone*, *Below Her Mouth*, *Black Code*, *The River of My Dreams: A Portrait of Gordon Pinsent*, *Unless*, *Two Lovers and a Bear*, *The Skyjacker's Tale*, *Maudie* and *Mean Dreams*. *Two Lovers and a Bear* and *Mean Dreams* also screened in the Directors' Fortnight section at the 2016 Cannes International Film Festival.

Producers Lab Toronto (PLT)

The seventh and final PLT event programmed by OMDC, European Film Promotion and TIFF was held September 7-10. Twenty-four producers from Canada, Europe, Australia and New Zealand met to pitch projects and discuss co-production opportunities. The Film Commission organized familiarization tours with foreign physical production executives throughout the festival, offering customized one-on-one tours and a bus tour for PLT participants.



 Producers Lab Toronto kicks off at #TIFF16. From left (back row): Tara Boire (Canada), Anita Juka (Croatia), Nicole Hilliard-Forde (Canada), Anna Jancsó (Hungary), Katrin Kissa (Estonia), Kathryn Kennedy (Ireland), Alex White (Australia), Nadia Maxwell (New Zealand), Mira Fornay (Slovak Republic), Camilla Deakin (United Kingdom), Borga Dorter (Canada), Paul Scherzer (Canada), Fraser Brown (New Zealand), Hélène Cases (France), Thomas Michael (Canada), Kim McCraw (Canada). From left (front row): Tania Chambers (Australia), Tim Doiron (Canada), Petter Lindblad (Sweden), Katie Bird Nolan (Canada), Amir Hamz (Germany), Christof Neracher (Switzerland), Coral Aiken (Canada), Glen Wood (Canada).



Hamilton, Ontario stands in for Sweden in the feature drama *Stockholm*, directed by Robert Budreau and starring Ethan Hawke and Noomi Rapace. The Canada/Sweden coproduction received support from the OMDC Film Fund.



The OMDC Film Fund provided key financing to *Stockholm* and we are extremely grateful for the generous support. The OMDC is an integral backer of the film and a cornerstone of the province's film industry."

– Nicholas Tabarrok, *Stockholm* co-producer and owner, Darius Films



Matt Brodlie, Mynette Louie and Preston Holmes at the International Film Financing Forum

SUPPORTING INTERNATIONAL CO-PRODUCTIONS

ON the International Stage

Through Export Fund – Film and TV, OMDC supported 113 film and television producers to attend international markets and embark on targeted sales trips. Additional strategic support included two producers to **CoPro 18** in Israel, one producer to the **Nordic Co-production and Finance Market** in Haugesund, Norway, five producers to **Film Bazaar** in Goa, India, and five producers to **FICCI Frames** in Mumbai, India. FICCI Frames celebrated Canada as the country of honour and a large Canadian delegation was featured at the event and invited to B2B meetings.

At the 2016 **Cannes International Film Festival** (May 11-22), OMDC staff met with producers, representatives and funders from Australia, Belgium, Brazil, Germany, India, Ireland, Netherlands, New Zealand, the Nordic countries, Poland and the U.K. Similar B2B programming and international outreach took place at the **European Film Market** at the 2017 Berlin International Film Festival (February 9-19). OMDC participated in Canada Stand initiatives at both markets.

The 11th annual **International Film Financing Forum (IFF)** took place September 11-12, 2016 during TIFF. Forty feature film project teams –including producers from Australia, Egypt, Germany, Ireland, Israel, Luxembourg, New Zealand, Serbia, South Africa, Sweden, the U.S. and the U.K. – were selected to participate. More than 40 international industry executives took part in over 750 meetings. Netflix attended IFF for the first time, while returning companies included Amazon Studios, Fox Searchlight, Participant Media, Film4 and The Match Factory.

ONTARIO AT THE CANADIAN SCREEN AWARDS

The 5th annual Canadian Screen Awards were held in Toronto in March 2017 to honour achievements in film, television and digital media production in 2016. Ontario productions, including those featured, garnered many awards.



Hip-Hop Evolution (OMDC Film Fund-supported) | HBO Canada (Bell Media) | Banger Films



Painted Land: In Search of the Group of Seven (OMDC Film Fund-supported) | TVO | White Pine Pictures



How to Change the World (OMDC Film Fund-supported) | HBO Canada (Bell Media) | Met Film | Insight Productions | Daniel Film



Born to Be Blue (OMDC Film Fund-supported) | Lumanity Productions | New Real Films | Black Hangar Studios



Orphan Black | Space (Bell Media) | Temple Street Productions



Letterkenny | CraveTV (Bell Media) | New Metric Media



Kim's Convenience | CBC | Thunderbird



The Tragically Hip - A National Celebration | CBC | Insight Productions

ONTARIO FILM COMMISSION

OMDC's Ontario Film Commission promotes the province for the purposes of generating investment in the film and television industry, and building capacity, competitiveness and long-term industry viability. The Commission develops and manages critical business relationships with producers, service providers, vendors and stakeholders, including trade associations and other organizations.

The Commission also provides complimentary location scouting and facilitation services to producers considering the province for shooting and post-production. OMDC's film consultants take projects from script to screen through the creation of bespoke location packages using one of the industry's most comprehensive digital photo libraries.

OMDC, in partnership with the City of Toronto, maintains a full-time presence in Los Angeles, providing on-the-ground marketing to attract production to Ontario, a direct link to the Province's regional film contacts and support to Ontario's screen-based content creators.



Locations Library



348K
IMAGES



15K
LOCATION PORTFOLIOS



27K
ONLINE VISITS TO
VIEW LOCATION FILES

Promoting Ontario

The Film Commission's 8th **Regional Film Forum** (March 2017) brought together Ontario's regional and municipal film liaisons with industry location managers, agents, consultants and representatives of Ontario's most popular filming locations to discuss industry issues. More than 35 regions shared best practices to create a stronger production jurisdiction.

The Film Commission organized a stand at the **Association of Film Commissioners International Locations Show** (April 2016), promoting Ontario locations and financial incentives.

At the 2016 **Toronto International Film Festival**, the OMDC hosted a promotional stand with Telefilm Canada that allowed industry professionals representing more than 80 countries to meet with OMDC's Tax Credit, Film Commission and Film Fund representatives.

Director, Industry Development Kristine Murphy and Film Commissioner Justin Cutler represented OMDC at the **American Film Market** (November 1-5), where they organized more than 200 B2B meetings between Ontario producers and key L.A.-based decision-makers. Cutler also led investment outreach trips to Los Angeles and New York to develop inward production investment opportunities.



The Girlfriend Experience



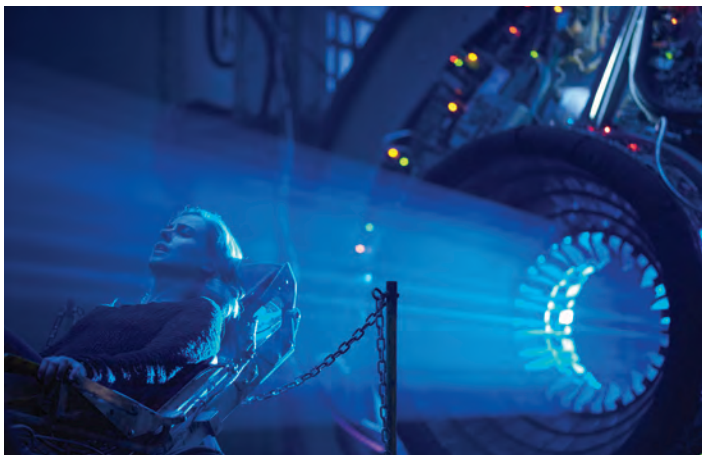
Steven Soderbergh and I completed production in Toronto of our series *The Girlfriend Experience* for Starz/Lionsgate. Our location needs – doubling Toronto for Chicago – were very demanding, but with the help of a great locations staff and a highly flexible, 'A' level crew we were able to realize our vision for the series."

– **Philip Fleishman**, Executive Producer,
The Girlfriend Experience

ONTARIO FILM & TV PRODUCTION ON THE WORLD STAGE



140
FILM AND TV PRODUCTIONS
ACCESSED LOCATION
SCOUTING SERVICES
IN 2016-17



32
PRODUCTION LEADS
GENERATED BY
THE L.A. OFFICE ENDED UP
SHOOTING IN ONTARIO



\$585M
CUMULATIVE VALUE
OF THESE PROJECTS



Clockwise, from top left:
Wish Upon, *American Gods*,
Designated Survivor, *Kiss and Cry*,
The Handmaid's Tale,
L.M. Montgomery's Anne of Green Gables,
Miss Sloane and
12 Monkeys.



INTERACTIVE DIGITAL MEDIA



The IDM sector contributes more than \$1.1 billion in revenue annually to our Province, and supports more than 17,000 jobs—a number on an upward trajectory. OMDC supports this flourishing sector through the IDM Fund, which, thanks to robust support from the Government of Ontario, expanded to a four-program complement in 2016-17.



EatSleepRIDE's SyncRIDE received Marketing Support to push out video content to a network of motovloggers and motorcycle brands. EatSleepRIDE hosted SyncRIDE, the largest synchronized motorcycle ride across the planet, to promote their IDM-Fund supported app and moto-doc digital film series.

OMDC IDM FUND

147
PROJECTS SUPPORTED

\$9M
INVESTED

12.7K
WEEKS OF WORK FROM
PROJECTS FUNDED THROUGH
PRODUCTION AND
CONCEPT DEFINITION

58
COMPANIES SUPPORTED
TO MAKE 184 TRIPS TO
65 FOREIGN MARKETS

Supporting Interactive Digital Media

The **Interactive Digital Media (IDM) Fund: Concept Definition** program provides support for early-stage activities that will assist the applicant company in moving towards the production of a market-ready content project.

The **IDM Fund: Production** program provides IDM content creators with funding for high quality, original interactive digital media content projects.

IDM Fund: Global Market Development, introduced in 2016-17, supported 58 companies to attend international markets and events.

IDM Fund: Marketing Support, also introduced in 2016-17, provided funds towards marketing efforts for 18 IDM Fund: Production supported projects.

The **Ontario Interactive Digital Media Tax Credit (OIDMTC)** supports the development of interactive digital media products created in Ontario.

Programming and attendance at key industry events

In October 2016, OMDC supported Interactive Ontario's **GameON: Ventures**, a two-day conference that connected business leaders in the interactive industry. Evolving business models were presented through keynotes and panels that explored how diversity drives opportunity, trends in venture capital markets, and a pitch competition. The event also offered an international expo area where participants networked and tested IDM Fund-supported games.

T.O. WebFest, a three-day festival that supports, connects, and promotes independent web content creators from Canada and around the world, took place in May 2016. The IDM Fund supported industry programming at event space MaRS and participated on a funder panel and 1x1 meetings with web series creators.

OMDC staff attended the **Game Developers Conference**, February 27-March 3, 2017 in San Francisco. OMDC supported 38 Ontario game development studios to attend the event. OMDC facilitated networking opportunities at the Ontario Networking Reception and provided exhibition opportunities for Ontario companies through GDC Play.

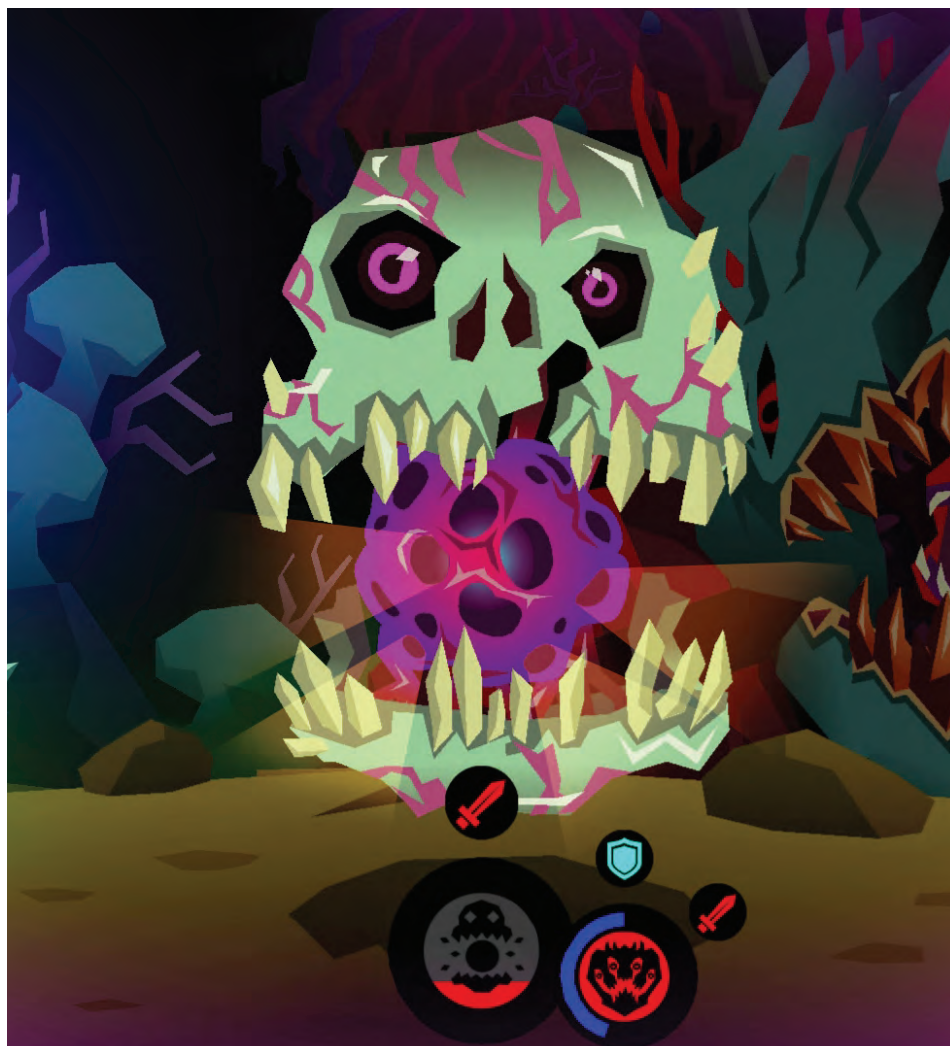
SUPPORTING AWARD-WINNING INTERACTIVE PROJECTS

DrinkBox Studios' *Severed* was named Apple's iPad Game of the Year and was a recipient of an Apple Design Award. It also won for best mobile/handheld game and musical score at the 2016 Canadian Video Game Awards.

“

Severed received assistance from multiple OMDC programs, which eased financial constraints and allowed the team to experiment with unique ideas. OMDC assistance had a direct influence on the final quality of the project.”

– Graham Smith, co-founder, DrinkBox Studios



The OMDC-supported game *Auto Age: Standoff* from Phantom Compass won a Best in Play Award at the 2017 Game Developers Conference



Cococucumber's OMDC-supported game *Riverbond*, coming to PCs and consoles in 2018, won a Best in Play award at the 2017 Game Developers Conference

INTERACTIVE DIGITAL MEDIA



After launching in February 2017, OMDC-supported web series *Running with Violet*, created by and starring Rebecca Davey and Marie-Claire Marcotte of She Said Films, racked up 450,000 views and more than 18,000 subscribers. The series also features YouTube star Jessii Vee, whose online popularity proved to be a key audience driver.

“

OMDC’s support has been invaluable in *Running with Violet* becoming a viable property. We are also grateful for the training and workshops OMDC has offered to help us continue to enlarge our vision and pivot to meet our audience’s needs. We feel like we have found a partner in OMDC.”

– Rebecca Davey, She Said Films



Rebecca Davey and Marie-Claire Marcotte in *Running with Violet*



Toronto and London, ON-based Big Viking Games has approximately 50 million users playing its free web and Facebook games *YoWorld* and *Fish World*.



Supporting Music

OMF: Music Company Development provides Ontario-based music companies with funding to support new or expanded business activities, including strategic business and market development.

OMF: Live Music increases the number and quality of live music experiences enjoyed by residents in and visitors to Ontario at events, festivals and concerts featuring Canadian artists.

OMF: Music Futures stimulates entrepreneurship and provides support to develop Ontario's diverse and emerging music industry.

OMF: Music Industry Development supports organizations engaging in strategic initiatives with long-term impacts on the growth and sustainability of Ontario's music industry.



Arkells performing at the
2017 Juno Awards.
Photo: CARAS/Ryan Bolton



We've typically played in rock and roll clubs. OMF funding let us bring our shows to venues like Massey Hall and FirstOntario Centre, which has a capacity of 10,000-plus. Being able to put on bigger and more impressive shows helps us connect with our audiences, build their enthusiasm and our own reputation."

– Max Kerman of the band Arkells

MUSIC

Ontario is Canada's key music hub with a thriving industry that makes a significant contribution to the Province's economy. Recent Statistics Canada estimates indicate Ontario record producers and distributors annually generate \$329 million in operating revenues—79% of the Canadian total—and pay \$37.7 million in employee salaries, wages and benefits. It is estimated that live music companies in Ontario generate upwards of \$600 million annually.

The Ontario Music Fund (OMF), administered by the Ontario Music Office (OMO), strengthens and stimulates growth in Ontario's music companies and organizations as they expand their economic and cultural footprints across Canada and around the world.

Industry Results after 3 Years of OMF Support

5.6M

OMF HAS SUPPORTED
MUSIC RECORDING SALES
OF 5.6 MILLION+ UNITS
DOMESTICALLY AND
7 MILLION+ UNITS
INTERNATIONALLY

4M

ATTENDANCE FOR LIVE
MUSIC EVENTS FEATURING 4,000+
PERFORMANCES BY ONTARIO
ARTISTS

50%

COMMERCIAL REVENUE GROWTH
FOR 30%+ OF MUSIC
FUTURES RECIPIENTS

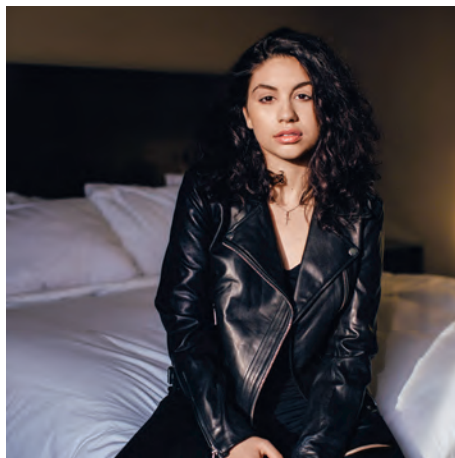
\$14M

IN BUSINESS DEALS FROM EXPORT
MISSIONS AND B2B MEETINGS

OMF CELEBRATES ONTARIO AT THE JUNO AWARDS

In March 2017 the **Ontario Music Fund (OMF)** hosted a reception honouring the amazing musicians and Ontario talent nominated for 2017 Juno Awards. From left: OMDC President & CEO Karen Thorne-Stone, CARAS Chair Mark Cohon, Ammoye, Splash'N Boots (Taes Leavitt and Nick Adams) and OMDC Chair Mark Sakamoto. >

These eight OMF-supported artists all won 2017 Juno Awards. Clockwise, from top left: Exco Levi, A Tribe Called Red, The Dirty Nil, The Tragically Hip, The Strumbellas, Shawn Mendes, Jazz Cartier and Alessia Cara



“

The Ontario Music Fund is a huge boost for the recorded and live music industries and for CARAS, and honestly we could not do this without the support of our province. How fortunate we are to have a government that believes in the value of music and, more importantly, is actually investing in it.”

— Allan Reid, President & CEO, CARAS,
The Juno Awards & MusiCounts

OMF AT MAJOR MUSIC INDUSTRY EVENTS

The OMF-supported **Canadian Music Week** – Canada's largest music conference – took place May 2-8, 2016 in Toronto, bringing together global industry professionals and providing an opportunity for artists from Ontario, the rest of Canada and more than 40 other countries to showcase their talents and do business. OMF-supported activities included the International Marketplace, the Live Touring Summit, the Indie Awards and FanFest.

The 8th annual OMF-funded **Canadian Music Café** took place September 12-13, 2016 during the Toronto International Film Festival with 27 international music supervisors in attendance to discover Canadian musical talent for sync licensing opportunities in film and television. The event featured performances from Ontario acts Doomsquad, Hannah Georgas, Young Empires and VACAY as well as targeted networking opportunities for Ontario music companies and their artists.

The OMF-funded **Polaris Gala 2016** was held September 19 at The Carlu in Toronto and was attended by OMDC staff and Board members. Four of the 10 finalists for the prestigious Polaris Music Prize were Ontario artists or on Ontario labels, including Basia Bulat, U.S. Girls, Jessy Lanza and PUP.



^ Hannah Georgas performs at the Canadian Music Café

International Business Development/Export

The OMF supports international export trade missions around the world that create business opportunities for Ontario music companies. The OMF works with various industry organizations and partners to deliver targeted B2B activities and showcase talent. In 2016-17, these included:

- **SXSW**
(Austin, TX)
- **Reeperbahn**
(Hamburg, Germany)
- **Folk Alliance International**
(Kansas City, MO)
- **The Great Escape & Music Cities Convention**
(Brighton, England)
- **MaMA Festival & Convention**
(Paris, France)
- **Sync Licensing Mission**
(Los Angeles)
- **by:Larm**
(Oslo, Norway)

Live Music

Ontario is home to some of Canada's best music festivals, and OMF support can be found in festivals across the Province. The renowned Ottawa Bluesfest, family-friendly Field Trip, and Hamilton's eclectic Supercrawl feature major global artists as well as Ontario's diverse musical talent. Nearly four million people have attended live music events supported by the OMF, featuring more than 4,000 performances by Ontario artists.



^ Canadian Music Week

BOOKS

Ontario is home to Canada's largest book publishing industry with annual operating revenues of \$1.1 billion, representing approximately two thirds of the national total. Ontario publishers pay more than 65% of Canadian industry wages, salaries and benefits, totaling \$226 million annually.



The Greenwood Books novel *The Breadwinner* has been adapted into an animated feature film co-produced by Toronto's Aircraft Pictures, Ireland's Cartoon Saloon and Luxembourg's Melusine Productions

OMDC Book Fund

\$2.2M
INVESTED

38
PROJECTS SUPPORTED

\$2.69
IN SALES ACHIEVED
FOR EVERY DOLLAR INVESTED
BY THE BOOK FUND

Success story: Greenwood Books

Greenwood Books received the BOP – Bologna Prize for the Best Children's Publisher of the Year for North America at the Bologna Children's Book Fair 2016. The prize is awarded to publishers that have most distinguished themselves for their creative and publishing excellence over the year.

Greenwood is an independent children's publisher based in Toronto. Its award-winning book *The Breadwinner* by Deborah Ellis, which tells the story of an Afghan girl who must support her family, has been adapted into an animated feature film set to premiere at the 2017 Toronto International Film Festival.



Supporting Book Publishing

The **OMDC Book Fund** supports the business development of independent Ontario-based book publishers by providing funding for marketing initiatives and activities that enable them to build on their capacity to achieve business development goals.

The **Export Fund - Book** provides eligible Ontario publishers with funding to pursue strategic export development activities that support company growth and produce measurable business development results. Primary activities include targeted sales trips and attendance at international market events.

The **Ontario Book Publishing Tax Credit (OBPTC)** supports Ontario publishers to publish literary works by Canadian authors.

International Business Development/Export

The **Export Fund - Book** supported 35 publishers to undertake sales trips to key markets around the world and to attend key fairs in order to sell rights. Kristine Murphy, OMDC's Director, Industry Development, and Janet Hawkins, Consultant, Industry Initiatives (Books), attended the 2016 **London Book Fair** (April 12-14), where OMDC organized its first B2B book publisher/film producer event and co-hosted a tea reception with the Canadian High Commission highlighting Canadian children's books. In addition, OMDC works with various industry associations to support targeted networking initiatives at **Bologna Children's Book Fair** and **Frankfurt Book Fair**.

PROMOTING ONTARIO AUTHORS

Success story: Coach House Books

Coach House Books has enjoyed strong export sales and international recognition due in large part to multiple awards for André Alexis' *Fifteen Dogs*, including the 2017 edition of Canada Reads.



Participants at the Trillium 30th Anniversary Author Readings at the University of Guelph in March: Jeff Latosik (*Tiny, Frantic, Stronger*), Madhur Anand (*A New Index for Predicting Catastrophes*), Kevin Hardcastle (*Debris*), Kevin Connolly (*drift*), Pasha Malla (*The Withdrawal Method*)



Participants at the Trillium 30th Anniversary Author Readings at Alliance française de Toronto in March: Daniel Marchildon (*La première guerre de Toronto*), Claude Forand (*Un moine trop bavard*), Didier Leclair (*Toronto, je t'aime*), Marguerite Andersen (*Le figuier sur le toit; La mauvaise mère*), Paul Savoie (*Crac; Bleu bémol*), Andrée Lacelle (*Tante de vie s'égare*), François Paré (*La distance habitée*), Micheline Marchand (*Mauvaise mine*)

Ontario Authors Tour

The OMDC Ontario Authors Tour Support Fund provides eligible Ontario publishers with funding to support their Canadian authors' appearances at festivals, readings, signings and other third-party events that take place in North America and internationally. Through this program, an estimated 78,815 people attended 168 domestic and 30 international literary events featuring more than 150 authors.

Ontario's wealth of diverse books was promoted by OMDC through a targeted U.S. and Canada library campaign. Selected books were advertised with signage, advertising, a special flyer and a book giveaway at the American Library Association Midwinter conference. In Ontario, OMDC provided librarians with sample books and flyers at the Ontario Library Association Super Conference and via Ontario's library wholesalers.

In anticipation of 2017's 30th Anniversary Trillium Book Award, the OMDC hosted a series of Author Readings by several previous winners and 2016's finalists. These readings, which were free and open to the public, took place in both English and French in Peterborough, Guelph, Toronto and Ottawa in March and April 2017.

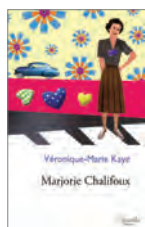
CELEBRATING ONTARIO AUTHORS AT THE 2016 TRILLIUM BOOK AWARDS

The Trillium Book Award is among the most highly regarded national literary prizes. Previous winners include world-renowned writers Margaret Atwood, Austin Clarke, Thomas King, Alice Munro, Andrée Lacelle and François Paré.

CBC's Heather Hiscox hosted the Trillium Book Award ceremonies on June 22. The OMDC awarded more than \$75,000 in prizes to exceptional authors and publishers at the gala event. Winners included:



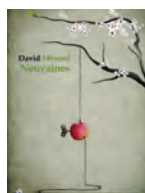
Trillium Book Award
in English-language
Kevin Hardcastle
Debris
(Biblioasis)



Trillium Book Award
in French-language
Véronique-Marie Kaye
Marjorie Chalifoux
Marjorie
(Éditions Prise de parole)



Trillium Book Award for
Poetry in English-language
Soraya Peerbaye
Tell: poems for a girlhood
(Pedlar Press)



Trillium Book Award for
Poetry in French-language
David Ménard
Neuvaines
(Les Éditions L'Interligne)



48.4M

2016 MEDIA IMPRESSIONS FOR
THE TRILLIUM BOOK AWARD



I am delighted to recognize the great talent of this year's Trillium Book Award winners. Their work gives us so much — both as a fundamental part of our creative economy, and by telling the stories of who we are as Ontarians."

— Eleanor McMahon, Minister of Tourism,
Culture and Sport



Mark Sakamoto, Chair of OMDC, with 2016 Trillium Award winners David Ménard, Véronique-Marie Kaye, Soraya Peerbaye and Kevin Hardcastle, and Karen Thorne-Stone, President & CEO of OMDC

MAGAZINES

Canada's magazine sector includes consumer and B2B publications with content distributed in print and digitally via a variety of web and mobile channels. More than half of the magazines in Canada are produced in Ontario, and approximately half of those titles ship to readers outside the province. According to Statistics Canada, Ontario's magazine media industry is the country's largest, generating \$935 million in annual operating revenues, accounting for 58% of the national total. Ontario-based periodical publishers pay more than \$297 million per year in salaries and benefits.



“

While attending Digital Media Strategies USA with a delegation from the OMDC, I was able to set up the first of several meetings with Some Spider Studios, parent company of online destination *Scary Mommy*, which led to an advertising partnership between us. The deal was officially signed in January 2017.”

— Natalie Locke Milne, Vice President,
Content at Maple Media



From left: Wili Liberman, *TEACH Magazine*; Kyle Shay, Annex Business Media; Matthew Holmes, Magazines Canada; David Smart, *Gripped: The Climbing Magazine*; and Matt Hilliard-Forde, OMDC at the Digital Innovators' Summit in Berlin

Supporting Magazine Media

The OMDC Magazine Fund supports the business development of independent Ontario-based magazine publishers. Funds are provided to assist in the growth of these businesses through the creation and implementation of new strategic initiatives that enable publishers to achieve business development and/or marketing objectives.

Helping publishers grow

OMDC has activated an international growth strategy to help support groups of magazine publishers to attend international conferences to further their businesses and expand learning opportunities. These events included **Digital Media Strategies USA** in New York in September 2016 and the **Digital Innovators' Summit** in Berlin in March 2017, where the OMDC organized networking activities for Canadian publishers and their international counterparts.

OMDC Magazine Fund

39

COMPANIES SUPPORTED

\$2M

INVESTED

\$3.9M

TOTAL PROJECT BUDGETS

OMDC AT THE NATIONAL MAGAZINE AWARDS

The National Magazine Awards Foundation presented the winners of the 40th annual National Magazine Awards at a gala on May 26, 2017 at Toronto's Arcadian Court. Several OMDC-supported publications were winners, including *Cottage Life* for Magazine of the Year, while Penny Caldwell, publisher and vice-president of Cottage Life Media, received the Foundation Award for Outstanding Achievement.

Other OMDC-supported winners included *Precedent*, *Toronto Life* and *Maclean's*. *The Walrus* led all magazines with six awards (two Gold Medals and four Silver Medals). *NOW Magazine's* "Love Your Body" issue was a double-winner, taking the Silver Medal in Portrait Photography and the Silver Medal in Best Words & Pictures.



^ Maclean's



^ The Walrus



^ Cottage Life



^ Precedent

The Canadian Magazine Awards' Magazine Grands Prix

The following OMDC-supported publications were winners at the inaugural Magazine Grands Prix, presented in Toronto in April 2017 and recognizing work from the 2016 calendar year:

- **Best Multi-Platform Magazine Brand:** *Cottage Life*
- **Best General Interest Story:** John Hofsess, "By the Time You Read This, I'll Be Dead," *Toronto Life*
- **Best Service and Lifestyle Story:** Jean Grant, Malcolm Johnston, Rebecca Philips, Mark Pupo, Caroline Youdan, "The Big Smoke," *Toronto Life*
- **Best Science, Business and Politics Story:** Nancy Macdonald, "Justice Is Not Blind," *Maclean's*
- **Best Feature Photography or Videography:** Matt Barnes, "Laces of Death," *Sharp: The Book for Men*
- **Best Multi-Platform Story Treatment:** Michael Friscolanti, "Saving Family No. 417," *Maclean's*

OMDC's Magazine Best Practices Event

OMDC's Magazine Best Practices Event took place in February 2017 at the offices of Blue Ant Media. It was attended by more than 30 magazine professionals and included networking opportunities, panels and roundtable sessions.

Magazines in a Digital World

In March 2017, OMDC supported *Magazines in a Digital World*, a collaboration between Magazines Canada and Interactive Ontario. The half-day event at the Corus Theatre featured panel discussions on the digital evolution of publishing and virtual reality. A networking breakfast allowed publishers and interactive producers to meet and set the stage for new storytelling collaborations.



^

A panel on VR in online journalism at *Magazines in a Digital World*

CROSS-SECTOR COLLABORATION

OMDC's Digital Dialogue Conference

In January 2017, more than 250 Ontario leaders in media, culture and technology attended OMDC's seventh annual Digital Dialogue Conference. The event brought together leaders from book publishing, film and television, interactive digital media, magazine media, and music for a day of presentations, pitches and conversations.



Spreading the Message Online

Podcasts from the Digital Dialogue Conference are available on the OMDC website as part of OMDC's new podcast service, adding to the OMDCOnline YouTube channel. The conversation continues all year long with the Digital Dialogue Breakfast Series, a forum for ongoing discussion among decision-makers in the cultural media industries. The four sessions in 2016-17 can also be accessed as podcasts and on the OMDC Talks iTunes channel.



Seelan Vamatheva, Senior Software Developer: Games Technology, SideFX Software and Ryan Sargent, Director of Business and Legal Affairs at House & Home Media, check out the VR technology on display at the Digital Dialogue Conference showcase

Other OMDC online activity



715K

PAGE VIEWS ON
OMDC WEBSITE



417K

POST VIEWS ON
OMDC FACEBOOK PAGE



1849

TWEETS SENT



67

ITEMS POSTED
TO YOUTUBE



Victoria Valevsky, Amanda Crocker and Dave Molenhuis at From Page to Screen



From Page to Screen 10th Anniversary Event

The 2017 edition of this annual event took place at the Toronto Reference Library in February. It has been created to promote big- and small-screen adaptations of Canadian fiction, non-fiction and children's literature from Ontario publishers. Ontario film and television producers meet with publishers in scheduled, one-on-one meetings.

BUSINESS INTELLIGENCE

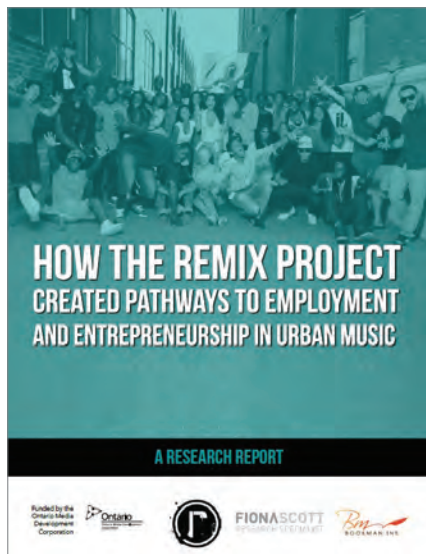
Research Activity

\$230K
INVESTED

10
APPLICATIONS SUPPORTED

1.4K
UNIQUE VISITORS TO ONLINE
RESEARCH LIBRARY

18.8K
INDUSTRY PROFILE VIEWS



How the Remix Project Created Pathways to Employment and Entrepreneurship in Urban Music

OMDC engages in business intelligence activities in three ways: commissioning or undertaking its own research; providing funding to industry organizations through the Research Grants Program; and collecting and curating third-party studies to add to the Online Research Library. Together, these activities leverage funding and capacity in the industry to generate timely and relevant information with a relatively small investment by OMDC.

These activities provide a significant, measurable benefit to Ontario's creative media industries, academia and government stakeholders, ensuring Ontario maintains a presence in national initiatives and is internationally competitive. The activities are aimed at enhancing business intelligence for Ontario companies to successfully navigate the rapidly changing environment, to inform OMDC's program design, and ensure the strategic and high-impact investment of funding.

OMDC-commissioned Research

OMDC commissioned and released a comprehensive research study examining current distribution strategies. Prepared by Nordicity, *The State of Content Distribution: Review of Content Distribution in the Cultural Media Industries* focuses on how market-ready content gets from the content owner to the end-user. The report provides models that visualize current and emerging patterns of distribution in all six cultural media industry sectors.



Measuring Success: The Impact of the Interactive Digital Media Sector in Ontario

Industry-led Research

OMDC-funded research studies released in 2016-17 include:

01. *How the Remix Project Created Pathways to Employment and Entrepreneurship in Urban Music* (The Remix Project)
02. *Measuring Success: The Impact of the Interactive Digital Media Sector in Ontario* (Interactive Ontario)
03. *Hubs and Business Skills Training for the Culture and Creative Sector - What's Working?* (WorkInCulture)
04. *Women & Leadership: A Study of Gender Parity and Diversity in Canada's Screen Industries* (Canadian Media Producers Association)
05. *Fem-LED Digital Enterprise: Fem-LED: A Look into Female Leadership for Women in Digital Media and Tech Today and Tomorrow* (OCAD University)
06. *Charting a Course for Impact Producing in Canada: Trends, Best Practices and Future Directions* (Documentary Organization of Canada)
07. *Standards in ebook Pricing in the International Marketplace* (eBOUND Canada)
08. *Understanding and Engaging with Audiences* (Telefilm Canada)
09. *#ScreenAccessON: The Employment of People with Disabilities in Ontario's Screen-based Industries* (Lights, Camera, Access!)
10. *An International Comparative Study: How National Content is Defined in Canada and Selected Countries for the Purpose of Providing Access to Public Support* (Canadian Media Producers Association)
11. *Economic Profile of Ontario's Computer Animation and Visual Effects Industry in 2014* (Computer Animation Studios of Ontario)
12. *The Creative Content Industry in Waterloo Region* (Creative Enterprise Initiative)
13. *Ireland Music Market Report* (The Canadian Association for the Advancement of Music and the Arts)
14. *U.K. Music Market Report* (The Canadian Association for the Advancement of Music and the Arts)

ONTARIO'S CULTURAL MEDIA TAX CREDITS

The OMDC administers six provincial tax credit programs across the film and television, interactive digital media, book publishing and music industries. These tax credits are key components in the viability and continued growth of these sectors in the Province. They provide important financial incentives that help attract and retain business in Ontario. They enhance companies' capacity to invest and reinvest, hire Ontario talent and make a substantial contribution to the Province's economy.

3,687

Products/Productions Received

3,301

Products/Productions Reviewed

2,500

Products/Productions Certified

\$509.3M

Estimated Value of Tax Credits Certified

\$9.8B

Total Project Value

ONTARIO FILM AND TELEVISION TAX CREDIT (OFTTC)

A 35 per cent refundable tax credit on Ontario labour expenditures for film and television productions produced by Ontario-based Canadian corporations.

ONTARIO PRODUCTION SERVICES TAX CREDIT (OPSTC)

A 21.5 per cent refundable tax credit on Ontario production expenditures (both labour and non-labour costs as well as all post-production) for film and television productions by Canadian or foreign-controlled corporations.

ONTARIO COMPUTER ANIMATION AND SPECIAL EFFECTS TAX CREDIT (OCASE)

An 18 per cent refundable tax credit on Ontario labour expenditures for digital animation and visual effects created in Ontario for film and television productions.

ONTARIO INTERACTIVE DIGITAL MEDIA TAX CREDIT (OIDMTC)

A 40 per cent refundable tax credit (35 per cent for development under fee-for-service) on eligible expenditures to develop IDM products in Ontario, available to Canadian and foreign-controlled corporations.

ONTARIO BOOK PUBLISHING TAX CREDIT (OBPTC)

A 30 per cent refundable tax credit on eligible expenditures to publish and market books by Canadian authors, available to Ontario-based Canadian corporations.

ONTARIO SOUND RECORDING TAX CREDIT (OSRTC)*

A 20 per cent refundable tax credit on eligible expenditures to produce and market sound recordings by Canadian artists, available to Ontario-based Canadian corporations.

*The Provincial Budget of 2015 announced that the OSRTC would be discontinued. A company may still claim the OSRTC for sound recordings that commenced before April 23, 2015 but can only calculate the tax credit on expenditures incurred before May 1, 2016.

Tax Credit Statistics for 2016-17

Tax Credit	Products / Productions Received	Products / Productions Reviewed	Eligible Products / Productions Certified	Total Value of Estimated Tax Credits	Project Value
OFTTC	361	292	280	\$140,545,120	\$804,142,404
OPSTC	264	241	230	\$255,769,586	\$8,382,086,527
OCASE	584	260	231	\$30,872,348	\$296,028,667
OIDMTC	1767	2056	1326	\$79,122,004	\$258,695,966
OBPTC	681	421	409	\$2,477,681	\$8,704,074
OSRTC	30	31	24	\$488,061	\$3,242,379
Total	3,687	3,301	2,500	\$509,274,800	\$9,752,900,016

OCASE and OIDMTC applications are based on the applicant's fiscal year of activity and may include multiple productions. Up to 3 OSRTC certificates for each fiscal year are issued for each recording. Total Value of Estimated Tax Credits reflects certificates issued in the fiscal year, NOT production activity in that period.

CONTINUING EFFORTS TO BOOST PRODUCTIVITY

Since 2005-06, Tax Credit intake volumes have increased by more than 200%, from approximately 1,200 products to 3,700 products applying per year. While this is a positive indicator of healthy creative industries in Ontario, it has also presented some significant challenges for staff in trying to keep up with the volume of applications to be processed.

Since 2011, OMDC has been actively refining business processes in an effort to reduce the queue and lengthy processing times. A number of measures have been implemented to date, including:

- Moving from a paper-based application process to an online system
- Implementing an automated risk assessment system
- Increasing the number of Business Officers analyzing tax credit applications
- Cross-training staff and approving overtime
- Updating application forms to improve the quality and relevance of information supplied by applicants
- Implementing deadlines for non-responsive and slow-to-respond applicants

As a result of these changes, the number of products reviewed by OMDC staff has increased from approximately 1,300 products (in 2005-06) to 3,301 products (in 2016-17) – a 150% increase. OMDC reviewed 40% more products in 2016-17 compared to the prior year (2,358). The amount of time that a file spends in active analysis has also improved significantly.

ESTIMATED VALUE OF TAX CREDITS CERTIFIED FOR 2005-06:

\$110.2M

ESTIMATED VALUE OF TAX CREDITS CERTIFIED FOR 2016-17:

\$509.3M

Legislative and Regulatory Changes

The Government of Ontario's Fall Economic Statement of November 14, 2016 announced an application deadline for the Ontario Interactive Digital Media Tax Credit (OIDMTC). Companies must apply for a Certificate within 18 months after the end of the taxation year in which the product was completed. The application deadline passed into law on December 8, 2016 and took effect 6 months after the November 14 announcement.

The 2015 Provincial Budget proposed the following changes to eligibility for the OIDMTC to make it more sustainable:

- Focusing the primary purpose of the credit on entertainment products and on educational products for children under the age of 12
- Excluding certain products from OIDMTC support, such as search engines, real estate databases, and news and public affairs products as well as most websites, save for a few exceptions
- Strengthening the rule that excludes promotional content by requiring that products have a revenue-generating stream
- Improving certification by replacing the former 90% development requirement with a rule known as 80/25 based on the labour costs of the company developing the product

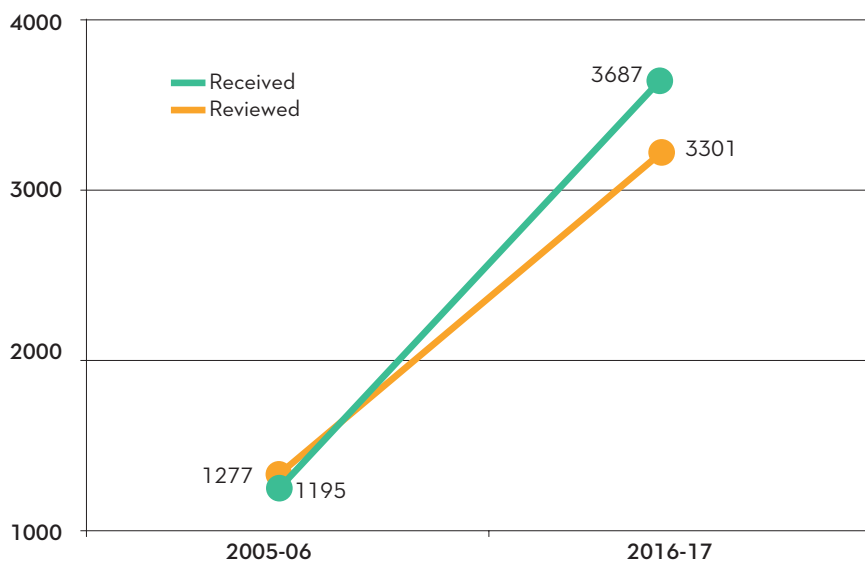
These OIDMTC regulatory changes passed into law on March 14, 2017. The regulations also dealt with several film and television tax credits and clarified the following:

- The 2015 Ontario Production Services and Computer Animation and Special Effects Transitional Fund will not be treated as assistance for purposes of the Ontario Film and Television Tax Credit (OFTTC) or the Ontario Production Services Tax Credit (OPSTC)
- Effective after December 31, 2008, government equity will not be treated as assistance for purposes of the OFTTC
- Talk shows remain ineligible (as they have always been) for provincial tax credits

Operational Changes

In February 2017 OMDC announced that effective April 1, 2017, a new tax credit administrative fee structure would be implemented to enable OMDC's Tax Credits department to move to a cost-recovery model.

Tax Credit Products: Received and Reviewed



BOARD OF DIRECTORS

OMDC is governed by a Board of Directors appointed by the Lieutenant Governor-in-Council. The Board of Directors had 13 members who met regularly throughout the fiscal year, April 1, 2016 - March 31, 2017.

MARK SAKAMOTO, CHAIR

Executive Vice-President
Think Research

GAVE LINDO

Executive Director
Reelworld Film Festival and Foundation

NYLA AHMAD

*Vice-President, New Venture Operations
& Strategic Partnerships*
Rogers Communications Inc.

SARAH MACLACHLAN

President
House of Anansi Press

PATRICK BOURBONNAIS

*Portfolio Manager Community Initiatives
and Partnerships*
Conseil des écoles catholiques du Centre-Est

ILDIKO MARSHALL

Retired Vice-President and Publisher
Today's Parent Group at Rogers Publishing

PAUL BRONFMAN

Chairman & CEO
Comweb Group and
William F. White International Inc.
Chairman
Pinewood Toronto Studios

ANITA McOUAT

Partner, Audit and Assurance Group
PwC

ADAM CAPLAN

Principal
web.isod.es

MARGUERITE PIGOTT

*Vice President Development, Outreach
and Strategic Initiatives*
Canadian Media Producers Association

SUSAN DE CARTIER

President
Starfish Entertainment

BLAKE TOHANA

Chief Financial Officer
9 Story Media Group

SHARIFA KHAN

President & CEO
Balmoral Marketing Inc.

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We've got it going



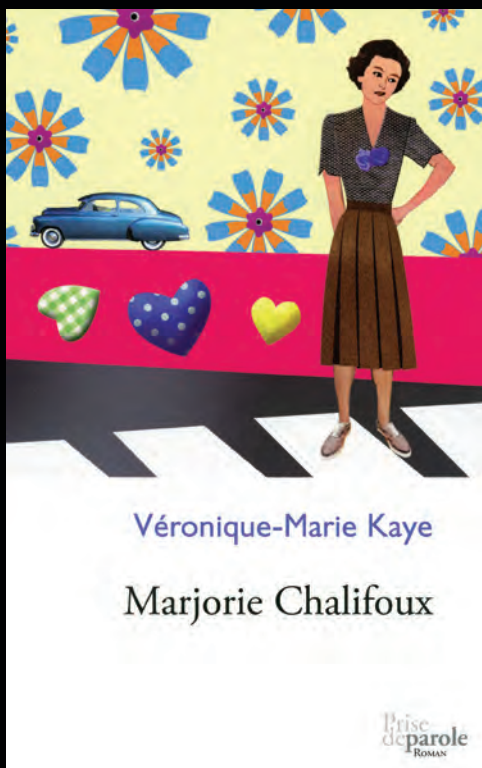
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Disponible en français



Ontario

Ontario Media Development
Corporation