

ONTARIO CREATES

YEAR IN REVIEW 2018 | 2019



Aurélie Resch
Sous le soleil de midi



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

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Cover images, clockwise from top left:

Shazam!, Jessie Reyez, Bravery Network
Online, *The Grizzlies*, *Precedent*, *Sous le soleil de midi*, *Anne with an "E"*

Inside back cover images, clockwise from top left:

The Boys, *Arena Stars*, *Killjoys*

Table of Contents image:

Sharkwater Extinction
(Sharkwater Productions, D Films)
In memory of Robert Stewart

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Disponible en français





The Handmaid's Tale, which was shot in Hamilton, Toronto and Cambridge

BY THE NUMBERS



\$6 BILLION+

Contributed to Ontario's GDP from Ontario Creates-supported creative industries*



20:1 ROI

Additional production/product spending for each tax credit dollar



65K JOBS

Generated by Ontario Creates-supported creative industries*



35,000+ BUSINESS CONNECTIONS AND LEADS

Established by participants of Ontario Creates-led or supported initiatives



174:1 ROI

Earnings reported by Export Fund recipients for every dollar invested by Ontario Creates



241 INTERNATIONAL MARKETS

Attended by companies supported by Ontario Creates



20 MILLION UNITS

Music recording sales supported by Ontario Music Fund

*Source: Statistics Canada (2017 data)

As a government agency, we are committed to managing our resources responsibly and effectively, so we welcome your comments.

Please send your feedback on this report to reception@ontariocreates.ca or call 416.314.6858

MESSAGE FROM THE CHAIR AND THE PRESIDENT & CHIEF EXECUTIVE OFFICER



Ontario Creates Chair
Aaron Campbell



Ontario Creates
President & CEO
Karen Thorne-Stone

Once again Ontario has shown it's a great place for the creative industries to do business.

Last year the film and TV sector set another record with \$1.9 billion in production volume and 37,000 jobs supported. This was made possible by a labour force that is second to none, world-class facilities, and substantial investment by the Province.

Top Hollywood projects came to Ontario, including *Shazam!*, *IT: Chapter Two* and *The Handmaid's Tale*. Homegrown programs, meanwhile, found audiences and acclaim around the world. Netflix picked up international distribution for CBC comedy series *Schitt's Creek* and *Kim's Convenience*; the former scored four Emmy nominations, and the latter was voted most popular foreign scripted show at the Seoul International Drama Awards.

Good news stories can be found across the creative sectors. The interactive digital media industry is annually contributing more than \$3 billion to Ontario's GDP and accounting for more than 22,000 jobs. The success of Canadian music artists is by now well documented; in five years the Ontario Music Fund has supported music recordings that have sold more than 20 million units worldwide.

The Book Fund continues to pay off. In 2018/19, recipients reported sales of nearly \$5 for every dollar invested. Ontario's magazine media industry is generating more than \$800 million in annual revenues and sustaining more than 5,600 jobs.

At Ontario Creates we are proud of the role we play in stimulating economic development in these sectors. This document contains many examples of companies that have been able to grow and thrive as a direct result of investment by the Province.

Partnerships help achieve these results. We teamed with Telefilm Canada at the Cannes Film Festival to provide business-meeting space for Ontario participants and then again at TIFF to promote production in the Province to international decision-makers. Closer to home, WIFT-T, Hand Eye Society and Interactive Ontario teach our IDM Fund Futures courses, imparting business skills to digital media creators.

Operationally, we have become even more efficient. We launched a direct-deposit system for grant recipients and were able to improve processing times for film and television credits by 40% to 55%.

We would like to thank former chair Mark Sakamoto and the other outgoing board members for their dedicated service. And we are grateful to the Government of Ontario for its confidence in us and for its investment through Ontario Creates, enabling the creative industries to contribute significantly to the Province's economy.

Sincerely,

A stylized signature of Aaron Campbell in black ink.

Aaron Campbell
Chair

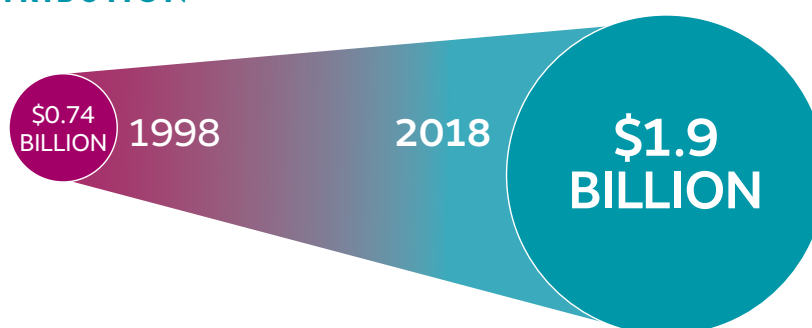
A stylized signature of Karen Thorne-Stone in black ink.

Karen Thorne-Stone
President & CEO

2018: ANOTHER RECORD-BREAKING YEAR IN ONTARIO FILM & TV PRODUCTION

Ontario's film and television production industry accounted for approximately 37,000 full-time direct and spin-off jobs in 2018—an increase of 4,200 over the previous year—and contributed \$1.9 billion to the economy, stimulated by substantial provincial investment and a highly skilled local workforce.

ECONOMIC CONTRIBUTION



JOB GROWTH

21,000 JOBS in 1998

37,000 JOBS in 2018

NUMBER OF PRODUCTIONS

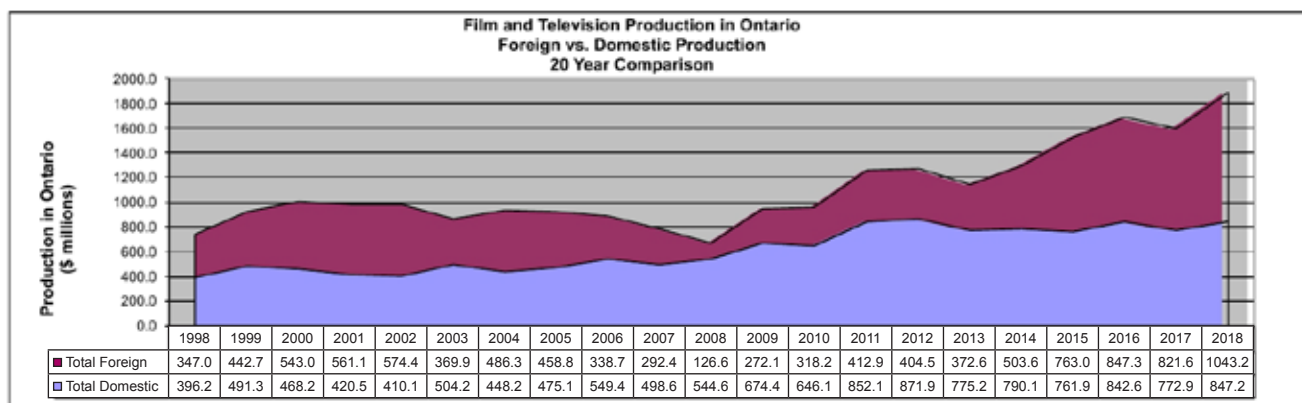
1998

185 productions

2018

324 productions

Note | Data based on productions that received Ontario Creates support; jobs are direct and spin-off.



The chart above represents productions shot in Ontario which have received facilitation services and/or applied for tax credits from Ontario Creates

FILM & TELEVISION

The **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.

FILM FUND

\$5.6M

INVESTED

45

PROJECTS SUPPORTED

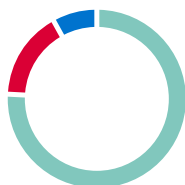
\$20.66

ADDITIONAL PRODUCTION
FINANCING GENERATED
FOR EVERY DOLLAR
INVESTED

17,327

WEEKS OF WORK FROM
PROJECTS FUNDED

FILM AND TV PRODUCTION ACTIVITY IN ONTARIO FOR THE 2018 CALENDAR YEAR



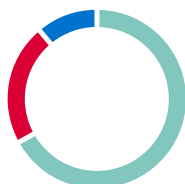
Domestic Production by Format

Television series¹: \$645,200,000

Feature film: \$132,100,000

TV movies, miniseries,
specials, pilots²: \$69,900,000

Total: \$847,200,000



Foreign Production by Format

Television series¹: \$715,900,000

Feature film: \$231,800,000

TV movies, miniseries,
specials, pilots²: \$95,600,000

Total: \$1,043,200,000



Live Action vs. Animation

Live action: \$1,774,400,000

Animation: \$116,100,000

Total: \$1,890,500,000

Production Statistics for the industry are generated annually by Ontario Creates. Data represents expenditures of all productions using Ontario Creates-administered incentives and services including Film Fund, Tax Credits and Film Commission. Data does not include television commercials, corporate videos, music videos, or broadcaster in-house production. Data reflects 2018 production spend (labour, goods and services) in Ontario only, which may not be the total project budget. 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.

¹The number of television series does not include cycles which began production in the previous year.

²Productions with fewer than six episodes.



Photo: Adam Pulicichio

ONTARIO CREATES AT TIFF

Celebrate Ontario, Ontario Creates' annual salute to Ontario films and filmmakers at the 2018 Toronto International Film Festival (September 6-16), was held at The Carlu on September 7 and served as the launch pad for Ontario Creates' new brand. More than 1,200 guests attended.

Producer Simone Urdl, director Darlene Naponse and producer Jamie Manning—the team behind the Ontario Creates-supported feature *Falls Around Her*—attend Celebrate Ontario. The film screened at TIFF, where Urdl and Jennifer Weiss, partners in The Film Farm, received the CMPA's Established Producer Award.



The Grizzlies (above) screened at TIFF and won Miranda de Pencier the award for outstanding directorial achievement from the Directors Guild of Canada. Produced by Northwood Entertainment, the drama benefitted from Ontario Creates Film Fund Development and Production support. Other Ontario Creates-supported films at TIFF included *Anthropocene: The Human Epoch*, *Carmine Street Guitars*, *Clara*, *Giant Little Ones*, *Mouthpiece*, *Sharkwater Extinction* and *Through Black Spruce*.



“

Ontario Creates provided crucial financing that allowed *The Kindness of Strangers* to be produced in Ontario. And director Lone Scherfig wants to continue working with her Ontario-based key creative collaborators.

”

Sandra Cunningham,
Producer, Strada Films

The drama ***The Kindness of Strangers***, directed by Lone Scherfig and starring Zoe Kazan and Tahar Rahim, tells the story of lonely characters who find each other in New York City. The coproduction between Ontario's Strada Films and Denmark's Creative Alliance received support from the Ontario Creates Film Fund and opened the 2019 Berlinale.

ON THE INTERNATIONAL STAGE

Through **Export Fund - Film & Television**, Ontario Creates supported 101 companies to embark on 447 business trips, including attendance at 106 international markets.

At the **Cannes International Film Festival** (May 8-19, 2018), Ontario Creates co-hosted an Ontario reception with TIFF for more than 600 festival delegates and hosted an international networking dinner for 85 producers and a Producers Lab Toronto reunion lunch. The agency also hosted a roundtable session with Scandinavian and Ontario companies and met with international producers, representatives and funders, while its **CoCreate Cannes** initiative facilitated one-on-one meetings for producers from Ontario, Australia, Ireland, New Zealand, and the U.K.

Bringing together 20 Canadian and 18 international producing teams and 42 international financiers, the annual **International Financing Forum (IFF)** took place Sept. 9-10 during TIFF. One-on-one meetings led to 745 new leads for participating producers.

Ontario Creates sent a writer/producer team from Six Island Productions to the **eQuinox Europe International Screenwriters' Workshop** in Germany and producer William Woods from Woods Entertainment to the **Production Finance Market** in London, U.K. At the 2019 **Kidscreen Summit** in Miami (Feb. 11-14), Ontario Creates supported attending Ontario producers and provided meeting space.



ONTARIO CREATES AT THE CANADIAN SCREEN AWARDS

Ontario talent shone brightly at the 2019 Canadian Screen Awards (CSAs), held in Toronto March 31 to honour achievements in film, television and digital media production. The Ontario Creates-supported feature ***Through Black Spruce*** (above, Serendipity Point Films) won for Achievement in Music - Original Score for alaska b.

Other CSA-winning projects supported by Ontario Creates include:

Anthropocene: The Human Epoch
Mercury Films

Best Feature Length Documentary:
Jennifer Baichwal,
Nicholas de Pencier,
Edward Burtynsky

Best Cinematography in a Feature
Length Documentary:
Nicholas de Pencier

Stockholm
Darius Films/Lumanity Productions

Best Adapted Screenplay:
Robert Budreau

Best Achievement in Hair:
Peggy Kyriakidou

The Grizzlies
Northwood Entertainment

Achievement in Music - Original
Song: "Trials," by Dan General,
Thomas Lambe, Adam Tanuyak



CANADIAN SCREEN WEEK

Producers Floyd Kane and Jennifer Holness (above) speak at **The Audience**, an Ontario Creates-sponsored Academy Talks panel program at Canadian Screen Week (March 25-31). This was the first of four sessions of The Audience that will run throughout the year, and had capacity attendance.

“

Whether we need a downtown urban environment for *Shazam!* or quintessential small-town bucolic for *IT: Chapter Two*, Ontario is able to deliver cinema-ready locations and backs it up with high-quality crews and great facilities.

”

Kate Beyda, EVP Production,
New Line Cinema



IT: Chapter Two courtesy of Warner Bros. Pictures

ONTARIO FILM COMMISSION

PRODUCTION GUIDE

Ontario Creates' Ontario Film Production Guide launched in October with enhanced functionality, allowing users to upload listings digitally, providing more intuitive search abilities, and introducing the ability to list and search for environmentally sustainable goods and services. The 1600+ listings make it the most comprehensive guide for Ontario. The service is complimentary to listing companies and users.

LOCATIONS LIBRARY

257,845

IMAGES

9,021

LOCATION PORTFOLIOS

25,550

LIBRARY VISITS

Ontario Creates' 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. Ontario Creates' production consultants take projects from script to screen through the creation of bespoke location packages using one of the industry's most comprehensive location photo libraries, managed in-house by a team of location experts.

Ontario Creates, 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.

PROMOTING ONTARIO

In July, the Film Commission hosted a **Production Familiarization Tour** in Ontario for 10 leading L.A.-based production executives to strengthen ties with Ontario's vendors, suppliers, talent, production partners and government stakeholders and to showcase locations. The group met with over 160 Ontario industry stakeholders, creating and strengthening 1,630 business relationships.

Ontario Creates and Telefilm Canada co-hosted a stand at **TIFF 2018's** Industry Centre to promote Ontario as a leading production jurisdiction to international decision-makers and to provide a hub where Ontario stakeholders could schedule meetings with international delegates.

In January, the Film Commission hosted the 10th **Regional Film Forum**, convening over 40 regional and municipal film liaisons and key industry experts from across Ontario to discuss best practices for on-location filming.

In February and March, the Film Commission partnered with Durham Region and Kingston Tourism to deliver **locations scouting workshops** in Kingston and Whitby to strengthen the pool of scouts across key filming jurisdictions and provide insight into location filming for locations owners.

EMMY-NOMINATED PRODUCTION AND POST

Emmy Award-nominated comedy *Schitt's Creek* (Not a Real Company) shot partially in Hockley Valley and Fergus. Ontario Creates estimates that of the \$1.9 billion spent on production in Ontario in 2018, \$300 million was spent outside Toronto. Photo courtesy of CBC/photo Ian Watson



“

Spinvfx has experienced incredible growth in visual effects, seen in our Emmy Award nomination for *The Umbrella Academy*. Meanwhile, overall industry growth has government and community working with Ontario Creates on increasing infrastructure and training and retraining our labour force.

”

Neishaw Ali, President and Executive Producer, Spinvfx

The Umbrella Academy
Photo: Christos Kalohoridis/Netflix

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FILM AND TV PRODUCTIONS
DIRECTLY SUPPORTED BY
THE FILM COMMISSION'S
SCOUTING SERVICE

INTERACTIVE DIGITAL MEDIA

There are 929 IDM companies in Ontario, according to *Measuring Success*, a 2019 study by Interactive Ontario. In 2017, Ontario's IDM industry contributed more than \$3 billion to Ontario's GDP and accounted for 22,375 jobs. IDM companies in Ontario spent a total of \$1.4 billion, \$627 million of which was spent on video game development.

IDM FUND

149

PROJECTS SUPPORTED

\$8.9M

INVESTED

17,953

WEEKS OF WORK FROM
PROJECTS FUNDED

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 supported 52 companies to undertake 179 trips, including attendance at 62 international markets.

IDM Fund: Marketing Support provided funds towards marketing efforts for 24 IDM Fund: Production supported projects.

IDM Fund Futures teaches business, marketing, and pitching skills to up-and-coming digital-media creators and those transitioning to digital from traditional screen content. WIFT-T, Hand Eye Society and Interactive Ontario run the courses. Four companies were awarded grants from Ontario Creates for early-stage development work.

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

Ontario Creates supported and attended **Toronto Game Jam** (May 4-6, 2018), a public event featuring international game-makers where a rough idea goes from prototype to playable game.

Comics x Games, organized by Hand Eye Society at the Toronto Comic Arts Festival and featuring games, gallery shows, panels and talks, was held in Toronto May 12-13 and supported by Ontario Creates.

Ontario Creates supported **T.O. WebFest** (May 25-26), which offers panels, workshops, networking, screenings, installations and awards.

Along with the Independent Production Fund, Ontario Creates attended the inaugural **Stareable Fest** in New York (July 20-22) and supported seven web-series producers to attend.

Interactive Ontario's annual **iVentures** conference, a marketplace for IDM ideas, ran November 6-7 with support from Ontario Creates, which also attended.

Ontario Creates supported more than 35 Ontario companies at the **Game Developers Conference** (March 18-22, 2019) in San Francisco.

“

Ontario Creates has been a tremendous partner in helping us grow and stabilize as we grow.

”

Jeff Evans, founder and CEO,
Tiny Titan Studios



Arena Stars

IDM SUCCESS STORY

TINY TITAN STUDIOS

Indie game developer Tiny Titan Studios recently released its ninth and most ambitious title, *Arena Stars*, in which players choose a hero, build a team and take on competitors in the Arena Stars Universe.

Jeff Evans launched Tiny Titan in 2014 as a one-person operation; he now has 17 employees in a downtown London, Ontario space. The shop has a growing fan base for its retro-inspired products, generating revenue from in-game purchases and advertising.

The IDM Fund supported Tiny Titan's launch of the *Dash Quest Heroes* game app as well as *Arena Stars*, and Evans says the tax credits managed by Ontario Creates have also been key. The Ontario Creates funding helps mitigate the risk of upping the scale of a project, resulting in better games.

There have been more than 13 million downloads of Tiny Titan's games on Android and iOS phones, and eight of the company's titles have been named one of Apple's best new games upon release.

AWARD-WINNING IDM PROJECTS



“

The IDM Fund has been crucial for Gloam to be able to hit the ground running. Without Ontario Creates' funding and advice, we wouldn't have had the courage to take the leap into bigger, more ambitious, more rewarding projects.

”

Damian Sommer, Co-owner,
Gloam Collective

IDM Fund-supported game studio Gloam Collective won the \$50,000 Ubisoft Indie Series Grand Prize and Ubisoft and National Bank mentorship with a pitch for their game **Bravery Network Online**.

In puzzle game **Quench**, the user becomes an avatar of nature and guides herds of animals on a perilous journey. The game from Axon Interactive, which received IDM Fund support, was a Best in Play winner at the 2019 Game Developers Conference.



MUSIC

Ontario is Canada's key music hub. According to Statistics Canada, Ontario's sound-recording and music-publishing industries contributed more than \$362 million to the Province's GDP and accounted for 3,995 jobs in 2017.

Ontario's sound recording and distribution industry generates an estimated 75% of total national industry revenues and annually pays \$59.1 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.

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.

INDUSTRY RESULTS AFTER 5 YEARS OF OMF SUPPORT

20M+

UNITS OF OMF-SUPPORTED
MUSIC RECORDINGS
SOLD WORLDWIDE

10M+

PEOPLE HAVE ATTENDED
OMF-SUPPORTED
LIVE MUSIC EVENTS

2,200

ARTISTS DIRECTLY
SUPPORTED

40K

BUSINESS LEADS
AND DEALS FROM
EXPORT MISSIONS
AND B2B MEETINGS

“

As an independent artist, support from the OMF has been crucial in helping us share our music with our fans globally, and we look forward to witnessing the incredible impact the program is having on other artists in our community.

”

**Daniel Caesar &
Team Golden Child**





Jeremy Dutcher (above) won the JUNO Award for Indigenous Music Album of the Year for the OMF-supported *Wolastoqiyik Lintuwakonawa*. The album also picked up the 2018 Polaris Music Prize. Seven of the 10 artists on the Polaris shortlist have benefitted from OMF support.

ONTARIO ARTISTS WIN AT JUNO AWARDS IN LONDON

Juno Week, including the 48th Annual Juno Awards, took place in London, Ontario, March 11-17, 2019. Ontario Creates hosted a networking event to celebrate Ontario's Juno-nominated artists at the Lounge at Live Nation on March 7.

Ontario artists excelled at the awards ceremonies. OMF-supported artists who took home awards include: Arkells, bülow, Bahamas, Dizzy, Splash'N Boots, Jessie Reyez, Jeremy Dutcher and Donovan Woods.



“

The OMF has supported Jessie and her company, FMLY Inc., from day one. With OMF support, we have been able to grow the company exponentially at a time in her career when backing from her home country and province are crucial to her global success.

”

Mauricio Ruiz,
Jessie Reyez' manager

Jessie Reyez

OMF AT MAJOR MUSIC EVENTS

Supported by Ontario Creates, **Canadian Music Week** was held in Toronto May 7-13, 2018. OMF-supported activities included the Music Summit, the International Marketplace, a panel on gender parity, and an Ontario Creates-supported showcase and delegate reception as part of the KeyChange initiative. The OMO also piloted a mentorship program providing conference passes and access to industry mentors and Ontario Creates staff to high-potential emerging companies and artists from underrepresented communities and genres.

The OMO attended the **Summer Solstice Indigenous Festival** (June 21-24), participating in mentor sessions, and attended networking and live music events at **TD Ottawa Jazz Festival** (June 21-July 1). Both events were OMF-supported.

OMF-supported **Megaphono**, the fifth edition of Ottawa's music showcase festival and conference, took place February 7-9, 2019. The three-day event featured around 100 artists performing in 30 venues around the Ottawa-Gatineau region with a strong focus on local talent.



The band Larkin Poe performs at the Mariposa Folk Festival

LIVE MUSIC

Ontario is home to some of Canada's best concerts and music festivals, and OMF support can be found in live music events across the province. This year, Orillia's Mariposa Folk Festival and family-friendly Riverfest Elora saw record attendance, while eclectic Bravo Niagara! Festival of the Arts featured global artists and musical acts from Ontario's diverse talent pool, and Northern Lights Festival Boréal showcased Northern Ontario performers. Since 2013, more than 10 million people have attended OMF-supported live music events featuring more than 11,000 performances by Ontario artists.

INTERNATIONAL BUSINESS DEVELOPMENT/EXPORT

The OMF supports export trade missions around the world that create business opportunities for Ontario music companies. Ontario Creates works with industry partners to deliver targeted B2B activities and showcase talent. In 2018-19, these included:

A2IM Indie Week
New York, NY

CIMA mission to Mexico/FIMPRO
Guadalajara, Mexico

Folk Alliance International
Montreal, QC

The Great Escape: The Festival for New Music
Brighton, U.K.

Iceland Airwaves
Reykjavik, Iceland

Midem
Cannes, France

New Skool Rules
Rotterdam & Amsterdam, Netherlands

Reeperbahn Festival
Hamburg, Germany

SXSW
Austin, TX

BOOKS

Ontario is home to Canada's largest book-publishing industry with annual operating revenues of \$1.1 billion (as of 2016), representing 67% the national total. Ontario publishers account for nearly \$257 million, or 68%, of national wages, salaries and benefits. The Ontario book publishing sector contributed \$523 million to Ontario's GDP and accounted for 6,035 jobs in 2017.

BOOK FUND

\$2.4M

INVESTED

34

PROJECTS SUPPORTED

\$4.79

IN SALES EARNED FOR
EVERY DOLLAR INVESTED

SUPPORTING BOOK PUBLISHING

The **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. Through **Ontario Author Touring Support**, a strategic initiative, Ontario Creates also supports publishers' author-touring initiatives.

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.

The **Canadian Books in Ontario Schools Fund** supports publishers to create learning materials for established works of Canadian literature and supports collective marketing activities that will raise awareness among education professionals about Canadian titles suitable for their classrooms.

PROGRAM & EVENT HIGHLIGHTS

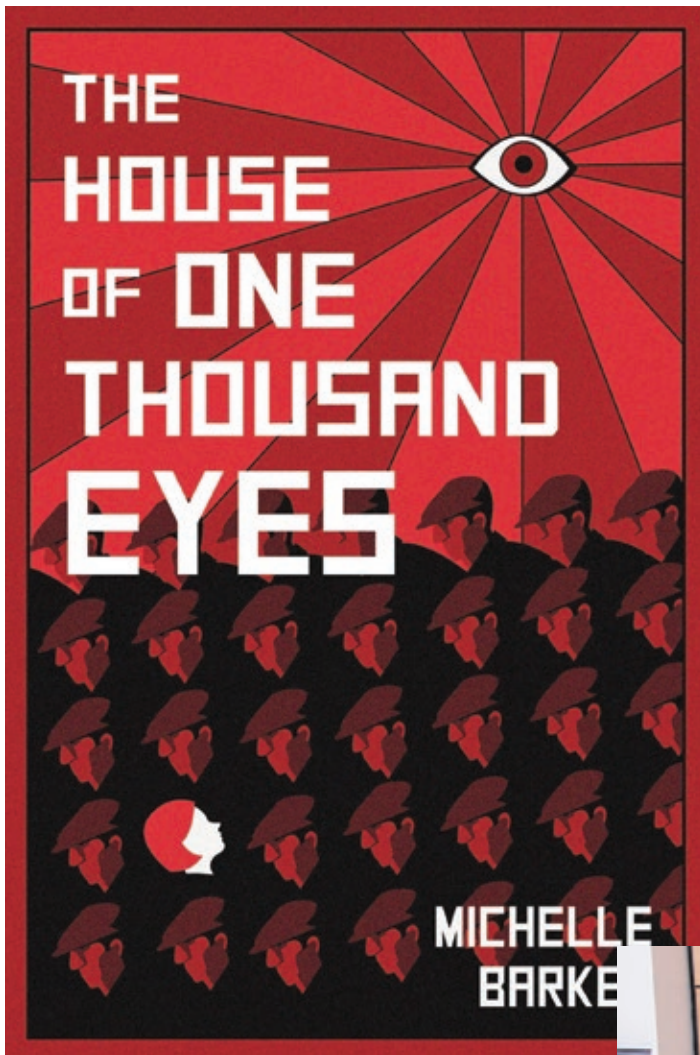
The **Export Fund - Book** supported 31 publishers to embark on 156 trips, including attendance at 73 markets and fairs around the world.

Book Summit 2018, a professional development conference focusing on industry issues, was held June 14 at Toronto's Harbourfront Centre with support from Ontario Creates.

The industry is gearing up for the 2020 **Frankfurt Book Fair**, where Canada will be Guest of Honour. Ontario Creates supported the **Ontario Book Publishers Organization** to provide a translation incentive to foreign publishers, provided funding for publishers to create marketing materials to increase opportunities for rights sales, and supported a networking event at the 2018 book fair (October 10-14).

The agency supported the **26^e Salon du Livre de Toronto** (Toronto French Book Fair) (November 29-December 1), which assembled more than 100 publishers and distributors from the French-speaking industry and hosted a literary festival for Francophone audiences.

PROMOTING ONTARIO AUTHORS



SUCCESS STORY: ANNICK PRESS

Annick Press has published picture books, fiction and non-fiction for more than three decades, including works by authors Robert Munsch, Kathy Stinson and Ruth Ohi. The goal of co-founders Rick Wilks and Anne Millyard was to provide literature for children that reflects Canadian sensibilities and relevance to their lives.

The prominence Canadian writers have gained through Annick and other publishers has helped grow the industry. Early on, Millyard and Wilks worked out a distribution and publicity plan that benefited from grants and capitalization support. Ontario Creates' support has allowed Annick to develop and finance author videos, classroom whiteboards and other multimedia communications that reach audiences.

Recent award-winners include *Fire Song* by Adam Garnet Jones (Honour Book – Burt Award for First Nations, Inuit and Métis Young Adult Literature) and *The House of One Thousand Eyes* by Michelle Barker (left, Next Generation Indie Book Award).

AUTHORS IN THE SPOTLIGHT

Ontario Creates supported the **Toronto International Festival of Authors** International Visitors Programme (October 18-28, 2018) at Harbourfront Centre.

The agency supported the Ontario Book Publishers Organization's tradeshow pavilion at the **OLA (Ontario Library Association) Super Conference 2019** (January 30-February 2) in Toronto and supported the Association of Canadian Publishers to highlight Ontario titles and hold a networking event.

The **31st Annual Trillium Book Awards** shortlist was announced on May 24 followed by readings by the finalists at the Toronto Public Library on June 20.



Finalists at the Trillium Book Award Author Readings:

Front row: Cherie Dimaline, Aurélie Resch, Catherine Hernandez, Blaise Ndala.

Middle row: Puneet Dutt, Chloé LaDuchesse, Sylvie Bérard.

Back row: Maurice Henrie, Alain Bernard Marchand, Didier Leclair, Pino Coluccio, Rebecca Rosenblum, James Maskalyk, Kyo Maclear, Phoebe Wang



Trillium Book Award winners
Kyo Maclear, Aurélie Resch,
Pino Coluccio and Sylvie Bérard

THE 31ST ANNUAL TRILLIUM BOOK AWARDS

Ontario Creates is proud to present the Trillium Book Award, Ontario's premiere prize in literature celebrating the province's writing talent. Established to honour excellence in prose and poetry in both official languages, the award is open to books in any genre. This has meant a rich, diverse range of fiction and non-fiction titles have appeared on the annual shortlist, and that was particularly evident this year.

On June 21, Ontario Creates President and CEO Karen Thorne-Stone, outgoing Ontario Creates Chair Mark Sakamoto and emcee Heather Hiscox from CBC News Network hosted the Toronto awards ceremony, during which the 2018 Trillium Book Award winners were announced. Ontario Creates awarded \$75,000 in prizes to the winning authors and publishers. These included:

Trillium Book Award in English

Kyo Maclear
Birds Art Life
(Doubleday Canada)

Trillium Book Award for Poetry in English

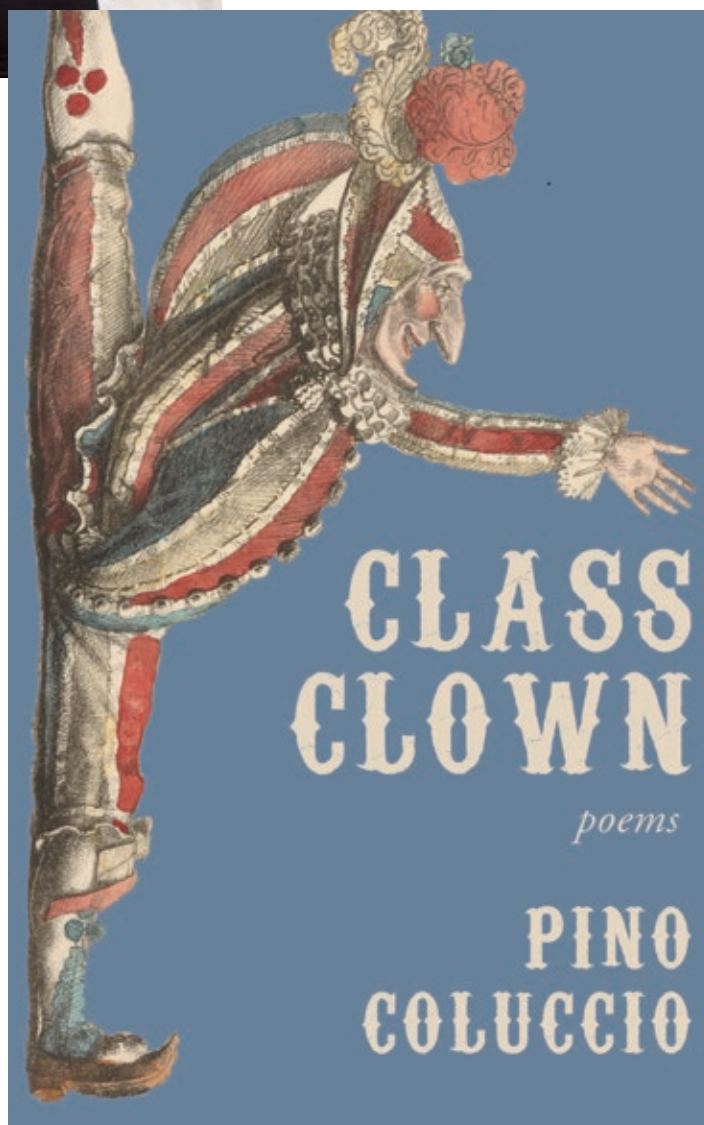
Pino Coluccio
Class Clown
(Biblioasis)

Trillium Book Award in French

Aurélie Resch
Sous le soleil de midi
(Éditions Prise de parole)

Trillium Book Award for Poetry in French

Sylvie Bérard
Oubliez
(Éditions Prise de parole)



Class Clown

MAGAZINES

Canada's magazine sector includes consumer and business-to-business (B2B) publications with content distributed in print and digitally via a variety of web and mobile channels. Ontario has the country's largest magazine media industry, generating \$801 million in revenues in 2017, representing 61% of the national total. Ontario's periodical publishing sector contributed nearly \$473 million to the Province's GDP and accounted for 5,645 jobs in 2017. Publishers pay \$264 million annually in salaries and benefits.

SUPPORTING MAGAZINE MEDIA

The **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.

MAGAZINE FUND

42

COMPANIES SUPPORTED

\$2M

INVESTED

\$4.1M

TOTAL PROJECT BUDGETS



SUCCESS STORY: PRECEDENT

Precedent, a career and lifestyle magazine for lawyers, won the 2019 Canadian Society of Magazine Editors award for Trade Magazine of the Year. It has also earned recognition at the Canadian Business Media Awards and the National Magazine Awards. The publication was founded in 2007 by editor and publisher Melissa Kluger, a Toronto lawyer, and is distributed quarterly by mail to more than 15,000 lawyers.

Ontario Creates has played a role in this success, having provided grants to fund a reader survey, develop marketing materials, and build a website for law students. "Ontario Creates invests in sustainable projects, and then helps you take the risks you need to take to grow the business," Kluger says.



Above: Feature writer Emily Landau won silver at the National Magazine Awards for her story "I, Tanya" in the *Toronto Life* Stylebook.

AWARD-WINNING PUBLICATIONS

The National Magazine Awards Foundation presented the winners of its 42nd annual **National Magazine Awards** at a gala on May 31, 2019, honoring the previous year's print and digital publications. The night's top winners supported by Ontario Creates include *Cottage Life*, *Toronto Life* and *The Walrus*.



Cottage Life won gold in the Photo Essay & Photojournalism category for Kamil Bialous' work in the feature "That Which Does Not Burn."

MAGAZINES CANADA EVENTS

MagNet 2018, Canada's magazine conference (April 25-26, 2018), was supported by Ontario Creates and attended by staff, who hosted a table in MagNet Square to provide information on programs for magazines.

On October 24, **Magazines Canada** shared results of a B2B audience research survey at a networking breakfast, while on November 6 it hosted **Showcasing Success**, in which a panel discussed new ideas and initiatives. Both events were supported by Ontario Creates.

Magazines Canada also held its seventh annual **Business Media Leadership Summit**, supported by Ontario Creates, February 5-6, 2019, in King City. Aimed at senior business media executives, it focused on issues and challenges, exploring partnerships and developing new business strategies.

CROSS-SECTOR COLLABORATION

FROM PAGE TO SCREEN

On March 5, 2019, Ontario Creates hosted the 12th annual From Page to Screen, a one-day B2B event promoting big and small-screen adaptations of Canadian fiction, non-fiction and children's literature from Ontario publishers. Fifty Ontario film and television producers were matched with 19 book publishers in scheduled, one-on-one meetings. In 2018-19, Ontario Creates supported six option deals.



Emma Rodgers (Second Story Press) meets with Tara Ellis (TJ Content) at From Page to Screen



Participants at the May 29, 2018 panel Exploring Best Practices in Company Development, from left: Vish Khanna, Jennifer Burkitt, Juan Lopez and Geoff Kulawick



**DISCUSSION PANEL
PODCASTS
AVAILABLE ONLINE**

Ontario Creates' breakfast discussion panel series is a forum for knowledge-sharing by industry leaders across sectors. Five sessions were held in 2018-19 in Toronto, Hamilton and Ottawa. Podcasts are available at the Ontario Creates website and iTunes channel and on Google Play.

BUSINESS & MARKET INTELLIGENCE

Ontario Creates' business and market intelligence activities produce timely and relevant information that helps Ontario companies remain competitive internationally. The agency's activities also inform program design to ensure support to the industries remains strategic and high-impact.

Ontario Creates carries out or commissions its own research, produces industry profiles and a quarterly business intelligence bulletin, provides funding through the Business Intelligence Program for industry organizations to carry out specific research, and curates an extensive Online Research Library that houses links to more than 700 documents.

By collaborating with industry and government partners, the agency is able to leverage a relatively small investment to provide information vital to the success of Ontario companies.

9

APPLICATIONS SUPPORTED

15K

UNIQUE VIEWS OF
INDUSTRY PROFILES ON
ONTARIO CREATES WEBSITE

2.1K

UNIQUE VISITORS TO
ONLINE RESEARCH LIBRARY

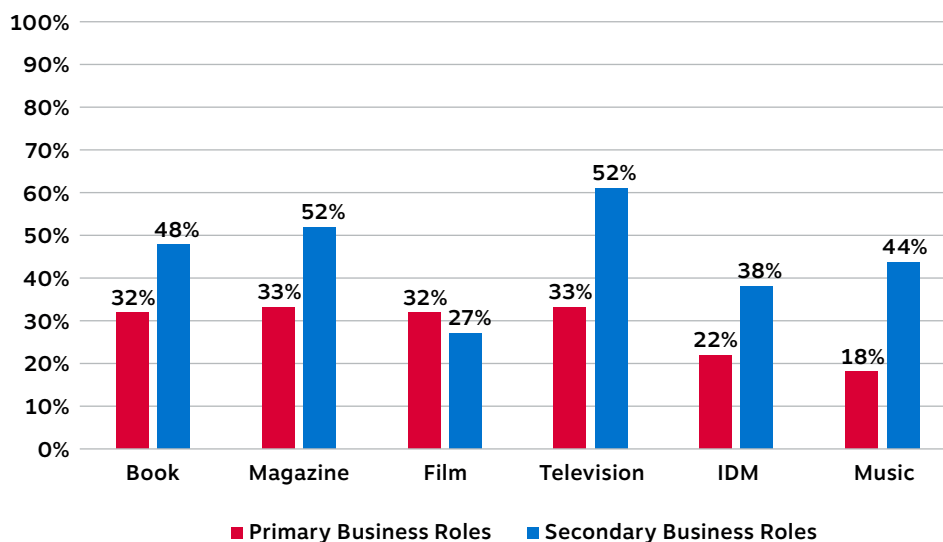
1.3K

UNIQUE VIEWS OF BUSINESS
INTELLIGENCE BULLETIN

ONTARIO CREATES BASELINE GENDER STUDY AND KEY ROLE FRAMEWORK

In 2018-19, Ontario Creates commissioned a study to collect baseline data on companies and projects the agency has funded. This focused on gender representation in key business and creative roles. The results indicate that while female representation in key roles is increasing, women are underrepresented in most senior roles across all sectors. The exception is second-tier business roles in television, where women account for 61% of the workforce.

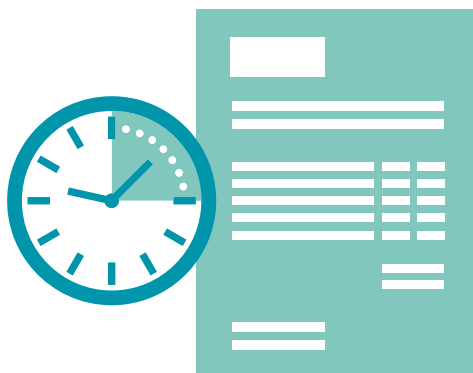
Female Representation in Key Business Roles by Sector, 2017-18



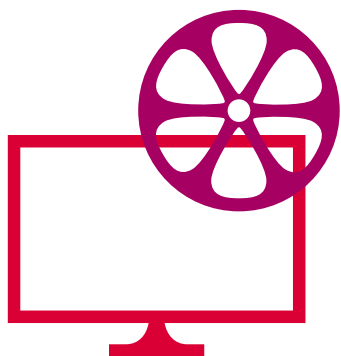
SERVICE IMPROVEMENTS

TAX CREDIT QUEUES REDUCED

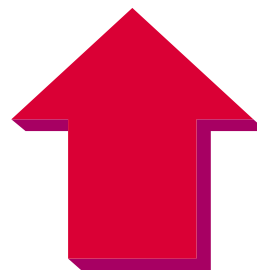
As a result of process improvements introduced in 2018/19, Ontario Creates' Tax Credits and Financing Department saw significant year-over-year progress in reducing Ontario Creative Industries Tax Credit queues.



Aggregate analysis time for all tax credits was **25%** faster than in 2017/18



Processing time for film and television credits was improved by **40% – 55%**



3,183 products were reviewed – a **4%** increase over 2017/18

DIRECT DEPOSIT ROLLS OUT

In December 2018, Ontario Creates improved customer service and efficiency and reduced its carbon footprint by offering electronic direct deposit to grant recipients. Electronic payments are received faster than cheques and eliminate paper use and fuel consumption for delivery. This initiative comes after the agency rolled out direct deposit to vendors and suppliers in 2017.



ONTARIO'S CREATIVE INDUSTRIES TAX CREDITS

Ontario Creates administers five provincial tax credit programs across the film and television, interactive digital media and book publishing 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.

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.

TAX CREDIT STATISTICS FOR 2018-19

Tax Credit	Products / Productions Received	Products / Productions Reviewed	Eligible Products / Productions Certified	Total Value of Estimated Tax Credits	Project Value
OFTTC	339	407	394	\$251,631,003	\$1,417,459,483
OPSTC	221	336	330	\$414,990,323	\$15,954,879,106
OCASE	307	328	283	\$32,848,783	\$364,819,732
OIDMTC	799	1658	1182	\$138,588,402	\$457,540,637
OBPTC	593	448	443	\$3,120,288	\$10,741,939
Total*	2,268	3,183	2,637	\$841,361,786	\$18,206,768,746

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

* Totals include a small number of Ontario Sound Recording Tax Credit (OSRTC) applications/certifications. OSRTC was discontinued as of the 2015 Ontario Budget, however 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. Total estimated value of OSRTC in 18/19 is \$182,986 with a project value of \$1,327,850.

BOARD OF DIRECTORS

Ontario Creates is governed by a Board of Directors appointed by the Lieutenant Governor-in-Council. The Board had 17 members who met regularly throughout the fiscal year, April 1, 2018 to March 31, 2019.

AARON CAMPBELL, CHAIR

APPOINTED FEBRUARY 28, 2019

Chief of Staff

Liquor Control Board of Ontario (LCBO)

NYLA INNUKSUK

Founder

Mixtape VR

Producer, Film & VR/AR

MARK SAKAMOTO, CHAIR

RETIRED FROM BOARD, JANUARY 28, 2019

Executive Vice-President

Think Research Group

SHARIFA KHAN

President & CEO

Balmoral Marketing Inc.

MARGUERITE PIGOTT, VICE-CHAIR

Vice-President, Outreach & Strategic Initiatives

Canadian Media Producers Association (CMPA)

IAIN KLUGMAN

President & CEO

Communitech

JOHN BARRACK

Barrister & Solicitor

John Barrack Strategic Counsel

GAVE LINDO

Executive Director, OTT Programming

Canadian Broadcasting Corporation (CBC)

PATRICK BOURBONNAIS

Productions PB5

LISA LYONS JOHNSTON

President

Kids Can Press

PAUL BRONFMAN

Chair & CEO

Comweb Group and

William F. White International

Chair

Pinewood Toronto Studios

ILDIKO MARSHALL

Retired Vice-President and Publisher

Today's Parent Group at Rogers Publishing

ADAM CAPLAN

Principal

Web.isod.es

ANITA McOUAT

Partner, Audit and Assurance Group

PwC

SUSAN DE CARTIER

President

Starfish Entertainment

KIUMARS REZVANIFAR

KVC Communications Group

RONALD HAY

Founding Partner / Lawyer

Stohn Hay Cafazzo Dembroski Richmond

BLAKE TOHANA

Chief Financial Officer

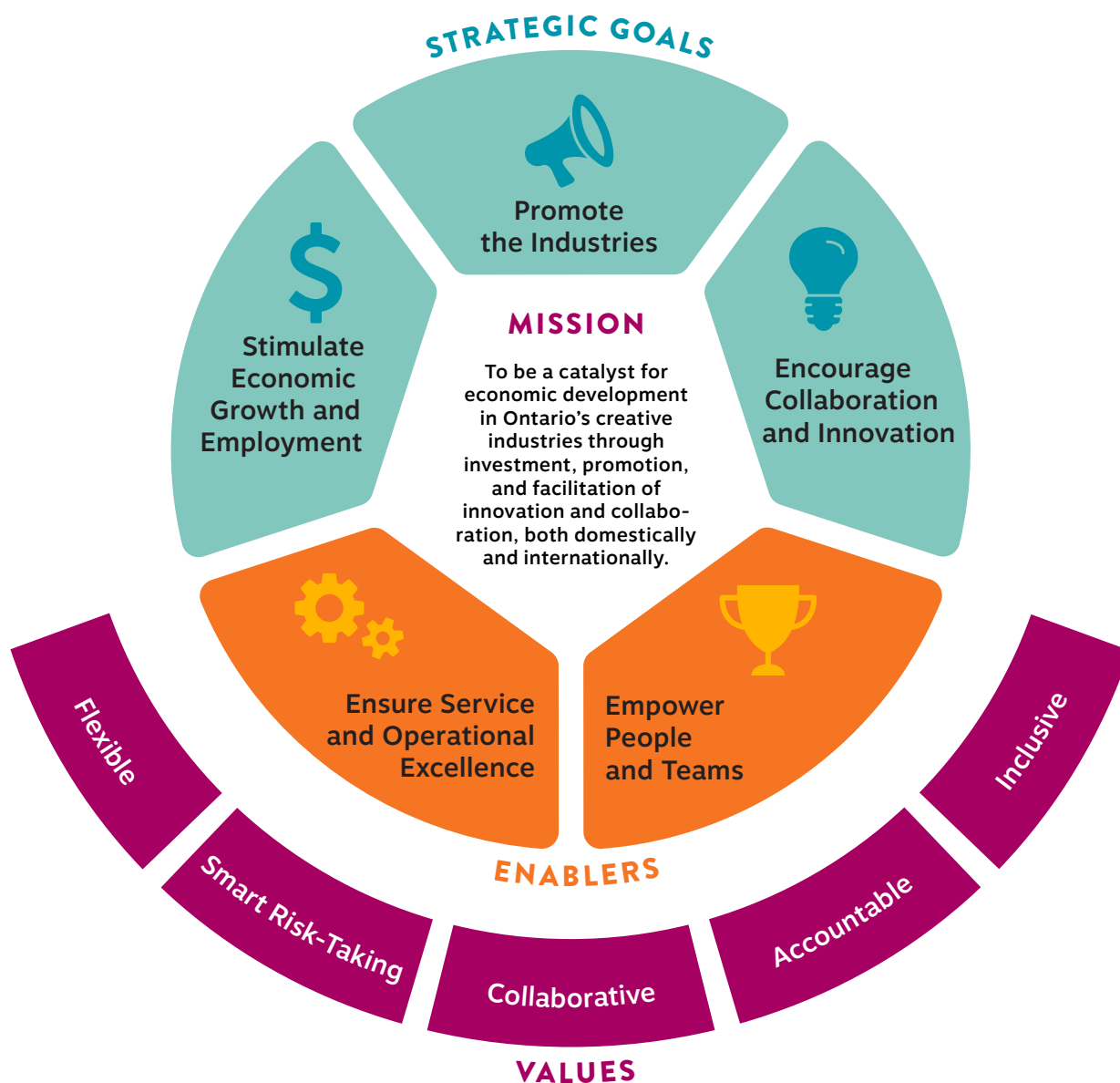
9 Story Media Group

STRATEGIC PLAN

Early in fiscal 2017-18, Ontario Creates (formerly 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.







Twitter: @OntarioCreates
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YouTube: Ontario Creates
Instagram: ontariocreates