

omdc

ontario media development corporation



2009-2010 Year In Review

Innovation for Growth in Ontario's Creative Industries

Ontario Media Development Corporation

board of directors

Board of Directors

Kevin Shea, Chair | Owner and President, *SheaChez Inc.*

Peter Steinmetz | Vice Chair, Partner, *Cassels, Brock & Blackwell*

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

Alexandra Brown | *Alex B. & Associates*

Nathon Gunn | CEO, *Bitcasters*

Leesa Kopansky | Executive Director, *Lights, Camera, Access!*

Bryan Leblanc | President/Creative Director, *Whiterock Communications*

Sarah MacLachlan | President, *House of Anansi Press and Groundwood Books*

Marguerite Pigott | Creative Development Group Lead, Super Channel; Principal, *Megalomedia Productions Inc.*

Kiumars Rezvanifar | President, *KVC Communications Group*

Robert Richardson | President, *Devon Group*

Mark Sakamoto | Manager, Business, Rights and Content Management, *CBC A&E*

Jeffrey Shearer | Publisher, *On The Bay Magazine*

John B. Simcoe | Partner, *PricewaterhouseCoopers*

Stephen Stohn | President, *Epitome Pictures*

Sheldon S. Wiseman | President & CEO, *Amberwood Entertainment Corporation*



OUR MISSION: The Ontario Media Development Corporation, an agency of the Ontario Ministry of Tourism and Culture, is the central catalyst for Ontario’s cultural media cluster. It promotes, enhances and leverages investment, jobs and original content creation in the province’s book and magazine publishing, film and television, music and interactive digital media industries.

Table of Contents

Who We Are	4
Message from the Chair and the President and Chief Executive Officer.	5
Ontario’s Cultural Media Industries.	6
Our Information and Electronic Future	8
Creative Collaboration and Cross Sectoral Synergies	10
Ontario’s Cultural Media in the Global Marketplace	12
Celebrating Ontario’s Achievements	14
Innovative Financial Support	16
Research.	19
Doing Business Better	21
Looking Ahead.	23

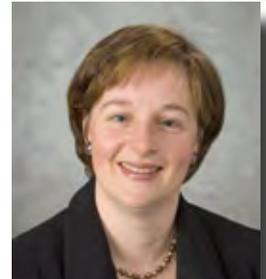
culture is our business

THE ONTARIO MEDIA DEVELOPMENT CORPORATION STIMULATES INVESTMENT AND EMPLOYMENT IN SIX CULTURAL MEDIA INDUSTRIES IN ONTARIO: BOOK AND MAGAZINE PUBLISHING, FILM AND TELEVISION, MUSIC AND INTERACTIVE DIGITAL MEDIA.

We do this through:

- **Funds – the Book Fund, the Film Fund, the Magazine Fund, the Music Fund, the Interactive Digital Media Fund, the Export Funds, the Entertainment and Creative Cluster Partnerships Fund, and the Intellectual Property Development Fund**
- **Tax Credits – the Ontario Film & Television Tax Credit (OFTTC), the Ontario Production Services Tax Credit (OPSTC), the Ontario Computer Animation and Special Effects tax credit (OCASE), the Ontario Interactive Digital Media Tax Credit (OIDMTC), the Ontario Book Publishing Tax Credit (OBPTC) and the Ontario Sound Recording Tax Credit (OSRTC).**
- **The Ontario Film Commission**
- **Cross-sector initiatives including – From Page To Screen, Music Makes It! and The International Financing Forum (IFF)**
- **Targeted support to a range of industry organizations, markets and festivals**
- **Support, participation and sponsorship of a wide range of marketing, outreach, education and research activities.**

Message from the Chair and the President and Chief Executive Officer



On behalf of the Board of Directors of the Ontario Media Development Corporation, we are pleased to present the *Ontario Media Development Corporation: Year in Review: 2009-2010*.

In 2009-2010, Ontario's cultural media industries continued to perform well – despite the economic slowdown – relative both to the Ontario economy and our global competitors. This growth reflects both the strength of the sector and the depth of Ontario's talent pool.

The cultural media industries continue to outpace the Ontario economy as a whole in terms of both job and revenue growth. Some sub-sectors posted outstanding growth: film and television production spending grew by over 40%. The strong and growing appeal of Ontario as an excellent place to make films was demonstrated by foreign production spending which grew by an astounding 114 per cent, to \$272 million. Part of this growth was doubtless due to the success of OMDC programs and the commitment of the Ontario government in attracting foreign production to Ontario.

Book and magazine publishing, music and interactive digital media industries also prospered in 2009-2010. Altogether a year that we in the cultural media sector – and all Ontarians – can be proud of.

This year's *OMDC Year in Review* is organized under six key themes that drive our activities: *Our Information and Electronic Future, Creative Collaboration and Cross Sectoral Synergies, Ontario's Cultural Media in the Global Marketplace, Celebrating Ontario's Achievements, Innovative Financial Support and Research*.

A few of the 2009-2010 fiscal year highlights that you'll find in these pages:

- The OMDC Film Fund provided support of \$4 million, generating total spending of \$98 million and about 5,500 jobs.
- Through the Entertainment and Creative Cluster Partnerships Fund ("the Partnerships Fund"), we provided \$2.9 million in funding to a combined 94 partners and 17 projects, leveraging \$7.1 million in additional spending.

- We successfully launched the Intellectual Property Development Fund ("the IP Fund") which helps screen-based companies move ideas from development to production.
- To better serve our clients and stakeholders, we launched our Online Application Portal (OAP) and our Online Research Library (ORL).

The Government of Ontario has long recognized the importance of supporting and investing in creative media firms. For over twenty years, the Ontario Media Development Corporation and its predecessor have promoted development of the film and television industries and, since 2000, the book and magazine publishing, interactive digital media, and music industries.

Last year's provincial budget (March 2009) included significant enhancements to the Ontario Book Publishing Tax Credit (OBPTC), the Ontario Computer Animation And Special Effects tax credit (OCASE), the Ontario Interactive Digital Media Tax Credit (OIDMTC) and the Ontario Production Services Tax Credit (OPSTC), which became effective this year.

In the spring of this year – after our 2009-2010 fiscal year was over – the government announced its intention of providing the OMDC with stable funding through a long term base allocation. Not only is this commitment a ringing endorsement of the OMDC and its approach to supporting Ontario's cultural media industries, it will help us increase our effectiveness in serving Ontario creative media firms which will benefit from new opportunities and adapt to new competitive realities.

On behalf of the Board and staff of the OMDC, we wish to acknowledge and thank the Government of Ontario for their continuing support.

We look forward to working with our clients and stakeholders across all Ontario's creative media industries in the year ahead.

Sincerely,

Kevin Shea
Chair

Karen Thorne-Stone
President and Chief Executive Officer

Ontario's Cultural Media Industries

film & TV production up by 41%



Flashpoint

With employment of over 295,000, Ontario has the third-largest entertainment and creative sector in North America, after California and New York.

2009 was another banner year: Ontario's film and television industry contributed \$946.4* million to the provincial economy in 2009 – up by 41 per cent over 2008.

(*according to OMDC statistics as at December 31, 2009)

"I'm delighted to say that the efforts of the Film Commission were key in securing the decision to shoot *Red* in Toronto. Our initial inclination had been to shoot this film here, or in Montreal. Though we have all worked in Toronto before, each film has individual needs, that require specific re-looks in a location, to determine if we can shoot there. Once in Toronto we soon established that the facilities and support here meant that we had to look no further. The presence of a proactive and supportive Film Commission that seeks to bring work and economic benefit to the city was instrumental in assuring us that Toronto was the best home for our film."

JAKE MYERS, PRODUCER OF RED, SUMMIT ENTERTAINMENT



(L.to R.) Jake Myers, Producer of Red, Karen Thorne-Stone, President & CEO of OMDC, Kevin Shea, Chair of OMDC and Donna Zuchlinski, OMDC Manager of Film, answer questions about 2009 film activity at the Fairmont Royal York Hotel where Red was filming.



Scott Pilgrim vs. The World



Resident Evil: Afterlife

Foreign productions in 2009 included: Universal Studios' *Scott Pilgrim vs. The World*, set in Toronto and starring Brampton native Michael Cera; and NBC/Universal's new television series *Warehouse 13*.

On the domestic side, the fourth installment in the *Resident Evil* franchise, *Resident Evil: Afterlife*, shot in Stereoscopic 3D.

Ten OMDC Film Fund-supported projects shot in 2009-10 including: *Oliver Sherman* and *Longfellow* (both shot in Northern Ontario); *A Beginner's Guide to Endings*; *The Bang Bang Club*; *Barney's Version*; *Beat The World*; *Force of Nature: The David Suzuki Movie*; *If I Were You*; *Score: A Hockey Musical*; and *The Whistleblower*.

2009-10 Film and TV Production Activity

Ownership

Domestic		\$654,383,434
Foreign		\$225,381,325

2009-10 Breakdown of Production Activity by Format

Format by Ownership

Features (Domestic)		\$97,789,316
Features (Foreign)		\$111,487,208
MOW's (Domestic)		\$86,452,457
MOW's (Foreign)		\$38,166,336
TV Series (Domestic)		\$470,141,661
TV Series (Foreign)		\$75,727,781

2009-10 Breakdown of Production Activity by Production Type

Production Type by Ownership

Live Action (Domestic)		\$599,618,459
Live Action (Foreign)		\$220,836,022
Animation (Domestic)		\$54,764,974
Animation (Foreign)		\$4,545,302

The OMDC Magazine Fund provided \$1.6 million to 34 projects with budgets totaling \$2.8 million.



Book and magazine publishing, music and interactive digital media industries also grew in 2009. The entire entertainment and creative cluster produced \$15 billion in revenue and contributed \$12.2 billion to the province's GDP.

The record shows that Ontario is an efficient and viable production centre that can compete in the global marketplace. Ontario has highly trained talent and support staff from respected colleges and universities and a well-developed cultural media infrastructure.

And through the OMDC, Ontario offers a range of collaborative support programs and tax credits.

Government recognizes the importance of the sector – and the central role of the OMDC in supporting growth and innovation in Ontario's cultural industries. This year the Ontario government again endorsed our work by renewing the Entertainment and Creative Cluster Partnerships Fund with a budget of \$12 million over four years.

In the Ontario Media Development Corporation, Ontario has an experienced and respected leader that continues to serve as a catalyst for the global competitiveness of the sector.

Our Information and Electronic Future

interactive digital m

All over the world and across all sectors the pervasive influence of digital technology continues to grow. Digital technologies are particularly important to our sector – with internet and mobile device delivery of movies, TV shows, music, books, magazines and games. Ontario is well-placed to thrive in this new world, with our first class educational institutions, our R&D base, our emphasis on innovation and our expertise in fields such as digital animation, game development and wireless communications. It is essential that Ontario remain at the forefront.

Other examples of our support for our digital future:

- Through the Partnerships Fund, we funded the Magazines Canada Digital Newsstand, which allows consumers to buy subscriptions, single copies and back issues of digital editions with the simple click of a button. Digital magazines are also available for download on iPhone. Over 100 Canadian titles are currently available and the number continues to grow. The program also helped make Ontario magazines accessible to a global market.
- The Mobile Experience Innovation Centre is a public-private consortium engaging leaders in mobile research, design and innovation. Funded by the OMDC through the Partnerships Fund, the MEIC includes six academic institutions and over 30 organizations from across the mobile industry, and is led by OCAD University.

The OMDC Interactive Digital Media Fund provided \$3.8 million to 33 projects with a combined total budget of \$11.4 million.



Exclaim! Magazine is engaging in a marketing project using social media sites and search engine optimization to improve its online presence and drive traffic to its site, with the aim of increasing online advertising and revenue.

Establishing Ontario as a leader in digital media and innovative content development remains a key

priority of the Ontario Media Development Corporation. We provide targeted support for the digital media industry and for the development of digital content in other media – books, magazines, film, television and music.

As of March 2009, Phase 2 of the MEIC was launched, to facilitate research and prototyping between industry and academia. Through three-month initiatives in mobile design, user experience, foresight and business model innovation, the MEIC develops partnerships to link faculty, students, small businesses and corporations.

- Through the Partnerships Fund, we supported *City Sonic*, a series of short films about extraordinary artists shot in places where their musical lives were transformed, and available online and on hand held devices.
- We introduced digital capacity streams in the Book, Music and Magazine Funds, as the contents of these media become increasingly digital. Ontario firms in all three media can now access OMDC funding to improve their digital marketing and distribution capabilities.

One such digital project, funded through the Book Fund, is enabling Kids Can Press to find new ways to promote their backlist titles through upgrades to their kidsanpress.com website that include: an accelerated reader reading level section; new community pages, video content and blog reviews specifically for teachers and librarians; and an online creator self-marketing kit for authors and illustrators, as well as consumer promotions through targeted websites, e-newsletters, blogs and social media technologies.

- In 2009-10, we also began preparations for the *Digital Dialogue Conference*, a gathering of several hundred senior-level content creators working in book and magazine publishing, film and television, interactive digital media and music, to discuss key issues facing Canada's creative sector and the shaping of a National Digital Strategy.



*Serena Ryder on
City Sonic go to:
<http://www.citysonic.tv/>*

Creative Collaboration and Cross Sectoral Synergies

Governments everywhere have long recognized the importance of sectoral “clusters” in driving economic development. A cluster is a group of interrelated industries and firms in the same region which together support the growth of a pool of skills, technologies, finance, management and marketing techniques that can help firms in the region become more competitive.

Clusters often involve collaboration among firms and sectors, and with academic and other non-business institutions. Fostering collaboration is a central and important part of OMDC’s activities – especially important because Ontario has strengths across many creative media sectors and sells in many markets.

In October, OMDC senior staff met with a trade group from France who were in Ontario to investigate OMDC “best practices” supporting creative cluster development and to explore opportunities for cooperation.

Originally established in 2006 as a three-year, \$7.5 million initiative to stimulate growth in Ontario’s entertainment and creative industries, the Entertainment and Creative Cluster Partnerships Fund promotes collaborative capacity-building, marketing, innovation and skills development. It helps Ontario’s entertainment and creative industries invest in smart ways to grow and increase their competitive advantage in the global marketplace.

This year, the program was extended for four years with enriched funding of \$12 million.

We are particularly proud that the OMDC team that co-administers the Partnerships Fund with the Ministry of Tourism and Culture was nominated for an Ontario Amethyst Award for outstanding public service.

In 2009-2010, the OMDC provided a total of \$2.9 million in funding support through the Partnerships Fund, leveraging an additional \$7.1 M from 94 partners to support 17 innovative projects.

“Ontario music companies must access and succeed in the international marketplace in order to prosper. The Partnerships Fund provides the support needed to establish and expand cultural trade which ultimately benefits our musicians and Ontario music lovers. This investment will pay substantial returns for years to come for which we can thank the Government of Ontario and the OMDC.”

DUNCAN McKIE, PRESIDENT AND CEO CANADIAN INDEPENDENT MUSIC ASSOCIATION (CIMA)

A partnership of local and overseas partners, Spotlight on India was Canadian Music Week's initiative to exploit new territories, market through new channels, expose new musical genres and help Ontario businesses enter or expand in the Indian market.

Funded through the Entertainment and Creative Cluster Partnerships Fund, the program brought 25 key music and broadcasting industry executives from India to discuss business partnerships with Ontario businesses.



India Delegation at 2010 CMW

“OMDC’s support has helped to gain a foothold in this fast developing market where digital music sales and touring are potentially huge. Since Spotlight on India at CMW, a number of music companies from Ontario have been building stronger business connections in India.”

NEILL DIXON, PRESIDENT OF CMW

As well as directly supporting creative sectors and cross-sectoral collaboration through the Partnerships Fund, OMDC fosters collaboration in other ways, sometimes joint-venturing with other organizations.

Our fourth annual International Financing Forum (IFF) – joint ventured with UK Trade and Investment and Telefilm Canada – was held over two days during the Toronto International Film Festival on September 13 -14. Forty-three producers — 22 Canadian and 21 from Australia, Brazil, UK, France, Germany, Ireland, Spain, Wales and the US — met in a series of more than 300 brokered meetings. The opening session on September 13 featured a panel discussion entitled “Forget Everything You Know... It’s a New World” with international executives Ted Hope and Thomas Mai and was moderated by *Screen International’s* Mike Goodridge. The event received excellent coverage from business publications and arts reporters.



In March, OMDC partnered with NXNE to present *Music Makes It: Extreme Music Licensing for Film, Television, Interactive Digital Media & Music Companies*. Building on the success of the first event in 2008, *Music Makes It* featured one-on-one meetings, showcases and networking opportunities with executives from the music, interactive digital media, advertising, feature film, documentary and television industries, to the creative and commercial benefit of each sector.



Lily Frost



Justin Nozuka



In March, OMDC presented the third *From Page to Screen* a networking/brokered meeting event to connect book publishers and their content to film & TV producers. Held at the Bram & Bluma Appel Salon at the Toronto Reference Library, the event brought together 27 publishers and 54 producers. Six book option deals have been completed to date as a result of the event.

Ontario's Cultural Media in the Global Marketplace

export Fund \$1.5 million in funding to over 156 companies

The OMDC Export Fund provides eligible Ontario companies with funding to pursue export development activities, including market event attendance and targeted sales trips that support their export strategy. The program has five strands: books, film, television, music and interactive digital media. In 2009-10, the Export Fund provided \$1.5 million in total funding to over 156 Ontario firms.



Danny Fernandes



Jully Black

OMDC's Export Fund supported 23 companies to attend MIDEM in Cannes, January 24th – 28th. In addition to providing funding to support the Canada Stand and supporting an Ontario artist showcase at MIDEM, OMDC hosted a reception together with 40 music industry stakeholders on January 25th with over 200 in attendance.

In addition to direct funding, OMDC markets Ontario's cultural media at a wide range of international events, sometimes in cooperation with other Canadian delegations, including Cannes Film Festival, MIPCOM, MIP-TV, Berlin Film Festival, Game Developers Conference, Frankfurt Book Fair, SXSW, AFCL Locations Trade Show, the American Film Market and many others.



OMDC's Film Commission works hard to attract and support feature film and television productions from Canada and around the world. Commission staff arrange to scout locations, open doors and work with other agencies and officials on behalf of producers – all at no cost. OMDC's award-

winning Digital Locations Database offers instant 24/7 access from anywhere in the world to more than 8,000 digital locations, representing over 173,000 individual images.

In October Kelly Graham-Scherer began work as the new representative in our Los Angeles Marketing Office, which is jointly funded by OMDC and the City of Toronto. The office provides on-the-ground marketing support to OMDC's efforts to attract U.S. screen-based business as well as providing facilitation services to domestic industry stakeholders interested in accessing the Hollywood marketplace.

HOT DOGS

Supported by OMDC, the *Hot Docs Canadian and International Documentary Festival* ran from April 30th to May 10th, another successful and record-setting year, and provided Ontario documentary film makers an opportunity to showcase their work to the world. OMDC's CEO Karen Thorne-Stone presented the International Feature Documentary Prize at the awards ceremony.

The OMDC Film Fund film *Rush: Beyond The Lighted Stage* was the opening gala for the Festival this year.



Rush: Beyond The Lighted Stage

Celebrating Ontario's Achievements

winners in 2009

Six English and five French books were short-listed for the 22nd annual Trillium Award/22^e édition du Prix littéraire annuel Trillium.

The Trillium Book Award/Prix Trillium encourages excellence in literature and is among the most highly regarded national and international literary prizes anywhere. Past winners have included world renowned authors such as Margaret Atwood, Wayson Choy, Alice Munro, Michael Ondaatje, Maurice Henri and Michèle Matteau.

The 2009 winners were announced on June 16 at a luncheon held at the Park Hyatt. The two major English and French winners each received \$20,000; and the English-language poetry and French-language children's winners each received \$10,000; their publishers received \$2,500 to promote the winning titles and all finalists received a \$500 honorarium. Interest in the Trillium awards continues to grow: over 300 people attended this year's public readings, and media coverage, at over 50 million impressions, substantially exceeded coverage in the previous year.



(Left to right) Paul Prud'Homme, Marguerite Andersen, Jeremy Dodds and Pasha Malla

The 2009 TRILLIUM BOOK AWARDS were:

ENGLISH-LANGUAGE: Pasha Malla, *The Withdrawal Method* (House of Anansi Press)

FRENCH-LANGUAGE: Marguerite Andersen, *Le figuier sur le toit* (Les Éditions L'Interligne)

ENGLISH-LANGUAGE POETRY: Jeremy Dodds, *Crabwise to the Hounds* (Coach House Books)

FRENCH-LANGUAGE CHILDREN'S LITERATURE: Paul Prud'Homme, *Les Rebuts : Hockey 2* (Les Éditions du Vermillon)

OMDC's President & CEO Karen Thorne-Stone with Director Brigitte Berman and OMDC Chair Kevin Shea at Celebrate Ontario



Celebrate Ontario, our annual salute to Ontario films and filmmakers at the Toronto International Film Festival®, was held on September 11th and drew almost 600 leaders from industry, government and media.



James McGowan, Grace Park and Graham Abbey stars of the TV Series, *The Border* at Celebrate Ontario



The *Polaris Music Prize* has emerged as a significant promotional vehicle for Ontario and Canadian labels and artists. This year, OMDC produced a limited-run compilation CD of the Ontario labels and artists which were nominated as *Polaris* "long list" finalists. The CD was distributed as a cross-promotion at Celebrate Ontario and was used at other industry events.

In March, OMDC supported the Genie Awards by sponsoring the nominations reception. Six OMDC Film Fund-supported films were nominated: *Adoration*, *Cairo Time*, *Inside Hana's Suitcase*, *One Week*, *Victoria Day* and *You Might As Well Live*. *One Week* won Best Performance by an Actor in a Leading Role: Joshua Jackson.



One Week

Innovative Financial Support

innovative projects

Supporting Innovation for Growth

Over the past few years, OMDC has been able to support companies by investing in a series of innovative projects that contribute to company growth and expansion. One such company is Arts & Crafts Productions, one of Ontario's most successful independent record labels, home to internationally renowned acts such as Broken Social Scene, Feist, The Stills and The Constantines. OMDC has been instrumental in the success and development of Arts & Crafts over the past six years. Beginning as a two-person operation, the financial assistance of OMDC through the Music Fund, Export Fund and Ontario Sound Recording Tax Credit (OSRTC) has allowed the label to grow into a thriving cultural and commercial entity, presently employing 15 employees on either a full-time or contract basis.



Jeffrey Remedios

“IT SIMPLY WOULD NOT HAVE BEEN POSSIBLE FOR OUR COMPANY TO GROW AND PROSPER WITHOUT THE FINANCIAL AND ORGANIZATIONAL ASSISTANCE THE OMDC HAS BEEN ABLE TO OFFER.”

JEFFREY REMEDIOS, PRESIDENT, ARTS & CRAFTS PRODUCTIONS INC.

From Dream to Screen

The Intellectual Property Development (IP) Fund is a one-year pilot program administered by the Ontario Media Development Corporation. Announced in the 2009 provincial budget, the aim of the Fund is to “invest \$10 million in a pilot program, administered through OMDC, that would refund a portion of the costs associated with intellectual property development to Ontario-based companies in the screen-based industries.”

The IP Fund helps screen-based companies with a proven record – in television, film, mobisodes, webisodes, video games, internet properties and others – move ideas from development into production.

Guidelines and application for the new Fund were announced on December 10th. Media coverage was good and stakeholder interest strong. Five information sessions were held in January and February in Toronto and one in Ottawa.

The OMDC Film Fund was launched in 2005 with the aim of fostering the production and development of films in Ontario. The Fund enables Ontario-based producers to complete their financing by providing up to \$25,000 for development projects and up to \$400,000 for production funding. Since 2005, more than \$15 million has been invested to support 113 domestic feature film projects.

OMDC backed films at the *Toronto International Film Festival*[®] (September 10-19, 2009)

- OMDC-funded film *Cairo Time* took home top honours at the Toronto International Film Festival[®] (TIFF), winning *Best Canadian Feature Film* and won a *2009 Film Circuit People's Choice Awards*. Both *Cairo Time* and OMDC-funded film *Defendor* were selected for TIFF's 2009 *Canada's Top Ten Films*.
- Eight features supported by OMDC's Film Fund screened at the 2009 Toronto International Film Festival[®] including: *Cairo Time*; *Cooking With Stella*; *Defendor*; *High Life*; *Hugh Hefner: Playboy, Activist and Rebel*; *Leslie, My Name is Evil* and *Year of the Carnivore*.
- OMDC-funded *Splice* was an official selection at this year's Sundance Film Festival which led to a June 20th release by Warner Brothers, and one of the highest grossing opening weekends ever for an English Canadian film.



Cairo Time



Defendor

Through our portfolio of funds, including the OMDC Export Fund, the OMDC IDM Fund, and the Screen Content Initiative, OMDC has been able to support the growth of Capybara Games, an independent award-winning game studio in Toronto. OMDC has worked with the company since its inception and has enabled their growth



from a six-person operation to having 26 full-time employees. *Critter Crunch*, supported by the OMDC's IDM Fund, is an original game for PlayStation 3's digital download service and the company's first foray into console game development. As a result of relationships built with OMDC support and funding leveraged through the OMDC IDM Fund they were able to employ a team of sixteen staff to make *Critter Crunch*, developing it to their high quality standards, publishing it themselves (therefore earning a significantly higher royalty) and maintaining ownership of their intellectual property in the province of Ontario. *Critter Crunch's* success has directly led to deals being signed with Ubisoft and other leading game publishers for new game products currently in development.

Innovative Financial Support *continued*

Strengthening Our Tax Credit Programs

In cooperation with the Canada Revenue Agency, the OMDC manages six tax credit programs. The programs generally provide a refundable tax credit of 20 to 40% for qualifying expenditures.

In June, as part of its growth and job creation plan, the government announced enhancements to the production services tax credit. The changes would expand the Ontario Production Services Tax Credit (OPSTC) to incorporate all qualifying production costs incurred in Ontario, including qualifying labour costs as well as the purchase or rental of qualifying tangible properties, such as equipment and studio rentals.

As a direct result of the tax credit enhancements, OMDC attracted or retained five major productions, including: M. Night Shyamalan's *Devil, Red* starring Bruce Willis, Morgan Freeman and Helen Mirren; *Dream House* with Daniel Craig and the second season of NBC/Universal's TV series *Warehouse 13*.

Enhancements to the Ontario Book Publishing Tax Credit (OBPTC), the Ontario Computer Animation and Special Effects tax credit (OCASE) and the Ontario Interactive Digital Media Tax Credit (OIDMTC) which were announced in the Provincial Budget of March 26, 2009 and the fall *Ontario Outlook and Fiscal Review*, were passed into law by legislative and regulatory amendments on December 15, 2009 and March 16, 2010.

In 2009-10, the OMDC and the Canada Revenue Agency delivered tax credits for the book publishing, film and television, music and interactive digital media sectors worth an estimated \$268 million in support of projects with budgets totaling \$2.7 billion.

Tax Credit Chart for 2009-10

2009-10 Total	Applications received	Number of Certificates Issued	Number of Projects	Total Value of Estimated Tax Credits	Project Value
OBPTC	345	343	343	\$2,718,866	\$11,078,533
OSRTC	119	347	102	\$1,490,026	\$8,062,107*
OFTTC	362	382	382	\$175,407,078	\$1,107,022,844
OPSTC	93	83	83	\$63,165,648	\$1,370,206,693
OCASE	70	82	266	\$15,288,910	\$125,063,434
OIDMTC	163	72	227	\$9,641,914	\$62,292,354
Grand Total for all Tax Credits 09/10	1,152	1,309	1,403	\$267,712,442	\$2,683,725,965

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 album.

** In 2010/2011 the methodology for reporting Project Values for OSRTC changed and this column reflects the restated numbers based on the new methodology.*

Total Value of Estimated Tax Credits reflects certificates issued in the fiscal year, NOT production activity in that period.

Research

innovation and knowledge

Ontario as a matter of policy supports research, innovation and the knowledge-intensive sectors – of which the creative media industries are a part. The OMDC itself supports and conducts research that fosters the development and growth of the cultural media industries. As well as commissioning our own research, we provide research project funding to industry trade organizations and other stakeholders.

Introduced in the 2008-2009 fiscal year, our profiles of the six cultural media industries – book publishing, film, interactive digital media, magazine publishing, music and television – are now regularly updated and available on the OMDC website.

We also provide funding to industry partners for research projects. In 2009-10, these included, among others:

- *The Canadian Interactive Industry Profile, June, 2009*
- *Ontario Library Investment Project: Marketing Canadian Books for Ontario Children, September, 2009*
- *Ontario Profile 2009: An Economic Profile of Domestic Film, Television and Cross-Platform Interactive Media Production in Ontario, December, 2009*
- *Publishing Stabilization Program: A Discussion Paper, May 2009*

An additional study commissioned by OMDC during the year, the Sector Allocation Project, was published in May 2009.



Doing Business Better

improving processes

Part of our long-term strategic plan is to continually improve our processes to better serve OMDC clients. We work closely with our clients, and meet regularly with stakeholders and key influencers. We also meet regularly with our five sector Industry Advisory Committees.

We conduct sessions to provide information on how to apply for and benefit from OMDC support, including our frequent in-house Ontario Film and Television Tax Credits workshops, and other high-level sessions on, for example, the Ontario Sound Recording Tax Credit and the Ontario Interactive Digital Media Tax Credit.

OMDC Industry Development staff held open information sessions on six separate program funds during 2009-10, including a new conference call option for the Partnerships Fund information sessions to accommodate stakeholders from outside of Toronto.

We consulted extensively with stakeholders in the screen-based industries, the Ministries of Tourism and Culture and Finance to develop guidelines and program details for the pilot Intellectual Property Development Fund announced in the March 2009 Provincial Budget.

We regularly conduct research to help us refine and sharpen the focus of our programs; in 2009, we hired consultants to help inform our allocation of funding across sectors. We also conducted think tank sessions and stakeholder sessions in support of the Directions in for Financing Cultural Media Industries research project.

Also this year, we launched the OMDC Online Application Portal (OAP). We are changing the way we do business, making it easier for clients to apply for tax credits and other programs with a paperless, secure portal. Officially launched on February 22nd, 2010, the OAP enables stakeholders to apply (including uploading and storing corporate documents), track the status of applications, and communicate with us. An added benefit of the OAP is that it makes it easier for stakeholders to collaborate on applications – fostering collaboration and synergies is one of our key themes.

Through the new Online Research Library, stakeholders, clients and members of the public now have access to industry research and statistics in a fully searchable on-line library. The Library was launched on November 18, to rave reviews.

improving processes

We continuously seek to improve service to our clients. For example, we reduced the time between a complete application filing for a tax credit to final certification of the credit from 6.4 weeks in 2008-09 to 5.7 weeks in 2009-10.

Finally, we continue to champion Ontario's cultural media industries to other levels of government. This year we made submissions to the Canadian Radio and Television Commission, the Canadian Copyright Consultations, the Canada Media Fund Industry Consultations and Statistics Canada.

NEW OMDC ONLINE APPLICATION PORTAL

"The OMDC's Online Application Portal was very easy to use – apart from the huge time savings of submitting everything electronically versus endless photocopying and printing under the old system, it was easily many times faster to fill it in online versus filling out the forms manually. Better yet, I think the real savings comes in the future, from being able to use the same information in later filings now that the system already has a record of my information that I can update as needed."

Jim Laird, CFA Managing Director & CFO, Bedlam Games Inc.

"The Online Research Library is part of our ongoing efforts to enhance the services OMDC provides as a recognized centre of knowledge and expertise for the creative media sector," said Karen Thorne-Stone, OMDC's President & CEO. "By making important research more widely accessible, we hope to further strengthen Ontario's creative industries' ability to compete successfully in global markets." The direct link to the library is: <http://researchlibrary.omdc.on.ca>.

**OMDC
ONLINE
RESEARCH
LIBRARY**

Looking Ahead

2010-11 goals

Two years ago, OMDC undertook a major study to assess domestic and global trends in the cultural media industries, with a view to developing a five-year strategic plan for the agency. The objective was to ensure that OMDC continues to be relevant to the sectors we serve, to be positioned to respond effectively to emerging challenges, and to take full advantage of opportunities to strengthen Ontario's book, magazine, film, television, music and interactive digital media industries as cultural and economic leaders in Canada and globally.

Based on the strategic planning initiative, our 2010-11 goals and objectives are to:

- Support content development, market Ontario companies and products domestically and internationally, and promote Ontario as a centre of excellence
- Improve access to capital
- Increase market intelligence and be an information hub for stakeholders and government
- Encourage collaboration and communication and be a champion for the sectors
- Support digital evolution.

We look forward to working with industry, stakeholders and our partners in government in the year ahead.



“The Ontario Media Development Corporation is thrilled to help bring the JUNO Awards back to Toronto for its milestone anniversary,” said OMDC President and CEO Karen Thorne-Stone. “Ontario is recognized as a global leader in the music and cultural media industries and the JUNO Awards provide a wonderful opportunity to showcase our fabulous music industry – a key component of Ontario’s burgeoning knowledge economy.”

Presented by the Canadian Academy of Recording Arts and Sciences (CARAS) and CTV, the JUNO Awards have evolved from a one-day awards event into a weeklong celebration brimming with local music festivities attracting thousands of music fans from across the country and abroad. The Awards’ extravaganza dubbed *JUNO Week*, will take place *March 21-27, 2011*, culminating in the live CTV broadcast of The JUNO Awards, Sunday, March 27.

www.omdc.on.ca

