



# OMDC

Ontario Media  
Development  
Corporation



# #ONcreates

Year In Review | 2014-2015



## ABOUT THE OMDC

The Ontario Media Development Corporation (OMDC) is the central catalyst for creative industries in the province. The OMDC promotes investment in, and leverages original content creation for, the six industries that form part of Ontario's entertainment and creative cluster: film and television, magazine and book publishing, interactive digital media, and music. Our innovative programs and services, as well as the six tax credits we administer, provide the necessary infrastructure to ensure that the province's multi-billion dollar creative media industries will continue to thrive well into the future.

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Ontario Media Development Corporation

**Ontario Media Development Corporation (OMDC)**

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# MESSAGE FROM THE CHAIR AND THE PRESIDENT & CHIEF EXECUTIVE OFFICER

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Ontario's creative economy is thriving. Whether it's our publishing, music, or screen-based industries, Ontario's talented creators are making extraordinary content that's seen, heard and read around the world: and that means big business, high-value jobs, and huge economic impact for Ontario.

Our mandate is to build Ontario's creative economy by stimulating jobs and investment across the province. In the past year the OMDC:

- Supported the creation of more than 1,400 high quality, original, interactive digital media content projects garnering domestic and international commercial success and critical acclaim;
- Initiated over 40,000 new business leads for Ontario companies at OMDC-supported trade organization events;
- Helped nearly 200 companies across four sectors to attend 281 foreign markets through the Export Fund—together these companies can expect to earn more than \$300 million in sales at these foreign markets;
- Organized a strategic presence at 13 markets during the year as part of international business development activities; and
- Certified 2,923 book, film, interactive digital media, television, and sound recording projects for tax credits.



Film and television production contributed \$1.29 billion to the provincial economy in 2014—the fourth year in a row over the \$1 billion mark—sending a welcome message of jobs and stability, and reflecting Ontario's reputation as a top-quality and reliable jurisdiction. The film and television industry accounted for almost 28,000 full-time direct and spin-off jobs, an increase of 2,600 over the previous year.

The Ontario Music Fund (OMF) continued to drive activity and investment and to support Ontario's music companies and organizations in expanding their economic and cultural footprints within Canada and around the world. In 2014-15, 123 recipients from across the province received more than \$14 million in OMF grants.

The book and magazine publishing industries also prospered in 2014-15. More than half of Canada's books and magazines are published in Ontario.

Ontario has created a nurturing environment where our creative media companies can flourish, allowing them to create award-winning content that the whole world enjoys. Our sincere thanks to the Ministry of Tourism, Culture and Sport for its continuing support, and to OMDC's dedicated board and staff for helping Ontario's innovative media industries to develop a stronger economy.

Sincerely,



Kevin Shea  
Chair



Karen Thorne-Stone  
President & CEO



### A HISTORICAL RECORD

Published in English and French, the Year in Review covers the period from April 1, 2014, to March 31, 2015, and encompasses four sections. In the first, *Supporting Ontario's Creative Industries*, we discuss our governance and oversight, the funds and tax credits we administer, and our goals for the coming year. The second section, *Ontario's Creative Industries are Thriving*, celebrates the performance of each of the industries that make up Ontario's entertainment and creative cluster. *Promoting Ontario's Creativity to the World*, the third section, focuses on how we connect with the global marketplace, while, finally, *Building, Supporting & Connecting a Creative Infrastructure* explains how we encourage innovation and facilitate partnerships across industries.

Delivered annually to our stakeholders and government, the Year in Review is a historical record of our agency's performance throughout the year. It underscores our achievements, reviews the year's programming, and lists the artistic success that results from the support we give to companies in Ontario's entertainment and creative cluster. When combined with our audited financial results, this document forms the annual report that is tabled in the provincial legislature each year.

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@omdc.on.ca](mailto:reception@omdc.on.ca), or call 416.314.6858.

# SUPPORTING ONTARIO'S CREATIVE INDUSTRIES

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## OUR MISSION

The Ontario Media Development Corporation is the central catalyst for Ontario's creative 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.

The growth of these industries is more important than ever before. Successful creative media companies produce unique offerings that leverage ideas and yield high returns on investment. They create highly productive jobs based on skill, knowledge, and intellectual property, engendering a highly skilled workforce that will build the strong economy of tomorrow. Our role is critical.

## CRITICAL TO THE SUCCESS OF OUR PROVINCE

The entertainment and creative cluster is one of Ontario's fastest growing sectors, outpacing overall provincial growth. Since 2000, it has created over 48,000 net new jobs, an increase of 30 per cent compared to 15 per cent for the overall economy. Bigger than each of the mining, agriculture and forestry, and energy sectors, the creative industries contribute over \$12.4 billion and 206,000 jobs each year to the province's economy.

We are the agency through which the province supports creative media companies so that they continue to succeed, thus boosting productivity and increasing Ontario's prosperity. We understand that for these firms to build on their success, they must constantly innovate, and that recognition is the driving force behind our guiding principles:

- Providing adaptable and flexible industry support;
- Streamlining support delivery;
- Helping Ontario firms to connect to global markets;
- Facilitating partnerships across industries; and,
- Maximizing the effectiveness of the programs to ensure the best possible return on investment.

## WE STIMULATE CREATIVITY

In addition to managing the Ontario Music Office and the Ontario Film Commission, we pursue a programming mandate that encompasses five main areas across all six creative industries. We:

- Deliver 12 funds;
- Administer six tax credits;
- Provide industry development support to a range of trade organizations, initiatives and markets, including the International Financing Forum during the Toronto Film Festival;
- Provide international business development support for strategic initiatives abroad; and,
- Support and sponsor diverse marketing, outreach, education, and research activities.

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## PROVIDING ACCESS TO CAPITAL

Creative projects are difficult to finance, particularly at the outset, when a company's sole major asset may be intellectual property. Our funds and tax credits support business growth for the music, film, television, interactive digital media, magazine and book industries, and provide support for collaborative and international business activities.

## OMDC FUNDS

### Ontario Music Fund

The Ontario Music Fund supports the sector through four streams:

- **Music Company Development** helps music companies based in the province increase recording, production, and marketing to boost music sales and support job creation. The OMDC awarded 44 grants out of 50 applications submitted, representing \$8.3 million with project budgets totalling \$40.2 million;
- **Music Industry Development** supports initiatives that expand skills, business capacity, market share, export sales, and innovation across Ontario's music industry. Out of 44 applications submitted, the OMDC awarded 33 grants representing \$2.6 million for project budgets totalling \$9.1 million;
- **Music Futures** supports small music companies and artist entrepreneurs to leverage the province's diverse and emerging music industry. The OMDC provided \$1 million in support for product budgets totalling \$3.9 million, awarding 31 grants out of 45 applications; and,
- **Live Music** increases the number and calibre of live music events in the province. This generates more opportunities for new and emerging local artists, while positioning Ontario as a leading destination for live music and music tourism. Out of 43 applications, the OMDC awarded 28 grants, representing \$2.5 million with project budgets totalling \$14.7 million.

The 136 grants awarded through these streams supported a diverse range of activities, including:

- Increased numbers of artists based in Canada and Ontario on a dedicated Canadian stage at Ottawa Bluesfest 2014;
- Enhanced showcases and professional development opportunities for Francophone artists at Contact Ontario 2015;
- Adding five days to Canadian Music Week;
- Strategic business and human resources expansion support for burgeoning music publisher CCS Rights Management; and,
- Increased recording, promotion, and touring for Cameron House Records Inc.'s high potential Roots roster.



Premier Kathleen Wynne (centre) flanked by Vel Omazic, Director, Coalition Music Education, Brad Duguid, Minister of Economic Development, Employment and Infrastructure, and Michael Coteau, Minister of Tourism, Culture and Sport, celebrate a successful second year for the Ontario Music Fund.

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“We’re turning up the volume on our diverse and dynamic music industry. Through the Ontario Music Fund, we are making important investments to help the industry grow, create jobs, and ensure Ontario’s talent thrives here at home.”

—Michael Coteau, *Minister of Tourism, Culture and Sport*

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## Film Fund



*Wet Bum*, *Maps to the Stars*, and *October Gale* are all OMDC-funded films that were shown at the Toronto International Film Festival. *Maps to the Stars*, along with *The Captive*, was also selected for official competition for the Palme d'Or at Cannes.

The Film Fund supported 255 feature film projects between 2005 and 2013, creating more than 7,120 jobs and over \$423.5 million of gross domestic product for the Province of Ontario. This year, the Toronto International Film Festival presented three films that received funding through the Film Fund: *Wet Bum*, *October Gale*, and *Maps to the Stars*. Movies funded by the OMDC regularly win awards at home and around the world. The OMDC invested \$4.0 million in 39 productions, creating an estimated 11,494 weeks of work. Intended to increase the level of indigenous feature film production in the province, the Film Fund consists of two components—development and production:

- Out of 39 applications for development funding, 15 received interest-free loans of up to \$25,000 for the final development stage; and,
- Out of 76 applications for feature film production funding, 24 were successful. For these 24 feature films, the fund provided the crucial last piece of funding in the form of a repayable advance of up to \$400,000.

## Interactive Digital Media Fund

Launched in 2005, this fund helps interactive digital media companies move content projects into production by providing the final piece of funding. In 2014-15, 25 projects received a total of \$3.0 million in funding, which created approximately 4,835 weeks of work.

## Magazine Fund

The OMDC distributed \$2.0 million this year to 44 magazine publishers seeking to grow their businesses. The funding helped implement new strategic business initiatives and digital activities.

## Book Fund

This year 33 independent book publishers were awarded \$2.1 million to support business development, including strategic marketing initiatives to promote their businesses and Canadian authors. Book Fund recipients have reported earning four dollars for every dollar invested by the OMDC through the Fund.

## Export Fund

The OMDC provided 194 companies from the film, television, interactive digital media, and book publishing industries with \$1.6 million to pursue international business development activities. Representatives of these companies attended targeted sales meetings and events in 281 foreign markets. Between 2006-07 and 2012-13, 388 companies generated over \$1.2 billion in sales as result of support from the Export Fund. During this same period, the Fund is directly attributed with creating over 900 jobs.

## Collaboration and Innovation Fund

Launched in January 2015, the OMDC received 82 expressions of interest in this pilot program, which was developed to respond to ongoing changes in the marketplace, the continued blending of content across sectors and platforms, and evolving business models. The CIF will help transform innovative and entrepreneurial ideas into goods and services, and drive growth and productivity.

## TAX CREDITS

The OMDC manages six tax credits in co-operation with the Canada Revenue Agency, providing a stable and reliable source of financial support that is crucial to the cultural media industry. In 2014-15, the OMDC certified an estimated \$577.6 million in tax credits to Ontario's music, film, television, interactive digital media, and book sectors to support 2,923 projects with budgets totalling \$6.1 billion.

### 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. In May, the OMDC issued its 4,000th OSRTC Certificate.

### 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. In April the OMDC issued its 5,000th OFTTC Certificate.

### Ontario Production Services Tax Credit (OPSTC)

A 25 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)

A 20 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.

Every dollar that the OMDC invests in tax credits results in an average of \$9.63 in spending.

#### Tax Credit Statistics for 2014-15

Tax Credit	Applications Received	Products/Productions Received	Number of Certificates Issued	Number of Projects	Total Value of Estimated Tax Credits	Project Value
OFTTC	314	314	322	322	\$162,180,790	\$1,000,419,481
OPSTC	192	192	208	208	\$244,442,004	\$4,373,746,135
OCASE	138	309	109	274	\$33,879,528	\$376,598,927
OIDMTC	272	1570	156	1,460	\$133,170,947	\$372,634,857
OBPTC	557	557	587	587	\$3,279,733	\$11,408,434
OSRTC	101	101	259	72	\$687,707	\$4,072,621
<b>TOTAL</b>	<b>1,574</b>	<b>3,043</b>	<b>1,641</b>	<b>2,923</b>	<b>\$577,640,708</b>	<b>\$6,138,880,453</b>

Notes:  
OCASE and OIDMTC applications are based on the applicant's fiscal year of activity and may include multiple productions. Up to three 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.

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## A STRATEGY FOR STRONG INDUSTRY DEVELOPMENT

The OMDC's strategic priorities continued to inform our work in 2014-15:

**Improve Access to Financing:**

Improve Ontario's cultural media industry's competitive position by maximizing the effectiveness of OMDC investment support and enhancing additional private equity and public investment.

**Enable Business Evolution:**

Promote innovation by creating opportunities for Ontario cultural media companies to become leaders in the rapidly changing business and digital environments.

**Support Content Development and Market Access:**

Support Ontario's cultural media companies in accessing international and domestic markets, developing quality content, and promoting Ontario as a world-class centre of media production.

**Encourage Collaboration:**

Encourage collaboration within the cultural media industries and across Ontario's entertainment and creative cluster.

**Provide Strong Leadership in Advancing Ontario's Cultural Media Industries:**

Model strong and innovative leadership through demonstrated organizational effectiveness and operating efficiency, provide value as an information hub for stakeholders and government, and be a champion for Ontario's cultural media industries.

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In delivering our diverse and innovative programming, we believe that we have met these ambitious goals, and helped to fuel a prosperous Ontario through support for our creative industries.

The funds and tax credits we manage finance the industry's entertainment and creative cluster, which in turn provides jobs all over the province. We have reduced our turnaround time for completed tax credit applications to 26.6 weeks, and implemented a risk-based assessment model for all tax credits.

This year we provided support to industry trade organizations for 55 initiatives, as well as 18 research studies. Our business-to-business meetings, sector breakfasts, and support for professional development among creative entrepreneurs are helping the businesses we support to grow and adapt in

a continually changing marketplace. And by sponsoring attendance and participation at global events, we are promoting Ontario—and its creative strengths—to the world.

We are also leveraging our investments by providing opportunities for collaboration across sectors and jurisdictions, and launched phase one of the Collaboration and Innovation Fund. Finally, by holding ourselves accountable, and managing our organization effectively, we are modelling strong leadership as we champion our province's entertainment and creative cluster.

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## LOOKING AHEAD: 2015-16 GOALS

### Drive Growth and Productivity

Strengthen the competitive position of Ontario's Entertainment and Creative Cluster by improving access to financing and by making strategic investments to leverage additional private equity and public investment for Ontario's creative media industries.

### Enable Business Innovation and Collaboration

Promote business evolution by enabling innovation and collaboration across Ontario's Entertainment and Creative Cluster and by creating opportunities for Ontario's creative media companies to become leaders in the rapidly changing business and digital environments.

### Expand Access to Global Markets and Support Content Development

Foster and support Ontario's creative media companies in accessing international and domestic markets, developing quality content and promoting Ontario as a world-class centre of media production.

### Provide Strong Leadership to Advance Ontario's Creative Media Industries

Model strong, effective and innovative leadership, provide value as an information hub, and be a champion for Ontario's creative media industries.

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## SPOTLIGHT ON: OUR PEOPLE



Five OMDC staff members celebrated over 25 years of service with the Government of Ontario this year: Mai Dalquen, Events Management Officer; Kristine Murphy, Director of Industry Development; Donna Zuchlinski, Manager of Film; James Weyman, Manager of Industry Initiatives; and, Janice Reid Johnston, Marketing Consultant - Film Initiatives.

This year, two groups from the OMDC were nominated for Applause Awards, which recognize the contributions and achievements of Ontario Public Servants working for the Ministry of Tourism, Culture and Sport and its agencies. The Tax Credits Risk Assessment Team was nominated in the innovation category and a joint Ministry/OMDC team was nominated for the development and launch of the Ontario Music Fund.

The OMDC's Tax Credits Risk Assessments project was nominated for an Amethyst Award. The awards recognize excellence within Ontario's public service.



OMDC's Tax Credits Team: Jennifer Blitz, Kelly Payne, Anna Newallo, Angela Zehr, Manya Rouben, Kathy Paljus, Joan McGuinness, Monica Szenteszky, Caitlin O'Leary, Deborah Morris, Mark Sonnenberg, Albert Tan, Chris Dunn, Rick Mazza, Mark Watts, Christine Pond, and Michael Olivier.

Last Gang Records presented the Ontario Music Office, which administers the Ontario Music Fund, with a Platinum award to commemorate 80,000 sales of Chromeo's single *Jealous (I Ain't With It)*.



OMDC's Music Team: Mark Watts, Marina Adam, Ryan Clancy, Matt Smallwood (Last Gang Records), Aisha Wickham, Noah Gruneir, and Michelle Holtzkenner.

# ONTARIO'S CREATIVE INDUSTRIES ARE THRIVING

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Government support for the OMDC is a sound investment in a sector that has proven its ability to provide jobs, as well as strengthen and stimulate the economy, even as much of the media world goes digital.

## DID YOU KNOW?

Ontario's sound recording and music publishing industry is the largest in Canada. In 2011, the province's record labels generated \$429 million in operating revenues, 82 per cent of the national total, paying \$58.6 million in employee salaries, wages, and benefits.

In 2013-2014, during which Ontario-based productions accounted for 43 per cent of total Canadian production, film and television generated \$2.99 billion in direct gross domestic product in Canada, earning workers \$2.87 billion in income. Canada produced \$5.86 billion in total film and television production, creating 125,400 direct and spin-off jobs.

The interactive digital media sector employs 16,000 people in Ontario and generates close to \$1.5 billion in revenue. Ontario's book and magazine publishing industries are the largest in Canada, paying over \$627 million in salaries, wages and benefits a year, representing 64 per cent of the national total. Ontario's overall publishing sector employed 36,200 people in 2012.



*Rollers of the Realm*



*After the Ball*



*Time Tremors*



*Vikings*

## MUSIC: HELPING ONTARIO-BASED MUSIC BUSINESSES INNOVATE AND EXPAND

We are a key supporter of Ontario's music industry, which continues to innovate to mitigate the impact of digital delivery on its revenues. Companies must fill the gap from lost sales of recorded music through revenue from performances and other sources. Launched in 2013, our music fund supports artist entrepreneurs across the province, encourages emerging and established music companies to innovate, and sponsors live performances and music festivals.

### Highlights topping our charts are:

Ontario artists, including Walk Off the Earth, Serena Ryder, Tim Hicks, and Down with Webster, picked up seven Canadian Radio Music Awards during Canadian Music Week.

A Tribe Called Red, Shad, and the Sultans of Strings, were among the 19 SiriusXM Indie Award Winners from Ontario.

Tanya Tagaq's *Animism*, produced by Six Shooter Records, won the Polaris Music Prize.

OntarioLiveMusic.ca, supported by the Ontario Music Fund, went live this year. A comprehensive live music listings site, it promotes concerts, festivals, and special events happening in communities across the province.



Walk Off the Earth



*Animism*

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“By establishing Ontario as one of the leading destinations in North America to record and perform, we are supporting the music companies, artists and cultural institutions that bring our sound to the world, boosting a vibrant and important industry, and helping to create good jobs.”

—Kathleen Wynne, Premier of Ontario



Magic!

### **NXNE: Positioning Ontario as a leading destination**

Music festivals do more than celebrate artists. They promote the host city as a must-visit destination for live music and music tourism. The North by Northeast Festival (NXNE), modelled on the popular South by Southwest Festival (SXSW) in Austin, Texas, draws more than 350,000 visitors to Toronto every June. Marking its 20th year in 2014, NXNE is one of Canada’s most highly anticipated music events that showcases local indie musicians and celebrates talent across sectors. This year, the OMDC supported performances at the iconic Massey Hall for the first time in the festival’s history.

### **What’s going ON in HAMILTON: The 2015 Juno Awards**

Ontario artists once again took centre stage at the Juno Awards. The province’s 17 winners included Magic! for Single of the Year and Breakthrough Group of the Year; The Weeknd for Artist of the Year and R&B/Soul Recording of the Year; Diana Panton for Vocal Jazz Album of the Year; and, Eric Ratz for Recording Engineer of the Year.



Murdoch Mysteries

### **FILM AND TELEVISION**

#### **Generating \$1.29 billion for Ontario’s economy**

Ontario is home to a world-class film and television industry. The third largest production centre in North America, it contributed \$1.29 billion to the province’s economy and generated 27,973 jobs in 2014. Ontario’s livability, the infrastructure it has in place, and its large stable of highly professional and experienced crew attract filmmakers from around the world. Our tax credits and funds, extensive work promoting the province to foreign markets through the Ontario Film Commission, our digital locations database, and our presence at international film festivals like Cannes in France, are all dedicated to maintaining and growing this thriving sector.



Pompeii

#### **Superstars on our highlight reel include:**

Three Ontario made productions won Emmy awards: *Herman’s House* and *A Short History of the Highrise* both won for International News and Documentary, while *Made in Bangladesh* won for International News and Current Affairs.



Enemy

OMDC-supported *Enemy* won Best Feature Film at the Directors Guild of Canada awards.

Hot Docs 2014 featured the Canadian premiere of OMDC-supported *Super Duper Alice Cooper*.



How To Change The World

Ontario talent shone brightly at the Canadian Screen Awards. The 42 recipients from the province included: *Super Duper Alice Cooper*, Tatiana Maslany, *Our Man in Tehran*, *Degrassi*, *Vikings*, and Paul Gross. In total, 16 out of 19 nominated productions supported by the OMDC received awards.

*How to Change the World*, supported by the OMDC film fund, shared a Candescent Award at the Sundance Film Festival, which also screened *Hellions* and *The Witch*.



Pixels

Film and television production contributed \$1.29 billion to the provincial economy in 2014—the fourth year in a row over the one billion dollar mark—sending a welcome message of jobs and stability, and reflecting Ontario’s reputation as a top-quality and reliable jurisdiction.

Sony/Happy Madison Production’s big-budget feature *Pixels* was filmed in Toronto from early June to mid-September 2014. Directed by Chris Columbus (*Harry Potter and the Chamber Secrets*, *Home Alone*) and produced by Adam Sandler, the story revolves around video game experts who are recruited by the government when popular 1980s video game characters attack New York City.

**Film and TV Production Activity in Ontario for the 2014 Calendar Year**

■ Domestic ■ Foreign

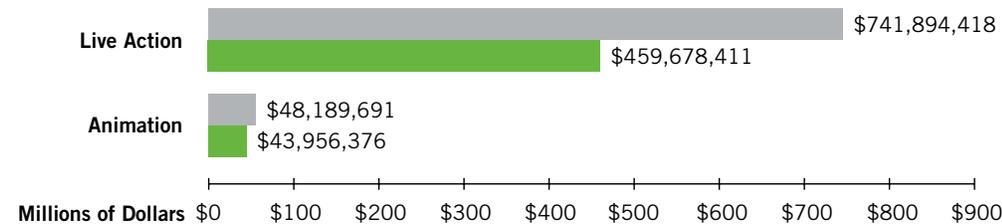
**2014 Production Activity**



**2014 Breakdown of Production Activity by Format**



**2014 Breakdown of Production Activity by Production Type**

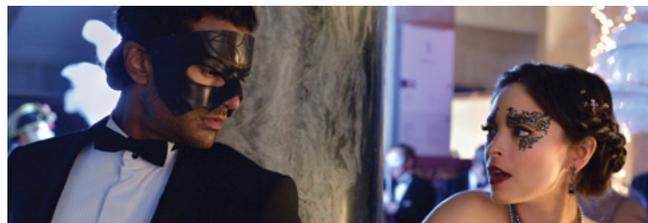


Notes:

- Data represent expenditures of all productions using OMDC-administered incentives and services. Data do not include television commercial, corporate video, music video, or broadcaster in-house production. Figures include live action and animated production. Data reflect the production expenditures in Ontario during the year and do not always reflect the total budgets of the projects. There may be productions that were shot in Ontario that are not included in these totals due to the timing of project applications.
- Totals may not add due to rounding.



*Saving Hope*



*Beauty and the Beast*



*Orphan Black*

*Suits, Saving Hope, Orphan Black, The Expanse, The Strain, Reign, Schitt's Creek, 12 Monkeys, Beauty and the Beast, and Murdoch Mysteries* were among the 153 series shot in Ontario in 2014.

“Toronto is one of the best film towns in the world. I’ll bring as many movies and as many projects as I can to Toronto, because I have a really great time working here.” (Edited from source: *Report on Business Magazine*, August 2014 article by Mark Mann.)

—Guillermo del Toro, filmmaker

“Ontario offers an excellent atmosphere for game studios—this is evidenced by the growth of the game industry in this province. Operating in Ontario isn’t just a lifestyle choice for us—the economic climate and OMDC-managed programs provide us with the tools we need to expand and to compete in the global arena.”

—Tony Walsh, company director, Phantom Compass

### What’s going ON in OTTAWA: ANIMATION

The world’s most cutting-edge, thoughtful, funny, and provocative animated films mingle with many of the industry’s celebrated stars, studios, and characters at the Ottawa International Animation Festival. Paired with The Animation Conference (TAC), it is a week-long animation extravaganza with huge business-to-business potential. TAC targets a specialized audience in animation content creation, development, production, post-production, distribution, and marketing. Programming evolves with the industry, and includes focused panel discussions with industry leaders, facilitated meetings, one-on-one consulting, pitch sessions, screenings, and networking opportunities.



Rocket Monkeys



Justin Time

#### In demand: Ontario’s digital animation & post-production facilities

Ontario is home to innovative post-production, visual effects, digital animation, and 3D facilities that are in demand globally. Richly-produced television series like *Vikings*, which won a Canadian Screen Award for Best Visual Effects, are shot on location around the world, then brought here for some of the best post-production available. Homegrown animated series like *Justin Time* and *Rocket Monkeys*—both of which won a Shaw Rocket prize—are also created and produced here for distribution to an international market.

#### INTERACTIVE DIGITAL MEDIA: BUILDING NEW PLATFORMS FOR SUCCESS

Ontario is home to a vibrant video game industry that is creating award-winning games for an international audience. With 100 companies that employ over 1,800 people, our province is one of the leading jurisdictions for game development in Canada.

#### Topping our digital checklist:

*Always Sometimes Monsters*, *Super Time Force*, and *Guacamelee!* were the Ontario winners at the fifth annual Canadian video game awards. Sponsored by the OMDC, the awards recognize leaders in interactive entertainment.

Made-in-Ontario games featured at Gamercamp included MK-ULTRA’s *Knight and Damsel*, Rocket 5’s *Phantom PI*, *Rollers of the Realm* from Phantom Compass, as well as many others.

*Guidestones: Sunflower Noir* and *Space Riders: Division Earth*, both from iThentic, were nominated for Canadian Screen Awards.



Guidestones: Sunflower Noir



Super Time Force



Guacamelee!

## What's going ON in Kitchener-Waterloo: iON Regions

Supported by the OMDC and launched by Interactive Ontario in January 2015, the pilot series iON Regions brought interactive digital media information and networking opportunities to Ottawa, Kitchener-Waterloo, and Hamilton-Niagara-St.Catharines. IO provides essential business development knowledge that will help the province's IDM companies become more financially secure, allowing them to grow their businesses, and focus on creating exceptional and in-demand content.

## BOOKS AND MAGAZINES: EXPORTING THE WRITTEN WORD

Ontario's publishing industry supports world-renowned home-grown authors, many of whom are based in the province. Ontario's book publishing industry paid nearly \$256 million in salaries, wages and benefits in 2012, representing 67 per cent of the national total, while Ontario's magazine publishing industry paid nearly 63 per cent of the national total, or \$372 million in salaries, wages and benefits. Ontario's overall publishing sector employed 36,200 people in 2012. Our magazine industry is equally robust: it generates \$1.13 billion in operating revenues annually—more than 56 per cent of national revenues. Ontario companies also produce half of the magazines in Canada, shipping half of those titles outside the province.

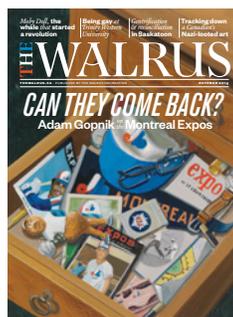
### Topping our bestseller list for the year:

Books issued by OMDC-supported publishers were honoured at several literary competitions in 2014-15, including the Governor General's Literary Awards, the Griffin Poetry Prize, and the TD Canadian Children's Literature Award.

OMDC-sponsored *Cottage Life* won the coveted Magazine of the Year Award at the National Magazine Awards. Other sponsored titles receiving recognition included *The Walrus*, *Maclean's*, *THIS Magazine*, *Azure*, and *The United Church Observer*.

Ontario-published *Money Sense*, *Toronto Life*, *Cottage Life*, *Maclean's*, *29 Secrets*, and *The Walrus*, all won Canadian Online Publishing Awards.

Five of Blog TO's Top 10 Independent Magazines are OMDC-supported: *Azure*, *Broken Pencil*, *Spacing*, *THIS Magazine*, and *The Walrus*.

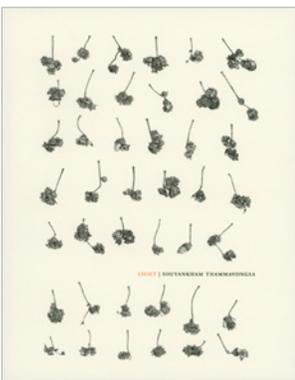
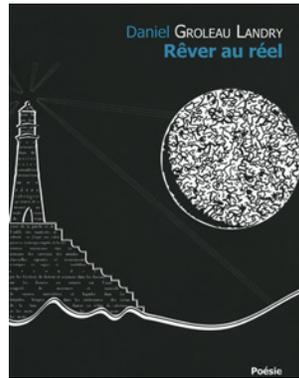


“Our growth and change has taken many forms over the years. The fact that the OMDC funding program offers us the ability to execute traditional or digital marketing projects or a combination of the two, has been invaluable, since it's this very flexibility that is needed in order to address the many changing facets of today's business model. Without a doubt, the funding has been instrumental in allowing us to move forward continually, and enabled us to remain competitive in the ever changing and ever challenging marketplace.”

—Bob Dees, Robert Rose Publishing



Marguerite Andersen  
*La mauvaise mère*



### Celebrating Our Diverse Literature: The Trillium Book Award

The 2014 winners of the Trillium Book Award in English and French respectively were Hannah Moscovitch for *This is War* (Playwrights Canada Press/Banff Centre Press) and Marguerite Andersen for *La mauvaise mère* (Éditions Prise de parole).

Winning the 2014 Trillium Book Award for Poetry were Souvankham Thammavongsa for *Light* (Pedlar Press), and Daniel Groleau Landry for *Rêver au réel* (Les Éditions L'Interligne). The award for children's literature in French alternates each year with the award for poetry in French.

Presented by the OMDC, Ontario's premiere literature prize recognizes the quality and diversity of writing in the province, and is highly regarded both nationally and internationally. It honours excellence in all genres (fiction, non-fiction, drama, children's literature, and poetry), and in both official languages.

The Trillium Book Award/Prix Trilium winners each received \$20,000, with their publishers receiving \$2,500 to promote the winning titles. The recipients of the Trillium Book Award for Poetry won \$10,000, and their publishers received \$2,000. All finalists received a \$500 honourarium.

### What's going ON in Digital: Massey Lectures App now available

House of Anansi in co-operation with the CBC and Massey College, and with the support of the OMDC, has unveiled its first iPad app. Available in the iTunes App Store, the Massey Lectures iPad App presents Canada's preeminent public lectures series in a totally new way and unites—for the first time—the audio and text of selected lectures that are available for purchase within the app. Each selected Massey Lectures e-book includes the five-hour audio lectures, illuminated with vibrant images and videos. Also available are curated bundles of books and lectures that are divided by connected ideas across lectures. Notable Massey lecturers from Ontario include Northrop Frye, Margaret Atwood, Stephen Lewis, and Thomas King.



The 2014 Trillium Book Award Winners: Hannah Moscovitch, Marguerite Andersen, Daniel Groleau Landry, and Souvankham Thammavongsa.



The Massey Lectures App.

## PROMOTING ONTARIO'S CREATIVITY TO THE WORLD

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This year, the OMDC organized a strategic presence at 16 markets as part of its international business development activities. Part of the agency's mandate to promote Ontario as a cultural and creative hub, the OMDC cultivates and nourishes international partnerships that grow all the creative industries and expand their revenue base.

### HAVING A BLAST AT SXSW

CIMA's Canadian Blast at SXSW in Austin, Texas, was supported by the OMDC, and featured the following artists from Ontario: Tasha the Amazon, catl, Saukrates, Whitehorse, Grounders, Elliott Brood, and Grand Analog. The OMDC also hosted a business-to-business event at the Canada stand, bringing together Ontario companies from the film, interactive digital media, and music sectors.

### CONNECTING AT TIFF

#### A Brazilian Exchange

The OMDC and the Rio Film Commission signed a co-operation agreement that aims to promote film, television, and other audiovisual content production among producers in both regions, as a means to expand their respective industries.



Steve Solot, Rio Film Commission President, José Vincente de Sa Pimentel, Consul General of Brazil, and Karen Thorne-Stone, President & CEO of the Ontario Media Development Corporation.



The OMDC's James Weyman with UK Trade and Investment's Val Strand and Gilda Carbone at the International Film Financing Forum. In 2015, the OMDC looks forward to celebrating IFF's 10th anniversary of helping Ontario producers connect with international partners.

#### IFF: Pitching 40 projects at TIFF

The OMDC's ninth annual International Financing Forum (IFF) featured 40 official feature film projects being pitched by 58 high-calibre producers. Over 800 meetings and round tables were scheduled and booked for more than 100 attending producers and executives. Other events included a meet-and-greet producer's dinner, an opening reception that included international industry execs and IFF alumni, and a networking business luncheon for 100 VIP guests.

The OMDC, the European Film Promotion, and the Toronto International Film Festival® (TIFF) presented the fifth edition of Producers Lab Toronto (PLT), bringing together 10 Canadian and 10 European feature film producers with four producers from guest countries Australia and New Zealand. The three-day forum included pitching sessions, one-on-one meetings, panels, and an in-depth case study of David Cronenberg's TIFF Gala presentation *Maps to the Stars* with producer Martin Katz. The goal of the program is to generate business relationships leading to international co-productions, and to increase the visibility of the producers and their projects during TIFF.

#### PLT unites producers from Canada, Europe, Australia, and New Zealand

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“Producers Lab Toronto was a terrific program and a wonderful experience. It was a great mix of people and I’m sure we won’t be waiting long to collaborate together.”

—Henning Kamm, Producer, Detail Film, Germany

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## ONTARIO FILM COMMISSION

The OMDC's Ontario Film Commission markets the province as a preferred location for filming and provides complimentary location scouting and facilitation assistance to film and television producers, both domestic and foreign, who are considering Ontario for their productions. We maintain the *Ontario Production Guide*, a comprehensive directory of local providers of goods and services for the film and TV sector. The OMDC, through a financial partnership with the City of Toronto and with targeted marketing support provided by industry trade organization FilmOntario, also maintains a full-time marketing presence in Los Angeles. The office provides on-the-ground marketing to attract production to Ontario as well as support to Ontario screen-based content creators in accessing the L.A. marketplace. The L.A. office continues to make an important contribution to Ontario's foreign production activity. In 2014-15, 21 productions shot in Ontario receiving direct assistance through the L.A. office generated \$410.7 million in economic activity in Ontario.

## A MISSION TO INDIA

In partnership with Telefilm Canada, OMDC CEO Karen Thorne-Stone led a trade delegation of 14 Canadian producers to India in November to attend Film Bazaar, the international co-production market at the Indian International Film Festival in Goa. The delegation also stopped in Mumbai for the Canada-India Business



Front row: Daniel Iron (Blue Ice Pictures), Ralph Holt (Hill 100 Productions Inc.), Alfons Adetuyi (Inner City Films), Vic Sarin (Sepia Films), Anand Ramayya, and Kelly Balon (Karma Film Inc). Second Row: Karen Thorne-Stone (OMDC), Marie-Josée Charbonneau (Counsellor and Head, Advocacy Programme, High Commission of Canada in India), Nirupama Kotru (Director of Film, India Ministry of Information & Broadcasting), Malti Bhandari (Advocacy Consultant, High Commission of Canada in India), Sheila de la Varende (Telefilm Canada), Damon D'Oliveira (Conquering Lion Pictures), Karen Franklin (Hill100 Productions Inc.), David Miller (A71 Productions Inc.), Rama Rau (TriNetra Productions), Miranda de Pencier (Northwood Entertainment); Mehernaz Lentin (Industry Pictures), and Paula Devonshire (Devonshire Productions Inc.).

(Absent from photo: Sergio Navarretta, Platinum Image Film.)

Forum and a series of business-to-business meetings. The trip was focused on promoting and activating the recently signed Canada-India Co-Production Treaty.

## SHOWCASING CONTENT FOR CHILDREN IN MIAMI

In February, creators of children's content gathered in Miami for the Kidscreen Summit, a four-day conference and market event showcasing children's youth entertainment products from around the world. The OMDC partnered with the Youth Media Alliance Medias Jeunesse, a national non-profit organization dedicated to supporting high-quality screen-based content for children and teenagers, to provide networking tables for Ontario producers. We also sponsored the Computer Animation Studios of Ontario booth, which showcased the province's high-quality animated productions, and hosted a networking and co-production breakfast that brought together children's content producers from Ontario with those from Brazil, Columbia, Argentina, Costa Rica, and Mexico. The breakfast, now in its second year, fast-tracked potential business opportunities between jurisdictions and featured a case study by Aircraft Pictures on its internationally co-produced animated feature, *The Breadwinner*.

## ONTARIO'S GOT GAME IN SAN FRANCISCO

One of the major events in the digital games sector is held every March in San Francisco. This year, representatives from 32 game companies based in the province attended the Game Developers Conference thanks to the Export Fund. The OMDC also prepared attendees with a pre-event briefing, hosted an Ontario booth that showcased products on the market floor, and sponsored a networking event aimed at educating media guests about Ontario's award-winning games industry.

## SPREADING THE WORD

Twenty-six OMDC-sponsored publishers attended the Frankfurt Book Fair, where the OMDC co-hosted a networking reception with Livres Canada Books. The OMDC co-hosted two receptions at the London Book Fair, the first for networking, the second for alumni of the International Visitors Program, and enabled a number of the province's publishers to attend the fair. The Association of Canadian Publishers hosted dinners at Frankfurt and Bologna that were both sponsored by the OMDC. In total, Ontario publishers supported by the Export Fund attended 119 activities in 2014-15.

# BUILDING, SUPPORTING & CONNECTING A CREATIVE INFRASTRUCTURE

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All six creative media industries benefit from the OMDC's many initiatives that promote development, innovation, and cooperation. The agency sponsors conferences that present industry best practices, conducts research across six sectors, and provides opportunities to collaborate among companies, across media sectors, and with the broader business community.

## Spotlight ON: MagNet 2014

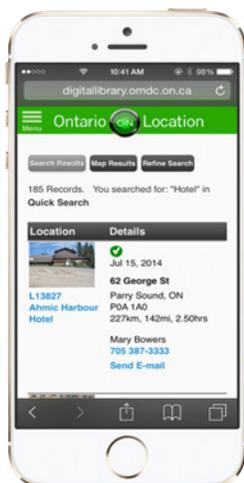
Sponsored through the OMDC's Industry Development Program, MagNet is Canada's leading magazine publishing conference. As a bonus programming initiative the OMDC partnered with Magazines Canada to bring together high-performing print, digital, marketing, and business projects supported by the Magazine Fund to share project ideas, strategies for new business models, and provide examples of best practices. This year's presenters included David McConnachie of *Alternatives Journal*, Sam Cohen of *Canadian Running*, and Kevin Bartus of Maple Media.

This year we promoted growth through innovation and research in the following ways:

- Our Industry Development Program supported 55 trade organization initiatives and business events in all six creative media industries, leading to 38,310 new business contacts for the participants;
- OMDC-sponsored *Spacing* magazine opened up a Toronto City Store featuring back issues, *Spacing* merchandise, and urban-centric products;
- The OMDC supported Interactive Ontario's GameON: Finance, a two-day conference exploring the business of games with a particular focus on new and evolving business models, and access to capital for business growth, project financing and product distribution; and,
- The OMDC sponsored DM@X: Digital Media at the Crossroads, a conference on the future of content in digital media.

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## DIGITAL LOCATION LIBRARY DATABASE GOES MOBILE



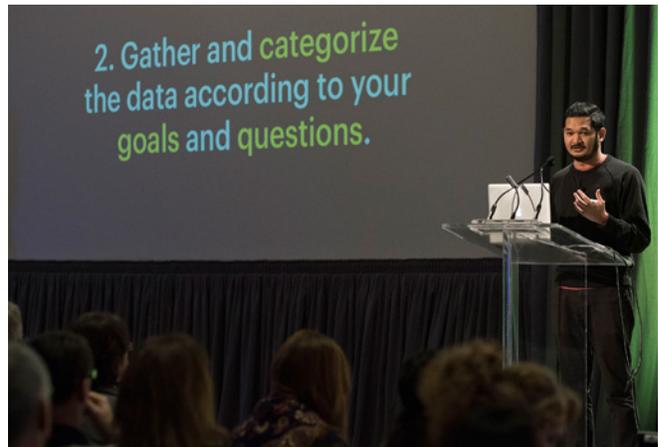
Nearly 15 years after its inception, the OMDC's award-winning Digital Location Library Database is breaking ground yet again. This key tool for promoting and facilitating filming in Ontario is now mobile, making it the most advanced location tool in the industry. Specifically designed to be used anywhere, whether in the office or the field, it optimizes the experience with mobile-specific features. Users can conduct full searches, view location files and photos, view packages, link to Google Street View and Maps, as well as easily click to call/email location contacts. Additionally, they are able to access a number of specialized components of the Location Database including personal bankers boxes, short-term location listings, research documents and in the loop newsletters. Client package links also now have a mobile version to provide increased portability and connectivity.

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## DIGITIZING THE CREATIVE LANDSCAPE

Over 200 of Ontario's leaders in media, culture and technology attended our fifth annual Digital Dialogue Conference in January. Grant McCracken's keynote *10 Tools: How to Speak to the Consumer in a Digital World* kicked off the conference. The rest of the day was filled with panel discussions on connecting with audiences, speed pitches from some of Ontario's newest start-ups, an "in conversation" segment on qualitative analytics, and demonstrations of new wearable technologies.

The OMDC's Digital Dialogue Breakfast series, now in its third year, continues the conversation between conferences. Highlights in 2014 included: *Labour Market Issues and Insights*, *What You Need to Know About Accessibility*, *Selling to International Markets*, and *Beyond the Shelf: Reaching Your Audience in the Digital Marketplace*.



The OMDC's 2015 Digital Dialogue Conference: Clint Beharry, Director of Design and Technology, The Harmony Institute.



The OMDC's Digital Dialogue Breakfast Series, *Selling to International Markets*, featured moderator Kim Gibson (Program Consultant - Interactive Digital Media, OMDC), and panelists Peter Wilmschurst, Publisher, AGW Publishing Inc.; Ryan St. Peters, VP, Sales & Business Development, Shaftesbury & Smokebomb; and Robert Segal, Co-Founder, Get Set Games.



The 2015 OMDC Digital Dialogue Panel: *The Artist, the Author and the Brand*. Moderator: Shauna de Cartier, Founder/President, Six Shooter Records. Panelists: Candice Faktor, GM, Wattpad; Kavi Halemane, Music/Entertainment industry executive; Rona Mercado, VP Marketing, Cashmere Agency, and Anna Todd, author.

## FOSTERING KNOWLEDGE THROUGH RESEARCH

### Research showcase celebrates fifth anniversary

On May 12, we held our 5th annual OMDC Research Showcase at the Bram and Bluma Appel Salon at the Toronto Reference Library. A selection of research papers funded by the OMDC in the past year were highlighted by five presenters from the Information and Communications Technology Council, the Canadian Association of Advancement for Music & the Arts, the Documentary Organization of Canada, the Association of Canadian Publishers, and kidsmediacentre who gave short teasers on their research findings. Guests from across the cultural media industries, academia, and government had a chance to network about industry trends and common challenges and opportunities.



*Mobile Apps: Generating Economic Gains for Creative Media Industries in Ontario*. Sharif Faisal, Information and Communications Technology Council.

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## OMDC Online Research Library

The OMDC's Online Research Library is a searchable collection of close to 350 reports and documents on the cultural media industries from around the world. This year, our online library had 464 unique visitors conducting 1,554 searches in total.

### Research is ongoing throughout the year

The OMDC commissions its own research, and awards research grants to not-for-profit industry organizations for studies that will benefit the creative cluster. We also compile industry profiles to provide current information on developments and issues in each industry, and maintain a fully searchable on-line database of cultural media research, statistics, and industry profiles. In 2014-15, we supported 12 research applications and 18 OMDC-funded research studies were released:

- *The Music Market in Australia & New Zealand* (CAAMA)
- *Content Everywhere 2: Securing Canada's Place in the Digital Future* (CMPA)
- *Community Development Research Project and Sound Off! Ontario Final Report* (Music Ontario)
- *If We Build It, Will They Come? Digital Books in the Educational Landscape* (Story Planet)
- *The Opportunity for an Electronic Market Connecting Magazine Publishers to Video and Application Vendors* (Magazines Canada)
- *Monetizing Digital Media: Trends, Key Insights and Strategies that Work* (CIAIC)
- *Baseline Study on the Membership and Industry of the Screen Composers Guild of Canada* (Screen Composers Guild of Canada)
- *International Digital Media Co-Production: A Guide for Canadian Producers* (Interactive Ontario)
- *Learning from Documentary Audiences: A Market Study* (Hot Docs)
- *Mapping Ontario's Digital Economy* (Interactive Ontario)
- *Book Publishing: Current & Emerging Best Practices in Promoting and Marketing Digital Content* (eBound)
- *Industry Profile of the Independent Web Series Creators of Ontario* (IWCC-CIWC)
- *Labour Market Insights in Ontario's Cultural Media Industries* (WorkInCulture)
- *The Music Market in Germany and Opportunities for Canadian Companies* (CAAMA)
- *Growing the Pie: Alternative Financing and Canadian Documentary* (DOC)

- *Branded Entertainment Part 3: The Future of Branded Entertainment* (CMPA)
- *Economic Contribution of the Commercial Production Industry in Ontario* (CPAT)
- *How the Industry Can Work Together to Increase the Market Share of Ontario Feature Films—Phase One: Lessons from Quebec* (FilmOntario)

## BRIDGING PUBLISHERS AND PRODUCERS

From Page to Screen (FPTS) is the OMDC's one-day business-to-business event that connects Ontario publishers with screen-based producers to discuss partnerships and content. Designed to promote the adaptation of stories and characters from books to the big and small screens, this year's event generated 450 meetings among 75 participants and resulted in seven options to date. FPTS has brokered more than 38 option deals for 40 titles since it began, including Strada Films' option of Ian Hamilton's *Ava Lee* crime novels, which are published by Spiderline, an Imprint of House of Anansi Press. Karen Walton (formerly of *Orphan Black*) will create the limited series, which Strada will produce under a development deal with the CBC. Storypark Inc. optioned Janet Wilson's *Shannen and the Dream for a School* from Second Story Press, and now has a script development deal with the CBC for a television movie based on the book.



Vivian Lin (Sarrazin Productions) and Barry Jowett (Cormorant Books) at the OMDC's From Page to Screen, a one-day business-to-business event that promotes the adaptation of Canadian fiction, non-fiction, and children's literature published by Ontario publishers to the big and small screens.

## A LOOK BACK AT 2014-15



Reggae artist and 2015 JUNO Award nominee Steele attended OMDC's 2015 JUNO Award nominee reception celebrating Ontario music and artists.



*Wet Bum* OMDC Film Fund producer Paula Devonshire, actor Craig Arnold, and director Lindsay MacKay at the OMDC's Celebrate Ontario, an annual salute to Ontario films and filmmakers at TIFF.



At the fifth Canadian Video Game Awards: Drinkbox Studios' *Guacamelee!*, an OMDC-supported project, won Best Downloadable Game and Best Indie Game.



OMDC-supported *Cottage Life* won Magazine of the Year at the 2014 National Magazine Awards.



2014 Trillium Book Award Finalists: Helen Humphreys, Austin Clarke, Marguerite Andersen, Andrée Christensen, Michèle Matteau, Véronique-Marie Kaye, Hannah Moscovitch, Danièle Vallée, Souvankham Thammavongsa, Philippe Porée-Kurrer, and Daniel Groleau Landry. Second row: Craig Davidson, Barry Dempster, Adam Dickinson, Peter Unwin, and Kevin Shea, Chair of the OMDC. (Absent from photo: finalist Lorna Goodison.)

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## BOARD OF DIRECTORS

### Ontario Media Development Corporation

The OMDC is governed by a Board of Directors appointed by the Lieutenant Governor-in-Council, who designates the Chair and Vice-Chair from among the appointed members. The Board of Directors currently has 16 members who meet regularly throughout the year.

#### **Kevin Shea, Chair**

*Owner and President*  
SheaChez Inc.

#### **Alexandra Brown, Vice-Chair**

Alex B. & Associates

#### **Nyla Ahmad**

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

#### **Patrick Bourbonnais**

*Artistic Director*  
Mouvement d'implication  
francophone d'Orléans (MIFO)

#### **Paul Bronfman**

*Chairman and Chief Executive Officer*  
of Comweb Group Inc. and  
William F. White International and  
*Chairman of*  
Pinewood Toronto Studios Inc.

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web.isod.es

#### **Susan de Cartier**

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#### **Nathon Gunn**

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