

BACKGROUND

Ontario Media Development Corporation

February 10, 2011

Ontario's Entertainment and Creative Cluster Partnerships Fund Awards 19 Innovative Projects

Entertainment and Creative Cluster Partnerships Fund Recipient's List - Fifth Round Co-administered by Ontario Media Development Corporation (OMDC) & Ministry of Tourism Culture			
Primary Partner	Secondary Partner	Additional Partner	Project Description
Association of Canadian Publishers (ACP)	Organization of Book Publishers of Ontario (OBPO)		The Canadian Publishers' Consortia Digital Asset Management (DAM) Project will provide Canadian publishers with the infrastructure they need to thrive in the digital marketplace by providing access to a combination of systems and services to efficiently and securely create, archive, distribute, market, and directly sell their ebooks. ACP will purchase both metadata management and digital asset distribution tools that can be used by the publishers enrolled in its Canadian Publishers Digital Services (CPDS) activities to facilitate management, distribution, and sales of their digital assets. By purchasing centrally, with many publishers making use of the same services, all participants will benefit from better pricing than they would obtain individually and realize greater efficiencies, and as a result better margins, in getting their digital content to market.
Ballinran Productions Ltd. Co-Primaries: Digital Wizards (Ontario) Inc., 3reedom Digital Inc.		Stratford Shakespeare Festival, Canadian Actors' Equity Association	The Digital Stage Initiative is a research and development project that examines how content developed for the stages of Ontario theatre can be adapted and repurposed for use on other platforms AND be commercially viable for Ontario content creators and the theatre industry alike. The feasibility study is the anchor of the Digital Stage Initiative. Using the 2011 Playbill of the Stratford Shakespeare Festival as a case study, it will include research into digital theatre practices from Canada and around the world examining best practices on a range of topics that include financing, copyright, royalties and rights, union agreements, technology innovations and trends, audience research, marketing and revenue potential for ancillary digital media products.

<p>Brock University</p>	<p>Niagara College of Applied Arts & Technology, University of Western Ontario</p>	<p>Furi Enterprises, Inc., Morro Images Inc., City of St. Catharines, Winvolve, Fourgrounds Media Inc., nGen, Interactive Ontario (IO), Digital Arts and Technology Association (DATA), Digital Extremes Ltd.</p>	<p>The Ontario Augmented Reality Network (OARN) is a unique collaboration of universities, private-sector developers, cultural agencies, trade associations, local government, and business generators dedicated to building and expanding the Augmented Reality Applications (ARA) sector across Ontario. The initiative consists of three pillars of activities (knowledge-sharing, research and training) in three locales: St. Catharines, London and Toronto.</p>
<p>Canadian Independent Music Association (CIMA)</p>			<p>CIMA's Music Export Portal and Mobile Application extends the elements of the existing opportunities presented by the Virtual Music Export Office initiated by CIMA last year. The following improvements are proposed: 1) Build upon the Canadian Blast website (enhanced homepage layout, advanced search functions, tour dates in a calendar format, updates, social media integration; and 2) Modify the site to increase its audience reach. The website lists 400 international gigs, 267 artists and international trade events and also houses 12,000 industry contacts.</p>
<p>Canadian Music Publishers Association (CMPA)</p>	<p>Songwriters Association of Canada (SAC)</p>	<p>Canadian Songwriters Hall of Fame, Toronto Centre for the Arts</p>	<p>Canadian Songwriters Hall of Fame Exhibit Project: The funding will facilitate an in-depth 'Feasibility Study' for the creation of a physical Canadian Songwriters Hall of Fame, to be housed at the Toronto Centre for the Arts facility in Toronto, Ontario, the only major arts venue north of Bloor Street in Toronto, Ontario. The Hall of Fame will demonstrate and showcase best in class innovation in the area of technology, allowing for skills development that create both domestic and international marketing opportunities for the CSHF, the City of Toronto, the Province of Ontario.</p>
<p>Canadian Music Week (CMW)</p>	<p>Canadian Independent Music Association (CIMA), Music Managers Forum Canada, Canadian Music Publishers Association (CMPA), Songwriters Association of Canada (SAC)</p>	<p>UBIFRANCE, Brasil Musica e Artes (Brazilian Music Export Office), Music Matters, Novasonik</p>	<p>Canadian Music Week: 'Spotlight on Latin America 2012' is a project strategically designed to develop new channels for distribution, marketing and sales opportunities for Ontario's music sector at home and in the above emerging territory. The project includes all areas of music and entertainment including recording, publishing, music licensing, live performance and touring industries as well as all related technologies such as mobile, new media, technology, TV, film, gaming, broadcasting.</p>

<p>Cultural Careers Council Ontario (CCCO)</p>	<p>Magazines Canada, Interactive Ontario (IO), Organization of Book Publishers of Ontario (OBPO), HotDocs</p>		<p>Creative Industries Business and Leadership Mentoring Program: To develop and evaluate a business and leadership skills mentorship program that would match senior personnel from growth-oriented companies across the cultural industries with appropriate mentors from the creative and other sectors. Between 1-4 senior personnel in growth oriented companies (to a maximum of 15 individuals) in each of the creative industry sectors, who have been in business for at least three years, would be matched with appropriate mentors. CCCO would provide coaching for both mentors and mentorees to ensure the establishment of a strong working relationship, monitor the teams' progress, and provide several facilitative workshops.</p>
<p>Fresh Baked Entertainment Inc.</p>	<p>Mongrel Media Inc., Joe's Daughter Inc.</p>	<p>COMSolve Inc.</p>	<p>A Multi-Platform Marketing And Audience Engagement (Pilot) Program For Canadian Feature Film: This project will leverage and develop the partners' collective knowledge of social media and online content consumption to create a new model for marketing and distribution of Canadian films. By enriching the consumer's connection with and experience of a film prior to and through the release, the project will show how Canadian producers, distributors and independent filmmakers can use social media and other online tools to build their audience, maximize their limited marketing dollars and increase distribution revenue.</p>
<p>Hot Docs</p>	<p>Interactive Ontario (IO), Centennial College, Cultural Careers Council Ontario (CCCO)</p>	<p>Canadian Film Centre Media Lab, nextMedia, KinoSmith, The Documentary Organization of Canada (DOC), George Brown College</p>	<p>Docs on Demand: Phase 2: In this phase of "Docs On Demand", Hot Docs and the project partners will develop an integrated strategy focused on increasing financing and distribution opportunities for Ontario's docmakers. This will include assessing the value proposition of current and planned digital aggregator systems and content partnerships; developing alternate funding models such as crowd-sourcing and fiscal sponsorship; as well as producing practical professional development resources for the sector.</p>
<p>Independent Digital Licensing Agency Inc. (IDLA)</p>	<p>Indie Pool Inc., Norris Whitney Communications Inc.</p>		<p>Direct to Consumer Mobile & Online Distribution Platform for Independent Labels & Artists: IDLA and Indie Pool propose to build a white label artist / label branded online and mobile storefront solution that will allow for the direct to consumer sale of both physical products and digital files – in a multitude of formats and with the transaction, pricing and bundling options to be controlled by the artist or independent label.</p>
<p>Magazines Canada</p>			<p>Digital Discovery: The Next Generation (TNG) will build on the Canadian Digital Newsstand (a successful previous Partnership Fund project) that will enhance the existing site with dynamic marketing and archiving functions as well as the creation of mobile-friendly websites and a feasibility study exploring the creation of a unique Canadian digital magazine and content platform system.</p>

<p>North by Northeast Conferences Inc. (NXNE)</p>	<p>FITC Events, National Film Board of Canada (NFB)</p>	<p>NOW Magazine Inc., Women in Film and Television - Toronto (WIFT-T), Writers' Guild of Canada (WGC), AUX-TV, Digital Arts & Technology Association (DATA)</p>	<p>NXNEi 2011 delivers an exciting new interactive experience for creators, new media producers, and tech entrepreneurs. This year's conference builds on the sold-out success of 2010's music-themed event by adding a focus on connecting the film industry with digital interactive companies, technologies, and business opportunities. With 4 days of leading-edge workshops, panel sessions, and inspiring keynote addresses, NXNEi will also draw web designers & developers, social media aficionados, and anyone interested in the digital interactive world.</p>
<p>Quill & Quire Co-Primary: The Walrus Magazine</p>	<p>Open Book: Toronto and Open Book: Ontario (The Organization of Book Publishers of Ontario OBPO)</p>	<p>Toronto Life (St. Joseph Media)</p>	<p>The "Open Book Network" Project: Quill & Quire, Canada's magazine of book news and reviews, is partnering with The Walrus magazine and Open Book: Toronto and Open Book: Ontario (part of the Organization of Book Publishers of Ontario) to create a series of thematically-related webcasts (audio and video) called the "Open Book Network." The project will also be supported by Toronto Life magazine.</p>
<p>Regroupement des éditeurs canadiens-français (RECF)</p>			<p>À L'HORIZON DU NUMÉRIQUE: This project will enable French-Canadian publishers to fully enter the digital market, by providing support for the digital conversion of their backlist collections and the publishing of new titles in epub format.</p>
<p>Ryerson University</p>	<p>Marble Media, Digital Extremes, Breakthrough Entertainment, Corus Entertainment, Xenophile Media</p>	<p>Achilles Media</p>	<p>New Product Development for the Creative Industries: The current convergence of media across various screens (cinema, TV, personal computer, and mobile) offers creative content producers a unique opportunity to stand back and re-evaluate their methods for producing new products. This project proposes studying established commercial/industrial methodologies for new product development and applying those practices to the creation and production of screen-based entertainment content. With the view to improve the likelihood of their products' commercial success and critical acclaim, this project aims to create a knowledge base of reliable practices for Ontario's entertainment content creation companies.</p>
<p>Sheridan College Institute of Technology and Advanced Learning</p>	<p>International Cinematographers Guild - IATSE 667</p>	<p>Directors Guild of Canada – Ontario (DGC), FilmOntario, ACTRA - Toronto</p>	<p>The Regional Training and Consulting Unit (RTCU) will be established as part of Sheridan College's Screen Industries Research and Training Centre (SIRT) at Pinewood Toronto Studios. It will create a collaborative professional development facility serving key technical, creative and administrative personnel within Ontario's film, television, and gaming sectors. RTCU will work with industry producer groups and guilds to develop pilot training modules, seminars, and workshops with particular focus on the increased integration of tasks and convergence of various production processes across targeted sectors. Complementary consulting and marketing activities will help build and brand Ontario's content production community as one of the most advanced in the world.</p>

<p>Toronto International Film Festival Inc. (TIFF)</p>	<p>Ryerson University, Interactive Ontario (IO), Hand Eye Society</p>	<p>Ubisoft Canada Inc., DDMiT Consortium (University of Toronto), George Brown College - Digifest, Site 3 coLaboratory Centre for Art and Technology, Women in Film and Television - Toronto (WIFT-T)</p>	<p>TIFF.nexus is mandated to equip a new generation of Ontario's storytellers with the networks, skills, and partners that they need to succeed in a rapidly evolving and growing digital media landscape.</p> <p>TIFF.nexus will be thematically organized and consist of four major business conferences paired with four cross-sector creative jams:</p> <p>1) Conference Events – addressing the needs and gaps in the sector by exploring key themes relevant to Ontario's new media industries: 2) Creative Jams – accelerating creativity as teams of media-makers and business management professionals conceive and prototype new ideas/products explored in conference events.</p>
<p>University of Ontario Institute of Technology</p>	<p>York University</p>	<p>Digital Extremes Ltd., BigBlue Bubble Inc., University of Waterloo, S-3D Gaming Alliance, University of Western Ontario, Ontario Centres of Excellence (OCE), OCAD University (OCADU), Bedlam Games, Electronic Arts Inc., Junction Visual Effects Inc., George Brown College</p>	<p>Interactive Games Ontario 3D (iGO3D) will define a quality user experience by: (1) establishing a game test facility where game developers can test their games and create a standardized set of game design parameters; (2) create guidelines for game development work flow techniques; (3) further S3D vision and auditory research with a view to verifying game design parameters; and (4) disseminate this information to Ontario's gaming industry through focused webinars and conferences.</p>
<p>Women in Film & Television - Toronto</p>	<p>University of Waterloo - Stratford Campus</p>	<p>Dynamix Solutions, FITC Events, City of Stratford, Rhyzome Networks</p>	<p>Women in Digital Media Summit & Speakers' Series: WIFT-T & The University of Waterloo, Stratford Campus will be hosting an International Digital Media Summit and Speakers' Series. The project will focus on women in digital media with an exploration of sector research, professional development, networking, and mentorship.</p>

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