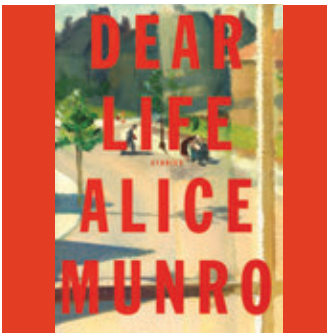
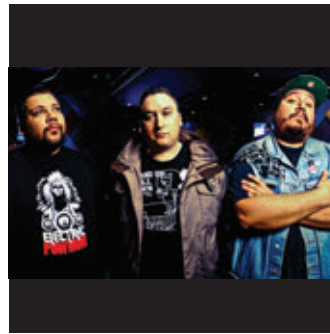


OMDC

Ontario Media
Development Corporation

Year In Review 2013-2014



Kevin Shea, Chair

Owner and President
SheaChez Inc.

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.

Alexandra Brown

Alex B. & Associates

Adam Caplan

Principal
web.isod.es

Susan de Cartier

President
Starfish Entertainment

Nathon Gunn

CEO, *Bitcasters*
CEO, *Social Game Universe*

Sharifa Khan

President & CEO
Balmoral Marketing Inc.

Leesa Levinson

Executive Director
Lights, Camera, Access!

Sarah MacLachlan

President
House of Anansi Press and
Groundwood Books

Ildiko Marshall

Former Vice-President and
Publisher of the
Today's Parent Group at
Rogers Publishing

Anita McOuat

Partner, Audit and Assurance Group
PwC

Marguerite Pigott

Vice President Development,
Outreach and Strategic Initiatives
Canadian Media
Production Association

Robert Richardson

President
Devon Group

Nicole St. Pierre

Head of Business and Legal Affairs
Mercury Filmworks

Mark Sakamoto

Principal
Sakamoto Consulting

Blake Tohana

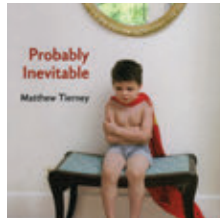
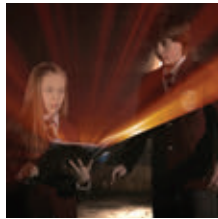
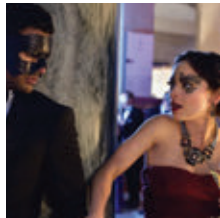
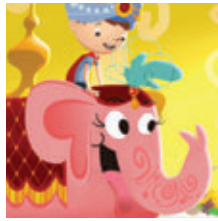
Principal
Tricon Films



Ontario Media Development
Corporation

Ontario Media Development Corporation (OMDC)

175 Bloor Street East, South Tower, Suite 501, Toronto, Ontario M4W 3R8
Disponible en français | Printed on recycled paper



Contents

What We Do and How We Do It	2
Message from the Chair and the President and Chief Executive Officer	3
The Creative Industries	4
Building New Platforms for Success	7
Collaboration and Cross-Sector Partnerships	9
Ontario's Creative Media in the Global Marketplace	10
Celebrating Ontario's Achievements	14
Tax Credits	19
Research	20

Our Mission

The Ontario Media Development Corporation 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.

What We Do

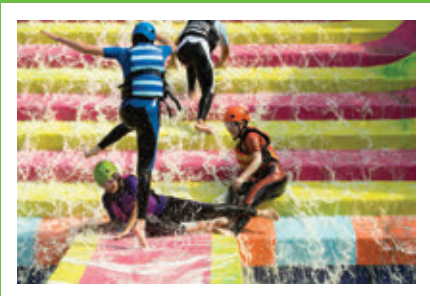
The Ontario Media Development Corporation stimulates investment and employment in six creative media industries in Ontario: book and magazine publishing, film and television, music and interactive digital media.



Altman



The Walrus



Splatalot!

How We Do It

- 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)
- Funding – the Film Fund, the Book Fund, the Magazine Fund, the Ontario Music Fund, the Interactive Digital Media Fund, and the Export Fund
- Industry development support to a range of trade organizations, initiatives and markets, including the International Financing Forum during the Toronto International Film Festival
- International business development support for strategic initiatives abroad
- Ontario's Film Commission to attract and facilitate film and television production
- Support and sponsorship of a wide range of marketing, outreach, education and research activities

We've got it going



Message from the Chair and the President and Chief Executive Officer

2013-14 was another banner year as Ontario's creative industries continued to lead through innovation.

The creative companies OMDC supports are flourishing and are leading real economic growth in the Province. Through facilitating the creation and sales of globally-recognized creative media content, OMDC is helping Ontario's creative industries drive growth and productivity, foster innovation and expand their international market reach.

In the past year, OMDC programs and services have:

- helped Ontario book publishers to create new content, strengthen their revenues, increase their market share, and expand their digital publishing capacity;
- contributed to magazine publishers' capacity to remain competitive and increase revenues by an estimated three times the amount awarded through OMDC's Magazine Fund;
- supported the creation of more than 1,000 high quality, original, interactive digital media content projects garnering domestic and international commercial success and critical acclaim — including Digi-Awards, Canadian Screen Awards and an International Emmy;
- initiated over 54,000 new business leads for Ontario companies at OMDC-supported trade organization events;
- assisted more than 200 Ontario companies across five sectors to develop a strong presence in 21 global markets, building on last year's reported sales of \$380 million and;
- delivered unprecedented support to more than 100 music companies across Ontario's music ecosystem to develop emerging companies, drive tourism through live music, and create jobs and revenue growth;
- certified 2,689 book, film, interactive digital media, television, and sound recording projects for tax credits.

Film and television production contributed \$1.15 billion to the provincial economy in 2013 — the third year in a row over the one billion dollar mark and a 71% increase over the \$671.23 million the industry generated in 2008 (the lowest figure in the last 15 years). Led by domestic television, that production activity accounted for more than 25,000 full-time direct and spin-off jobs.

Ontario is a key musical hub in Canada and the world. In addition to our talented artists, many others contribute to help keep the music industry flourishing in our province: record companies, music publishers, artist management firms, presenters, promoters and booking agents. Ontario's thriving music industry is supported by the Ontario Music Fund (OMF) which launched in October, replacing the former OMDC Music Fund and Music Export Fund. This three-year \$45 million initiative is aimed at strengthening Ontario's music companies and stimulating growth and employment.

Ontario's burgeoning Interactive Digital Media (IDM) sector generates annual gross revenue of \$1.4 billion and employs 16,000 people in the province. OMDC supports the IDM industry with a variety of programs and services aimed at helping Ontario companies to maintain vital intellectual property and to compete successfully in the global market.

The book and magazine publishing industries also flourished in 2013-14. More than half of Canada's books and magazines are published in Ontario.

Ontario's winning combination of competitive financial incentives, world class infrastructure, superb educational institutions, talent and skills has helped make the province's creative media companies leaders in the creation of content that the whole world enjoys. Our sincere thanks to the Ministry of Tourism, Culture & Sport for its continuing support, and to OMDC's dedicated Board and staff for helping Ontario's innovative creative industries to forge a stronger economy.

Sincerely,



Kevin Shea
Chair



Karen Thorne-Stone
President & CEO



In 2013, the OMDC Film Fund provided \$4 million for 43 feature films, stimulating \$94 million in additional financing and creating nearly 11,000 weeks of work — and OMDC-supported films and television series continued to gain appreciative world-wide audiences.

2013 Highlights Reel

- Domestic film and television projects accounted for 56% of total production activity, generating revenues of \$775.2 million.
- The province attracted a 28% increase in foreign television production. Ontario's talent pool, technical expertise, state-of-the-art infrastructure and access to reliable funding combined to attract outside productions in addition to highly-rated domestic TV series such as, *Degrassi: The Next Generation* (13th season); *Murdoch Mysteries* (season seven); *Orphan Black* (second season); and *Rookie Blue* (season five).

Six Thriving Sectors:

- Book publishers in Ontario bring in \$1.2 billion in annual revenues and pay \$256 million in wages and benefits.
- Ontario's \$1.2 billion magazine industry supports an average of 9,000 jobs annually, with salaries of more than \$360 million a year.
- The province's music industry is the largest in Canada, producing over 80% of the country's music recording and publishing revenues and providing more than three-quarters of Canadian music industry jobs.
- More than 1,000 digital media companies in Ontario produce revenues of \$1.4 billion and high-value employment for 16,000 skilled workers.
- The stature of Ontario's film and television industry has helped to make the province the third-largest entertainment and creative jurisdiction in North America, after California and New York.

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

Another billion dollar year for film and TV

The film and television industry continues to be robust. The sector's total contribution to the provincial GDP was \$1.15 billion in 2013, the third year in a row to top \$1 billion. Domestic production accounted for more than two-thirds of the total results.

2013-14 was a busy year for Ontario feature production, with 14 OMDC Film Funded features going to camera: David Cronenberg's *Maps to the Stars*, *88*, *A Fighting Man*, *The Calling*, *Dr. Cabbie*, *Fall*, *The Girl King*, *Happily Ever After*, *Hellions*, *The Intruders*, *Man Vs.*, *Midnight Sun*, and documentaries *Altman* and *Watermark*.



Filming *Murdoch Mysteries*

“Feature filmmaking takes passion, love and devotion but it also takes a sincere desire to find stories that amaze and intrigue audiences.

Canada and Ontario, in particular, are in a golden era of feature film-making. The best filmmakers in the world live and shoot here. That’s great, because we have a lot of stories to tell.”

—Jennifer Jonas, Principal,
New Real Films

Films shooting in Northern Ontario, including *A Limousine*, *Coconut Hero*, and *House on the Hill 2*, continued to keep production levels high in the region.

Ontario is home to innovative post-production, visual effects, digital animation and 3D facilities that are in demand globally. Hit movies like *The Amazing Spider-Man* and richly-produced TV series such as *Game of Thrones* and *Vikings* shoot on location around the world, then come here for some of the best post-production available. Animated children’s series, including: *The Cat in the Hat*, *Justin Time* and *Thomas the Tank Engine* are produced in Ontario for an international market.



Justin Time



The Cat in the Hat Knows A Lot About That!



Vikings

When TIFF announced its Canada’s Top 10 selections in December, a number of OMDC-funded films were on the list, including: *Enemy*, *The F Word*, and *Watermark*, an OMDC-supported documentary feature film that won the \$100,000 Rogers Best Canadian Feature Film prize and best documentary at the 2014 Canadian Screen Awards.



Enemy



The F Word



Watermark

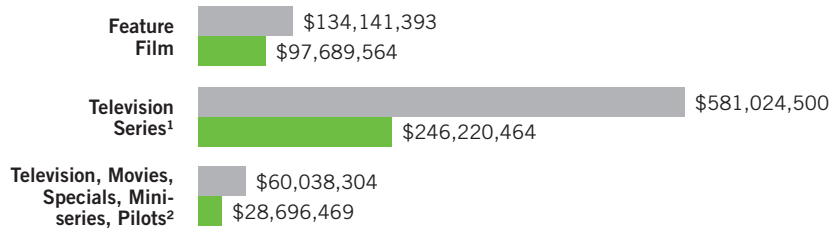
On location in Ontario in 2013: 44 feature films for theatrical release, 80 feature films for TV or cable, 140 episodic series for TV.

Film and TV Production Activity for the 2013 Calendar Year ■ Domestic ■ Foreign

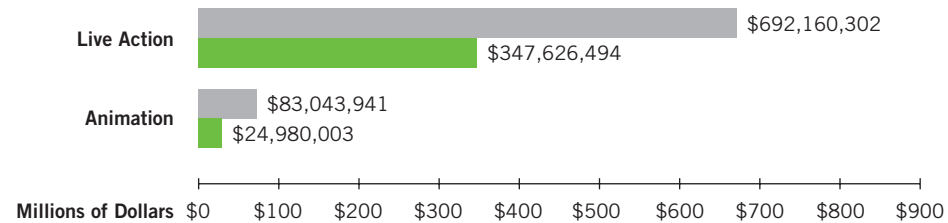
2013 Production Activity



2013 Breakdown of Production Activity by Format



2013 Breakdown of Production Activity by Production Type



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.

All dollar figures are in millions of Canadian dollars. Dollar figures have not been adjusted for inflation.

Totals may not add due to rounding.

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

² Productions with fewer than six episodes.

Building New Platforms for Success

As we continue to be inexorably drawn into the digital future, media companies are bursting with innovative platforms, hardware and software for this brave new world of interconnection.

.....

“When we go to shows and talk to other developers in the US and elsewhere, and hear that they don’t have the same level of government support as we do living in Ontario, it really makes us feel grateful. I don’t think our games would have been quite the same without the support we’ve received.”

—Graham Smith, Co-Founder,
DrinkBox Studios

The province’s \$1.4 billion interactive digital media sector is growing by leaps and bounds, and continues to feed the appetite across all media for ground-breaking digital content. Ontario is already an established hub for indie game and mobile app development across a variety of platforms, and our digital capacity is expanding across all creative media sectors to meet consumer demand and boost Ontario’s competitiveness globally.

.....

OMDC • SODIMO

Digital Dialogue Numérique



Clive Thompson, author, *Smarter Than You Think: How Technology is Changing our Minds for the Better*, delivers keynote address at 2014 Digital Dialogue Conference

2014 Digital Dialogue Conference:

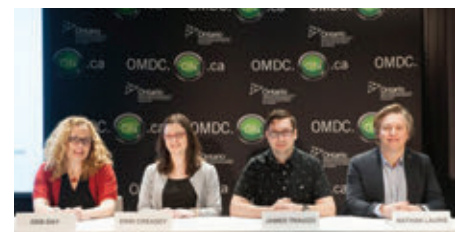
OMDC hosted its fourth annual Digital Dialogue Conference in January. More than 200 stakeholders attended from Ontario’s creative industries, including: financiers, venture capitalists, content creators and technology experts. Among this year’s topics were the changing broadcast landscape, leveraging investment, new pathways to monetization, and audience and community building.

Digital Dialogue Breakfast Series March 2014 Panel — *Beyond the Shelf: Reaching your Audience in the Digital Marketplace.*

The Digital Dialogue Breakfast Series – A Continuing Success

OMDC introduced a series of breakfast sessions in 2012-13 to continue the conversation and build upon the cross-sector networking and knowledge sharing throughout the year. These forums for discussion among decision-makers in the cultural media industries continued through 2013-14.

Innovate by Day’s Deb Day moderated the panel of industry leaders, including: Erin Creasey, James Trauzzi and Nathan Laurie





“It’s a time of huge change. Technology is having an impact on our industry, there’s no doubt. But one thing that’s still true is that great stories and great books, whether print form or digital, still have a place. They always will.”

—Karen Boersma, Publisher,
Owlkids Books

OMDC supports 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.

Ontario’s content creators can fully embrace new technologies and opportunities by virtue of their access to first-class educational institutions, leading-edge research and development, and government support through innovative programs and initiatives.



Guacamelee!, an OMDC-supported project by DrinkBox Studios, was selected Best Vita Game of 2013

Since 2005, the IDM Fund has awarded \$13.9 million, creating more than 950 highly-skilled jobs, translating to well over \$56 million in revenues from completed projects.

OMDC funding supports Ontario’s creative industries as they develop, produce and roll out their products onto digital platforms.

Ontario publishers are leading adopters of digital technologies and the OMDC Book Fund has made it possible for them to bring digital production capacity in-house, introduce efficient new digital workflows and increase productivity by 10%. More than 3,500 e-books have been released with OMDC support.

In 2013-14, two magazine publishers received support through OMDC’s pilot initiative to support digital-only magazines. Maple Media launched a mobile-optimized version of their online magazine *29 Secrets* as well as five new e-newsletters. These projects have grown Maple Media’s audience by over 10,000. *2life*, a free app published by 2 for Life Media, is available worldwide in 14 languages and has been downloaded over 100,000 times.



2life

Collaboration and Cross-Sector Partnerships

One of OMDC's primary roles is to promote collaboration among companies, across media sectors and in the broader business community.

.....

While delivery platforms are changing and converging at breakneck speed, Ontario's content creators continue to adapt and strengthen by exchanging expertise, sharing resources and forging strategic partnerships. The stimulus of cross-sector co-operation and collaboration keeps our creative cluster on its toes, and its skills sharpened, to ensure success in the global marketplace.

Francophone Book Publishing Initiative

OMDC secured federal funding of \$40,000 for the next five years towards a new Francophone Book Publishing Initiative and will match the funding from its Book Fund.

From Page to Screen

In February, for the seventh year, OMDC's one-day B2B event, From Page to Screen (FPTS), brought together Ontario publishing and screen-based producers to discuss partnerships and content optioning. Publishers and producers alike were kept busy with more than 400 back-to-back meetings. Designed to promote the adaptation of stories and characters from books to the big and small screens, FPTS has brokered 30 option deals since it began.



Jennifer Paul and Suzanne Ritzau, *Strada Films* at *From Page to Screen*



Gayna Theophilus, *Annick Press*

Live Music Alive and Well at NXNE

Marking its 19th year in 2013, the North by Northeast Festival (NXNE) and Conference has become one of the most highly anticipated music events in Canada, drawing more than 350,000 attendees. OMDC supported roundtables for Ontario companies to connect with promoters and bookers from the northeastern U.S. Based on the popular South by Southwest Festival (SXSW) in Austin, Texas, NXNE has grown into a major showcase for local indie musicians and a cross-sector celebration of talent. Apart from live music, the event now also features a film festival, as well as an interactive digital conference (NXNEi) supported by OMDC.

Ontario's Creative Media in the Global Marketplace

Through its programs and initiatives, OMDC cultivates and nourishes international partnerships to help expand the industry and its revenue base.

.....

In 2013-14, the Export Fund provided \$1.8 million to 213 book publishing, film and television, music and IDM companies for more than 865 business-building trips to international markets and strategic destinations. In the previous year, 204 companies reported sales of over \$380 million at international markets attended with OMDC Export Fund support. Marché International du Disque et de l'Édition Musicale (MIDEM) is one of the key international trade fairs for the music industry and provides a forum for artists, producers, managers and investors from all over the world to talk business, promote labels and generate new revenue streams.

At the 2014 MIDEM conference in Cannes, OMDC hosted the Ontario reception with 28 Ontario music stakeholders and 250 international VIP guests. It also supported both Ontario's presence at the Canada Stand, and the Canadian Independent Music Association's (CIMA) Ontario Showcase with four acts from the province: *Lindsay Broughton, D.O.*, *Ghost Town Orchestra*, and *The Little Black Dress*.



The Wilderness of Manitoba

OMDC also supported CIMA's Canadian Blast at SXSW in Austin, Texas, with an Ontario Showcase, featuring four Ontario artists: *The Beaches*, *Lowell*, *Weaves* and *The Wilderness of Manitoba*.

Each February, creators of children's content gather in New York City for the Kidscreen Summit, a four-day conference and market event showcasing children's youth entertainment products from around the world. For the second year, OMDC partnered with the Youth Media Alliance Medias Jeunesse (a national non-profit organization dedicated to the support of high quality screen-based content for children and teens) by providing meeting



Kidscreen Summit

tables at the summit for Ontario producers to network and do business at the Summit. OMDC was also pleased to be a sponsor of Computer Animation Studios of Ontario's (CASO) booth, showcasing the incredible talent and quality of Ontario's animated productions.

New this year, OMDC presented a networking breakfast, bringing together Ontario and Irish delegates. At the breakfast, Ontario's Conor Holler from Xenophile Media, presented a case study of their transmedia project, *Time Tremors*, that went on to win the iKids Award as Best Learning App for Smartphone.

In March, with support from OMDC, 35 Ontario game companies attended the Game Developers Conference in San Francisco – the largest annual learning and networking event for professional video game developers. OMDC provided networking opportunities and a kiosk for exhibiting.

OMDC supported the International Visitors Program during the Harbourfront International Authors Festival.



Time Tremors



U.K. TV Drama Co-Production Mission

OMDC organized the U.K. TV Drama Co-production Mission from February 24 to 28 to explore new opportunities for big-budget television drama production. In partnership with Film London and MIDAS (Manchester's economic development agency), 10 Ontario producers spent five days in London and Manchester meeting British colleagues, exchanging project ideas and touring key production and post-production facilities to build relationships and establish new partnerships.

The OMDC UK TV Co-production Mission on location in Manchester. (L to R) Anthony Leo, *Aircraft Pictures*; Tecca Crosby, *Entertainment One*; Melissa Williamson, *Pier 21*; James Weyman, *OMDC*; Peter Raymont, *White Pine Pictures*; Fred Fuchs, *Riverside Entertainment*; Alphons Adetuyi, *Inner City Films*; David Cormican, *Don Carmody Productions*; Karen Thorne-Stone, *OMDC*; Nicholas Tabarrok, *Darius Films*; Michael McGowan, *Mulmur Feed Co.*; Gina Vanni, *Take 5 Productions*



IFF at TIFF

During OMDC's 8th International Financing Forum (IFF) at the Toronto International Film Festival (TIFF) in September, 39 Canadian and international producers met with more than 30 industry executives from 15 countries in more than 500 one-on-one meetings.

IFF has been a market launching pad for over 300 feature films, including OMDC-supported *Midnight's Children*, which was selected for screening at TIFF in 2012. More than 50 projects presented at IFF have been financed.

"IFF goes from strength to strength. This fantastically run OMDC event at TIFF needs to be counted among the best international co-pro programs on offer — a veritable one-stop shop for producers and industry veterans alike."

—Paul Scherzer, *Six Island Productions*,
Toronto



OMDC's IFF 2013 Panel: "In Conversation With" series: *Producing – Gettin' It Done*. (L to R) Jan Nathanson, *IFF producer*; Wendy Mitchell, *editor, Screen Daily*; Oscar-winning producers: Iain Canning, Jay Van Hoy, Roman Paul, Emile Sherman and Celine Rattray; James Weyman, *OMDC*

“This gathering was fantastic, primarily due to the quality of the chosen participants. There was a level of experience and talent which provides a platform to really determine what the potential of a project might be, and provides fresh ideas to realize it.”

—Julia Sereny, *Sienna Films*

Also during TIFF in September, Producers Lab Toronto (PLT) was back with co-sponsors OMDC and European Film Promotion Agency bringing together 20 Canadian and European producers to discuss co-production opportunities. Four producers from New Zealand and Australia attended for the first time. This highly effective platform has led to the development of 27 projects.

The producers of *Stay*, which had its world premiere at TIFF 2013, were participants in the Producers Lab Toronto in 2010.

In October in Japan, OMDC provided support for two Ontario Film Fund supported productions screened at the Perspectives Canada Showcase at TIFFCOM, the festival's international co-production market.



PLT offers a platform for producers from around the globe to put together their creative, technical and financial capabilities



Ontario Film Commission

As part of its continuing successful efforts to market Ontario to the international film and television production industry, the OMDC's Ontario Film Commission provides location scouting and facilitation services, at no charge, to producers considering shooting here.

With a permanent marketing presence in Los Angeles (in partnership with the City of Toronto and FilmOntario), direct links to all regional film contacts in the province, and a digital locations database with more than 260,000 high-quality images representing more than 12,000 locations, the Film Commission provides a seamless location experience for both domestic and foreign projects, assisting 160 productions in 2013-14.



The Film Commission, in partnership with the City of Toronto, hosted a three-day familiarization tour of Ontario for 12 senior Hollywood and New York production executives from major independent production companies, ending their visit with a trip to Niagara Falls.

The group also toured Toronto's major studios Pinewood, Showline, Cinespace, and Revival 629, and post-production facilities Deluxe, Mr X., and Technicolor, as well as a surveying popular filming sites such as The Distillery District (Gooderham and Worts), Chinatown, Metro Square, the University of Toronto, St. Lawrence Market, the Fairmont Royal York Hotel and the financial district



The Mortal Instruments: City of Bones won the 2014 Cineplex Golden Reel Award

The Film Commission added 1,187 locations to the Digital Location Library in 2013-14.

Over the past year, the L.A. office helped bring 19 productions with a value of \$282 million to Ontario.

New feature productions got underway in Ontario in 2013-14, including *The Mortal Instruments: City of Ashes* and MGM's remake of the classic horror film, *Poltergeist*. Director Guillermo del Toro's *Haunted Peak* prepped for shooting in 2014.

Scouting levels were also high in Northern Ontario to support a number of films being shot there. The continued increase in film activity in the north prompted OMDC's digital library team to accelerate location shooting and train location scouts in key northern film centres of Sudbury, Parry Sound, North Bay and Sault Ste. Marie.

OMDC hosted the fourth consecutive Toronto/Ontario on Location in L.A. Day, an initiative designed to showcase the province's advantages as a world-class destination for film, TV, VFX, animation and post-production. More than 90 members of the Toronto/Ontario film and TV community participated in the networking event, which included a mini trade show.



Panel (L to R): David Zitzerman, *Goodmans LLP* (Moderator); Panelists: Rebekah Rudd, *MGM*; John Weber, *Take 5 Productions* and Debra Curtis, *Entertainment One*

"Every facet of the film and television industry was represented at the event, so all I had to do was drive from Hollywood to Universal City to feel like I was in Toronto, Ontario!"

—**Justin Levine**, Executive Producer,
Stardust Pictures

Celebrating Ontario's Achievements

2013 Trillium Book Awards

Once again, the talent was stellar and public and media interest was high in June for the celebrations of the 2013 Trillium Book Award/Prix Trillium. The Trillium Book Award, created to recognize the quality and diversity of Ontario writing, is highly regarded both nationally and internationally.

The English and French-language book winners each received \$20,000 and their publishers got \$2,500 to promote the winning titles. The recipients of the awards for poetry in English and for children's literature in French each won \$10,000. A \$500 honorarium went to all finalists.

The Trillium Book Award for children's literature in the French language alternates each year with the book award for poetry in French.

The Trillium Award celebrations included a private authors' dinner and a public event where the finalists read from their nominated works.

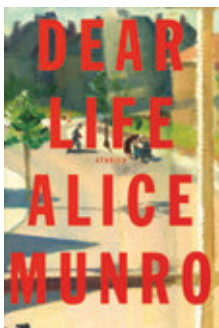
OMDC-supported writers and publishers were also honoured at several other literary competitions in 2013-14, including the Governor General's Literary Awards, Rogers Writers' Trust, Scotiabank Giller Prize, Griffin Poetry Prize and TD Canadian Children's Literature Award and the Prix du livre d'Ottawa.



The 2013 Trillium Book Award Winners – Claude Forand, Alice Munro, Paul Savoie and Matthew Tierney

The 2013 Trillium Book Awards were presented to:

English-Language



Alice Munro, *Dear Life: Stories*
(McClelland & Stewart)

French-Language



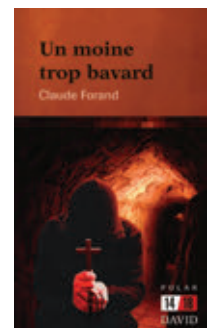
Paul Savoie, *Bleu bémol*
(Éditions David)

English-Language Poetry



Matthew Tierney, *Probably Inevitable*
(Coach House Books)

French-Language Children's Literature



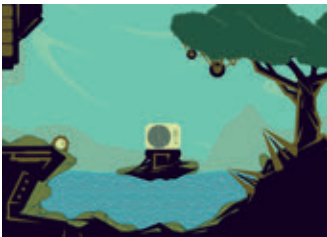
Claude Forand,
Un moine trop bavard
(Éditions David)



Ontario's First Nobel Laureate for Literature — Alice Munro!



Jennifer Baichwal and Edward Burtynsky's feature documentary *Watermark* (an OMDC Film Fund recipient) won the Toronto Film Critics' Association's 2014 Rogers Best Canadian Film Award



Sound Shapes



Guidestones



Leonard Farlinger and Jen Jonas at OMDC's Celebrate Ontario event. Ontario Producer, Jen Jonas was the recipient of the CMPA's Producer's Award at TIFF 2013!

2013-14 Superstars

The venerated Alice Munro, this year's winner of the Trillium Book Award in English, also won the 2013 Nobel Prize for Literature and the International Festival of Authors Harbourfront Festival Prize to add to her collection of many awards. She is the author of 15 collections of shorts stories and one novel, and even has a festival named after her in southwestern Ontario, near her home.

OMDC Film Fund recipient, *Watermark*, won Best Documentary at the Canadian Screen Awards and Best Canadian Film Award from the Toronto Film Critics' Association.

OMDC-supported Ontario game developer, Queasy Games, received eight nominations and took home two awards for the game *Sound Shapes* at the 2013 Canadian Video Games Awards.

OMDC-Supported web series *Guidestones*, from ithentic/Smiley Guy Studios, won Best Digital Program at the International Emmys.

Ruby Skye, P.I. was the Grand Prize Winner at the L.A. Webfest and won four other awards.

Ontario magazines led the nominations at the 36th National Magazine Awards in June, *Corporate Knights* won Magazine of the Year. *The Walrus* picked up four Gold awards. *Hazlitt*, *Report on Business*, *Maclean's* and *Corduroy* were among publications that received more than one Gold award.

Ontario talent and content were honoured at the 2014 Canadian Screen Awards (CSAs), broadcast nationally from Toronto in March. The Gemini and Genie awards merged in 2012 to create these honours that recognize Canadian achievements in film, television and digital media. OMDC sponsored receptions both for nominees and for the CSAs' Digital Media Event.

Ontario producers took home several awards at the Canadian Youth Media Alliance Awards in May. The OMDC-supported project *Kratt Brothers* won the Outstanding Achievement Award.

Ontario producer, Jennifer Jonas, won the Canadian Media Production Association's Producer's Award at TIFF, where her film, *Gerontophilia*, was an official selection. It also had its world premiere at Venice Days at the Venice Film Festival.

TIFF

OMDC's annual salute to Ontario films and filmmakers, Celebrate Ontario, was held again during the Toronto International Film Festival. More than 700 cultural industry, government, media and academic leaders attended and PwC was the sponsor for the fifth year.

Five OMDC-funded feature films were screened at TIFF 2013: *The Art of the Steal*, *Enemy*, *The F Word*, *The Husband* and *Watermark*.



The Art of the Steal



Jonathan Sobol, director of *The Art of the Steal* at Celebrate Ontario



Serena Ryder



Tribe Called Red



Ron Sexsmith

2014 JUNO Award Winners

Again in 2014, Ontario artists raked in the honours. At the 2014 JUNO Awards, there were 12 Ontario winners, including co-host Serena Ryder for both Artist and Songwriter of the Year, A Tribe Called Red for Breakthrough Group of the Year, Ron Sexsmith for Adult Alternative Album and, once again, Justin Bieber for the Fan Choice Award. Hamilton, Ontario, will host the 2015 JUNO Awards.

Other music awards went to Ontario artists and companies at the SiriusXM Indie Awards, the Canadian Radio Music Awards (13 winners including Arts & Crafts for Management Company of the Year), Canadian Music Broadcast Industry Awards (winners included The Agency Group for Booking Agency of the Year and Dine Alone Records for Independent Label of the Year), and the SOCAN Awards.

“The OMDC Magazine Fund has been essential in supporting our transition from print to digital. We have had to make strategic choices in order to position our business for the future and stay relevant with consumers and advertisers alike.”

—Gerry Brown, *2 for Life*

Through its Industry Development Program (IDP), OMDC supports Ontario's content creators and producers by partnering with established trade organizations and business events that stimulate the growth of the province's book, magazine, film, television, music and interactive digital media industries.

Business-building initiatives supported by the Industry Development Program include: MagNet, Canada's leading magazine publishing conference, the Ottawa International Animation Festival, Interactive Ontario's Inplay and iLunch cross-sector business-building sessions, Canadian Independent Music Association's Ontario Showcases at MIDEM, the International Visitors Programme during the International Festival of Authors, and The Word on the Street.

The focus of the IDP-supported Book Summit conference in June was on promoting sales and the discoverability of online content and audience engagement.

In 2013, the Industry Development Program invested \$1.4 million in 64 projects, initiating over 54,000 business leads for participants.

OMDC's Magazine Best Practices Panel, a business development forum for Ontario's magazine publishing professionals drew 40 publishers in May. The theme was “Digital Issues” and panels discussed topics such as business development in digital publishing. Digital consultant Marty White led the audience through a strategic exercise designed to identify their current digital presence and where they want to be. Held throughout the year, Best Practices events are a catalyst for new strategies, new partnerships and new business models.



Digital consultant Marty White at OMDC's Magazine Best Practices Panel



OMDC-supported CIMA's Canadian Blast at MIDEM with an Ontario Showcase, featuring four Ontario Artists (clockwise): *Lindsay Broughton*, *Ghost Town Orchestra*, *D.O.*, and *Little Black Dress*

Noteworthy Fund Facts

In October 2013, the province hit a high note with the launch of the Ontario Music Fund (OMF). The OMF replaced OMDC's former Music Fund and Export Fund. The new three-year, \$45 million grant program is aimed at strengthening Ontario's music companies, stimulating growth, and supporting the sector through four streams:

- **Music Company Development** helps Ontario-based music companies increase recording, production and marketing to boost music sales and support job creation.
- **Music Industry Development** provides support for initiatives, such as digital innovation, music industry training, and new approaches to increase home-grown music exports.
- **Music Futures** helps leverage Ontario's diverse and emerging music industry by supporting small music companies and artist entrepreneurs, for example, those who create music and also handle the business and promotion of their music.
- **Live Music** helps to increase the number and calibre of live music events in the province, generating more opportunities for new and emerging local artists to help grow local economies, and positioning Ontario as a leading destination for live music and music tourism.

In its transitional first year, the Ontario Music Fund provided 108 grants to support music companies and organizations that produce, distribute and promote Canadian music and artists. The OMF is administered by the new Ontario Music Office located within the Ontario Media Development Corporation.

In 2013, the Book Fund awarded more than \$2.2 million to 33 Ontario publishers, with project budgets totalling \$3.6 million. Since 2005, the fund has increased publishers' revenues by over \$44.3 million, their market share by an average of 20% and their profits by 15%, while creating more than 166 new high-value jobs.

In 2013, the Magazine Fund provided over \$1.9 million to Ontario magazine publishers. Since 2005, the fund has awarded \$8 million, created 170 full-time jobs and generated revenues of three times the amount invested.

The 2013 IDM Fund investment of \$3.0 million leveraged an additional \$3.8 million for 23 interactive projects, resulting in more than 2,800 weeks of work for Ontario creators. The Canadian video game sector is anticipated to grow at an annual rate of 5.1% to US \$1.4 billion by 2017, outpacing most other entertainment and media categories.

With an investment of \$33 million since 2005, the Film Fund has supported 255 feature film projects, creating more than 7,120 jobs and over \$423.5 million of GDP for the Province of Ontario.

Tax Credits

OMDC issued its 1,000th Ontario Interactive Digital Media Tax Credit Certificate in March. Announced in 1998, it has supported the development of 4,800 IDM products in the province.

Boosting Vital Tax Programs

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 sectors.

Ontario Book Publishing Tax Credit (OBPTC)

A 30% 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% refundable tax credit on eligible expenditures to produce and market sound recordings by Canadian artists, available to Ontario-based Canadian corporations.

Ontario Film and Television Tax Credit (OFTTC)

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

Ontario Production Services Tax Credit (OPSTC)

A 25% 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% 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% refundable tax credit (35% for development under fee-for-service) on eligible expenditures to develop IDM products in Ontario, available to Canadian and foreign-controlled corporations.

In 2013-14, OMDC delivered an estimated \$518 million in tax credits to Ontario's book publishing, film, television, music and interactive digital media sectors to support 2,689 projects with budgets totalling \$4.8 billion.

Tax Credit Statistics 2013-2014

	Applications Received	Products Productions Received	Number of Certificates Issued	Number of Projects	Total Value of Estimated Tax Credits	Project Value
OBPTC	647	647	611	611	\$3,450,009	\$12,269,605
OSRTC	61	61	159	78	\$614,955	\$3,376,081
OFTTC	299	299	368	368	\$177,101,164	\$1,045,060,035
OPSTC	167	167	174	174	\$224,715,382	\$3,157,797,546
OCASE	83	247	110	301	\$44,236,553	\$420,084,598
OIDMTC	278	1,759	202	1,157	\$68,260,040	\$233,101,176
TOTAL	1,535	3,180	1,624	2,689	\$518,378,103	\$4,871,689,040

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.

OMDC conducts and supports research that advances knowledge, fosters growth and drives innovation in all six creative sectors. This research is crucial to keeping Ontario's content creators up to date on global trends, technological advances and market intelligence. We commission our own research, as well as awarding research grants for studies by not-for-profit industry organizations that will benefit the creative cluster overall. The agency also compiles industry profiles to provide current information on developments and issues in each industry.

.....



(L to R), Lisa Freeman, Karen Thorne-Stone, Julie Whelan, Gary Garland, Raina Wells, Lisa Fitzgibbons and Scott Honsberger

Over the past 12 months, the online library had 800 unique visitors, who conducted a total of 2,883 searches.

OMDC Online Research Library

Introduced in 2009, the OMDC Online Research Library offers 24/7 access to a fully searchable database of cultural media research, statistics and industry profiles. There are now 1,160 documents in the Online Library.

Research Showcase 2013

In April, the fourth annual Research Showcase highlighted recent studies from Ontario's cultural media sectors. Seventy-five researchers, government partners and guests from across the province's cultural media industries heard findings from OMDC-supported research studies.

OMDC Program Evaluations

Independent evaluations of the Magazine, Music and Book Funds in Industry Development Group were undertaken throughout the year and involved extensive consultations with industry stakeholders to explore the impact and relevance of the individual funds since their inception. All three evaluations concluded that the Magazine, Music and Book Funds play a valuable role in supporting investments in the industry, in technology and enabling companies to grow and adapt to the changing marketplace.

In 2013-14, 10 OMDC-funded research studies were released:

- *Branded Entertainment: A New Production Financing Paradigm* (CMPA)
- *Mobile Apps: Generating Economic Gains for Creative Media Industries in Ontario* (ICTC)
- *2012 Canadian Interactive Industry Profile* (Canadian Interactive Alliance)
- *The Branded Entertainment Landscape* (CMPA)
- *An Economic Impact Study of the Ontario Book Publishing Industry* (OMDC)
- *Indigenous Feature Film Production in Canada: A National and International Perspective* (imagineNATIVE Film + Media Arts Festival)
- *An Ethical Framework for Marketing and Monetizing Digital Content Media* (kidsmediacentre, Centennial College)
- *A Re-Imagined Book Fair* (The Association for Art and Social Change)
- *Getting Real Volume 5* (Documentary Organization of Canada)
- *Toronto Indie Production (TiP) Legacy Project* (ACTRA-Toronto)

Doing Business Better

Reaching our audience

Social Media

OMDC and the content creators we support benefit from increased exposure and awareness through our substantial social media presence. An increase in the number and duration of visits to the OMDC Facebook page, Twitter feed and YouTube channel mean audience interest and engagement continue to grow. In 2013-14, OMDC added more than 1,100 Twitter followers, got more than 580 'Likes' on Facebook, uploaded 85 videos to YouTube (attracting more than 11,500 views) and achieved a Klout Score of 58.

OMDC Workshops

OMDC staff conducted frequent workshops and information sessions throughout the year about how to benefit from and apply for OMDC support. Interest comes from budding artists and students in the cultural media streams to industry groups and international business partners. Stakeholder outreach continues to be a top OMDC priority.

The Ontario Film Commission's popular print collaboration Ontario Production Guide has been converted to an online searchable database and launched on OMDC's website.

Improving the process

Tax Credit Risk-Based Assessment Model

OMDC worked with the Ministry of Finance to customize the MOF's automated risk assessment system for use with the Ontario Film and Television Tax Credit.

Risk-based assessment for the OFTTC as a pilot model was implemented in February, 2013. It was rolled out across four of the five remaining tax credits in 2013-14: the Ontario Book Publishing Tax Credit in June 2013; the Ontario Production Services Tax Credit in September 2013; the Ontario Interactive Digital Media Tax Credit in December 2013; and the Ontario Computer Animation and Special Effects Tax Credit in March 2014.

2014-15 Goals

Over the next 12 months, we aim to:

Improve Access to Financing

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

Enable Business Evolution

Promote innovation by creating opportunities for Ontario's 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, value as an information hub for stakeholders and government, and champion for Ontario's cultural media industries.

