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Ontario

**Ontario Media
Development
Corporation**

**Société de
développement
de l'industrie
des médias
de l'Ontario**

News Release / Communiqué

February 15, 2007

Ontario Government invests \$1.8 million in support of Ontario's creative industries

Toronto, Ontario— The Hon. Caroline Di Cocco, Minister of Culture and Kevin Shea, Chair of Ontario Media Development Corporation (OMDC), today announced the awarding of \$1.8 million to 14 initiatives in the first year of Ontario's *Entertainment and Creative Cluster Partnerships Fund*.

"This fund demonstrates Ontario's commitment to supporting our vital entertainment and creative industries, which contribute over \$6.7 billion annually to the province's economy and support 36,000 jobs," said Di Cocco. "These projects will help further establish Ontario's creative and entertainment industries as world leaders."

"The investment in Ontario's cultural industries is geared to creating growth in this important economic sector," said Shea. "These 14 initiatives represent more than 55 companies, institutions and organizations from Ontario's book and magazine, film and television, music and interactive digital media cluster." OMDC administers the fund on behalf of the Ministry of Culture.

"Our experience with the Partnerships Fund has been terrific," said Sue Sheridan, Executive Director, Women in Film and Television -Toronto (WIFT-T). "It was as if the Ontario Ministry of Culture and the OMDC had read our minds and specifically designed a program that would meet our stakeholders' needs and the needs of our partners. And, as the Business Learning Initiative rolls out, WIFT-T will be sharing our outcomes with our colleagues in other sectors who, we feel, will be able to adapt our experience to their own educational needs."

The three-year \$7.5 million fund was launched in September 2006 to stimulate growth in Ontario's entertainment and creative industries by promoting capacity building, marketing innovation and skills development.

The 14 initiatives provided with funding will:

- help publishers find new markets by digitalizing books
- promote the development of creative innovation hubs
- develop a web-based information and marketing tool that will evolve into a distribution portal for independent documentary filmmakers
- develop an incubator to assist digital media entrepreneurs
- attract high-profile speakers to an annual conference to promote the Canadian design and technology community

- develop online and classroom professional development training for members of the music industry
- develop a digital licensing agency for Canadian independent recording labels and artists
- develop an intensive two-day digital initiatives training program created specifically for Canadian magazine publishing professionals
- explore development of a web portal where users can sample and shop for Canadian cultural content
- establish a motion capture “clean-up” facility that will position Ontario to grow its game industry by providing training and content creation
- create a senior and emerging level certification course for media professionals
- support R&D, commercialization, and economic development within the entertainment, screen-based and other creative industries aimed at creating a world-leading economic cluster in the GTA
- create an interactive business partnering network that will interconnect Ontario’s creative, research, training and technology players with the resources and people they need to grow their businesses
- develop a distribution model for Ontario's film/television content aggregators

The next deadline for the *Entertainment and Creative Cluster Partnerships Fund* will be announced later this year on OMDC’s website at www.omdc.on.ca.

About Ontario Media Development Corporation:

Ontario Media Development Corporation’s mandate is to build Ontario’s cultural industries capacity and competitiveness. Through tax credits, programs and services for the film and television, book and magazine publishing, music and interactive digital media industries, OMDC maximizes opportunities for growth and innovation in Ontario and abroad.

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EDITORS' NOTE: BACKGROUNDER AVAILABLE AND DESCRIPTION OF PROJECTS POSTED ON OMDC WEBSITE WWW.OMDC.ON.CA

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