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Ontario

Ontario Media Development
Corporation

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

News Release / Communiqué

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Ontario Government invests \$1.7 million in Ontario's cultural media industries

Toronto, Ontario— The Hon. Aileen Carroll, Minister of Culture and Kevin Shea, Chair of Ontario Media Development Corporation (OMDC), today announced the investment of \$1.7 million in 13 initiatives in the second year of the *Entertainment and Creative Cluster Partnerships Fund*.

“Ontario’s rapidly-growing entertainment and creative cluster makes a significant cultural and economic contribution to the life of the Province,” said Carroll. “I am delighted that this fund brings together a broad cross-section of Ontario’s cultural media organizations to create the kind of innovative solutions that will reinforce their global leadership.”

“These 13 initiatives represent 107 companies, institutions and organizations from Ontario’s book, film and television, music and interactive digital media cluster,” said Shea. “The synergies created by these projects will inspire others and will help shape our burgeoning knowledge economy.” OMDC administers the fund on behalf of the Ministry of Culture.

“The support from the OMDC is a significant indicator of the transformation underway in Niagara,” said Dr. Jack Lightstone, President of Brock University. “*nGen* is a business generator and capacity builder in the interactive media sector that will contribute in a very concrete way to the growth of high value-added knowledge-intensive enterprise in Niagara. Brock is proud to be a part of an unprecedented and highly productive collaboration with Niagara College, Silicon Knights, City of St. Catharines, Region of Niagara, Niagara Enterprise Agency and Interactive Ontario that will move this initiative forward for the benefit of both the economy and the culture of our region.”

Three of the first interactive projects coming out of *nGen* include: a "serious game" related to the War of 1812; a web-based social networking project promoting the Niagara music scene; and an investment attraction tool targeting companies in the digital media sector.

Other unique projects include: *Toronto Green Screen*, an initiative that will enable Toronto (and eventually all Ontario) film and television productions to be independently certified as environmentally-friendly; *Virtual Music Community*, an Ottawa-based project of l'Association des professionnels de la chanson et de la musique (APCM) to help Franco-Ontarian musicians sell music on the Internet using i-Tunes-linked Select Digital service; and *Game ON!* a set of programs and services that brings together Ontario's leading video games industry leaders, educators, trainers and government agencies for the purpose of "powering ON" the Ontario games industry.

The initiatives also include:

- **E-Content Portal** - a pilot web portal containing newly digitized books in an easy to use database allowing professors to customize law and history course packs for their students.
- A feasibility study for creating a **multi-media production centre** in the Ottawa region.
- **Mobile Experience Innovation Centre** - A research and development collaboration between major industry, SME and academic/research partners that provides a forum to analyze and begin to gather capacity for research, commercialization of research and strategic foresight for Ontario's mobile content industry.
- **Gutenberg 2.0** - providing advanced technology skills for mid-to-upper level executives in Ontario's book publishing sector.
- **Canadian Publishers Digital Asset Augmentation** - a project to facilitate the entry of a variety of Canadian book publishers into emerging digital markets.
- A cross-sector **Digital Music + Media Summit (DMS)** for Ontario's music and digital media leaders to find new revenue opportunities through partnerships for the enhancement of the consumer's experience.
- **Books-to-Screen Database** - an online link for book publishers to connect with film and television producers.
- **DocAgora Ontario (DAO)** - a project to create a marketplace and alternative models for cross-platform documentary/new media projects.
- **Livres pour le Canada français** - an initiative to market and distribute French-Canadian books in all of French Canada through print, bookstores and media outlets.

The *Entertainment and Creative Cluster Partnerships Fund* is a three-year \$7.5 million fund that 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 next deadline will be announced next 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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