

## OMDC LAUNCHES \$2 MILLION SCREEN-BASED CONTENT INITIATIVE

*Eligible Ontario companies can apply for up to \$100,000*

NEWS

June 17, 2008

TORONTO – Ontario Media Development Corporation (OMDC) today announced the establishment of the [OMDC Screen-based Content Initiative](#), a \$2 million program that will provide eligible Ontario screen-based content creation companies – including film and television producers, interactive digital media content producers and video game developers – with funding for early-stage development activities that are required to bring projects closer to the production-ready stage and to help create a package appropriate to attract production financing.

Successful applicants will receive a non-refundable contribution of up to \$100,000 to a maximum of 75% of the budget to support these activities. Companies may apply for financial support for several activities or phases associated with a single project or a slate of projects.

### Examples of eligible activities include:

- concept, story and/or character development
- creation of design and technical specification documents
- preparation of business and marketing plans
- development of prototypes or demos
- market research and testing
- script writing

### QUOTES

"The OMDC Screen-based Content Initiative was developed to help address the challenge of access to development capital," said **Karen Thorne-Stone, OMDC President & CEO**. "It is open to companies from a variety of different screen-based industries, and it will support early-stage development for television, features, mobisodes, webisodes, video games, internet properties and more."

"As our creative media industries work to adapt their competitive strategies and business models to take advantage of emerging technologies and changing markets, the Ontario government continues to be committed to these sectors and to exploring new ways to support them," Thorne-Stone added.

"This fund is groundbreaking for Ontario producers and it represents an important step in the development of cross-platform creativity in multiple sectors. marblemmedia has always believed in the value of telling stories across all platforms, but one of the challenges is securing funding for this new method of content creation," commented **Mark Bishop, Executive Producer, Partner- marblemmedia**. "We applaud the OMDC for the creation of this new initiative."

"We would like to thank the OMDC for its development of the screen-based content initiative which we think will provide the impetus for many small and emerging companies to produce amazing, original and commercially successful interactive games and media," said **Rob DePetris, Vice President of Silicon Knights and Director, Interactive Ontario**.

‘The OMDC Screen-based Content Initiative is an important step towards addressing the access-to-capital gap for Ontario’s screen-based companies,” said **Sarah Ker-Hornell, Managing Director, FilmOntario**. “This investment recognizes screen-based companies as economic drivers for Ontario; we view this as a good first step in addressing recommendations contained in the PwC Economic Study on Ontario’s screen-based industry.”

## QUICK FACTS

- Information sessions will take place on July 9, 2008.
- Deadline is August 25, 2008.
- Successful applicants will be notified by late November 2008.

## LEARN MORE

To find out if your company and project are eligible for OMDC Screen-based Content Initiative read the [guidelines](#) and [application form](#).

Interested companies with a project that meets the eligibility requirements are encouraged to attend an upcoming [information session 1](#) and [information session 2](#) to have their questions answered.

[Ontario Media Development Corporation](#) (OMDC) is an agency of the Ontario [Ministry of Culture](#) that facilitates economic development opportunities for Ontario’s cultural media industries including book publishing, film and television, interactive digital media, magazine publishing, and music industries.

- 30 -

---

### **Contact for OMDC:**

Sharon Wilson, OMDC Communications  
T. (416) 642-6616 E-mail: [swilson@omdc.on.ca](mailto:swilson@omdc.on.ca)

[www.omdc.on.ca](http://www.omdc.on.ca)

*disponible en français*