

February 10, 2010

Ontario's Entertainment and Creative Cluster Partnerships Fund Awards 17 Innovative Projects

Entertainment and Creative Cluster Partnerships Fund Recipient's List - Fourth Round Co-administered by Ontario Media Development Corporation (OMDC) & Ministry of Culture			
PRIMARY PARTNERS	SECONDARY PARTNERS	ADDITIONAL PARTNERS	PROJECT TITLE/DESCRIPTION
Algoma University	Digital Arts and Technology Association (DATA), Brock University, Cerebral Vortex Games Inc., Digital Extremes, PlayBrains Inc.	Sault Ste. Marie Innovation Centre, Ontario College of Art and Design (OCAD), City of Toronto, Communitech: Waterloo Region Technology Association, Fanshawe College, Conestoga College Institute of Technology and Advanced Learning, Side Effects Software Inc., London Economic Development Corporation (LEDC), Niagara Interactive Media Generator/nGEN, Ottawa Centre for Research and Innovation (OCRI)	Ontario Digital Games Business Incubator Network This project creates a network of business incubators and related institutions serving the digital games development community in Ontario. Regardless of their location in the province, developers of digital games will be able to access the very best business incubation and acceleration programs and services. The network will also leverage the resources and talents of related academic institutions, promoting the right skills and providing opportunities for graduates.
Association of Canadian Publishers (ACP)	Organization of Book Publishers of Ontario (OBPO)		Canadian Publishers Digital Services Implementation Project (CPDS) Canadian Publishers Digital Services is a suite of services being offered by the Association of Canadian Publishers that will help publishers maximize the fast emerging opportunities presented by digitization technology and build their capacity to flourish and thrive in the quickly changing digital marketplace. CPDS will allow participating publishers to leverage the benefits of collectivity in three ways: purchasing the necessary technology and services to enter the marketplace at reduced costs; offering the marketplace a substantial body of content on terms more advantageous to publishers because of the volume on offer; and distilling for publishers the most current and relevant information on technology developments and market opportunities.

Canadian Independent Music Association (CIMA)			Virtual Music Export Office Designed to create and support alliances, the Virtual Music Export Office will increase agility in the cluster and respond to major shifts in creation, distribution and delivery systems. The project will target emerging markets and distribution channels by: contracting individuals in Asia/Pacific, UK/Europe and the U.S. to rep Ontario music companies; forming an outbound mission to the Los Angeles TV and film markets; and providing professional instruction for Ontario-based companies on how to conduct business in the previously mentioned markets.
Canadian Music Week	Music Managers Forum Canada, Canadian Music Publishers Association (CMPA), Canadian Independent Music Association (CIMA)	Indian Music Industry (IMI)	Spotlight on India "Spotlight on India" is Canadian Music Week's initiative to exploit new territories, market through new channels, expose new musical genres from niche markets, and help Ontario businesses enter or expand in the Indian market. Plans include: promoting trade and investment between Ontario and India; fostering direct contact between Ontario and international buyers; providing market intelligence to assist Ontario companies develop strategies for India; and working with local Indian communities to promote Indo-Canadian artists in their natural markets overseas.
Computer Animation Studios of Ontario (CASO)			CASO Web Based Development Tools aka "CASO Cluster Hub" A suite of web-based social networking and marketing tools that will: strengthen links between CASO members; improve CASO member outreach and recruitment; and provide a centralized marketing platform for new business and employment opportunities in the digital animation and effects cluster.
Documentary Organization of Canada - Toronto Chapter (DOC)	Ryerson University, Hot Docs - Canadian International Documentary Festival	National Film Board (NFB)	DOCShift: Real Stories to Multiple Platforms This project creates business opportunities for Ontario filmmakers and new media producers by facilitating the merger of skill sets and innovative interactive documentary genres. The project comprises three components: a creative convergence lab, a series of training workshops and an incubator program to output working prototypes ready for full production.
Exclaim!	Glassbox Television Inc., Arts & Crafts Productions Inc.	Universal Music Canada, CBC Radio3	X3 Source For Canadian music fans, the X3 Source unites the very best music news, interviews, videos and more from multiple publishing partners into an online resource that travels with you as you browse your favourite music websites and blogs. This web application 'widget' will dramatically enhance the ability of emerging Ontario and Canadian bands to reach music fans.

FITC Events	York University, Canadian Film Centre (CFC), Women In Film and Television - Toronto (WIFT); Digital Arts and Technology Association (DATA)	C3 Inc.	<p>The Interactive Narratives Initiatives</p> <p>This project makes a new way of telling stories available to Ontarians using the very latest in interactive content management software – by introducing a new media architecture featuring an adaptive nature that can change the users' experiences on the fly during the playback of audiovisual content. In doing so, creators of audiovisual content in Ontario will be able to display their present content in a more engaging fashion than is possible with more traditional linear film or TV techniques.</p>
Hot Docs - Canadian International Documentary Festival	Centennial College, Documentary Organization of Canada – Toronto Chapter (DOC)	KinoSmith, Real Screen	<p>DOC DigiMarket Initiative Phase Two</p> <p>An eighteen month multi-platform/multi-event project, the Doc DigiMarket Initiative will provide Ontario documentary producers and filmmakers with new incubation and financing opportunities for cross-platform content, as well digital marketing and distribution training and resources. This will be delivered through events staged at the Hot Docs Canadian International Documentary Festival and online, including a public portal enhancement to allow access to a large number of Hot Docs titles for a preview and purchase consumer point-of-sale.</p>
International Readings at Harbourfront Inc.	House of Anansi Press Inc., McArthur & Company Publishing Limited		<p>International Visitors Programme</p> <p>This project will build on and expand the International Visitors (IV) Programme at the annual International Festival of Authors in October to create new international networking and business opportunities for Ontario publishers. International publishing industry professionals including editors, publishers, literary agents, rights managers and booksellers will be recruited to participate in a four-day programme of meetings, panels and events designed to create inter-industry dialogue and grow relationships with key international decision-makers.</p>
Magazines Canada			<p>Canadian Magazines International (CMI)</p> <p>Canadian Magazines International has two components: the first will bring key international magazine publishing innovators and decision-makers to Canada for the annual MagNet Conference held in Toronto, while also sending Canadian magazine leaders around the world for conferences and knowledge-exchange; the second will profile Canadian magazine publishing leaders in a semi-annual professional magazine (print and digital), 'Canadian Magazines Canadiens'. The professional trade magazine will be sent to key magazine publishing decision-makers in Canada and worldwide.</p>

North by Northeast Conferences Inc. (NXNE)	FITC Events, NOW Magazine Inc.	Interactive Ontario Industry Association, SXSW Interactive, Glassbox Television Inc.	<p>NXNEi</p> <p>A new event for digital creators, tech entrepreneurs and new media producers at the NXNE Festival and Conference. Focused on integrating musicians and the music industry with the interactive world, NXNEi will consist of three components: Presentations and Panels, Connections ("speed-dating"), and Industry Networking. NXNEi will also enable bloggers, web designers, and social media experts to learn about new products and technologies, share new ideas and innovations, develop new business strategies and marketing opportunities, and to network and expand industry connections.</p>
Organization of Book Publishers of Ontario (OBPO)	Project Bookmark Canada	Humber College - The Creative Book Publishing Program	<p>Ontario: Read It Here</p> <p>This project promotes Ontario literature, locales and literary events to the widest possible audience, on site and online by: installing permanent plaques bearing passages from site-specific literature in locations across Ontario; producing "readalogues"/travelogues for said installations; creating an interactive online map including the "readalogues"/travelogues to create an attention-grabbing web presence; and a fully-rounded, comprehensive marketing and publicity campaign for the project.</p>
Sheridan Institute of Technology and Advanced Learning	Computer Animation Studios of Ontario (CASO)		<p>Fast Forward to a Digital Future - Education and Training for Ontario Animation</p> <p>This project will quickly and efficiently train industry professionals in a broader range of animation and business skills so they can fully contribute to the long-term growth of Ontario's entertainment and creative cluster. Proposed training pilot courses are: Entrepreneurial and Business Skills Development ("The Business of Digital"); Improved Production Pipeline Content Knowledge; and Trainer Professional Development ("Successful On-Boarding for new employees: A Train the Trainer Approach").</p>
Strategic Innovation Lab, OCAD	Corus Entertainment Inc., Breakthrough New Media Inc., marbledmedia Interactive Inc., Association of Canadian Publishers (ACP)	Sheridan College, York University, National Film Board (NFB), Communitech: Waterloo Region Technology Association, Glassbox Television Inc., Nordicity Group Ltd., Achilles Media Inc., Gesturetek, Maple Leaf Sports & Entertainment, Ontario Centres of Excellence	<p>2020 Media Futures</p> <p>A multi-industry strategic foresight project designed to understand and envision what media may look like by 2020 – what kind of cross-platform internet environment may shape our media and entertainment in the coming decade and how Ontario firms can take action today toward capturing and maintaining positions of national and international leadership.</p>

<p>University of Toronto - Knowledge Media Design Institute (KMDI)</p>	<p>University of Western Ontario - Laboratory for Humanistic Fabrication</p>	<p>Interactive Ontario, Ontario College of Art and Design (OCAD), Brock University, Three S Productions - Home of BunnyEars.tv, Aesthetec Studio Inc., marblemedia Interactive Inc., Torch Partnership Inc., Emerging Methods</p>	<p>Designing Digital Media for the Internet of Things (DDiMIT) The 'internet of things' heralds new opportunities for media content creators. DDiMIT provides a platform for collectively exploring these new possibilities. The project will develop a physical space and tools for hands-on workshops, collaborations and showcase events as well as a virtual space for disseminating the work of local media companies. By sustaining knowledge-sharing & exchange between consortium members and by leveraging ongoing work by university partners, the project will work to build Ontario as a global centre for innovation in designing new digitally-enabled objects and related media. The project will also explore possible models for long-term sustainable support for its mission.</p>
<p>York University - Faculty of Fine Arts</p>	<p>Canadian Film Centre (CFC)</p>	<p>Cinespace Film Studios, Ontario Centres of Excellence, Computer Animation Studios of Ontario (CASO), Starz Animation Toronto, 3D Camera Company, PS Production Services Ltd., Creative Post Inc., Side Effects Software Inc.</p>	<p>3D FLIC (3D Film Innovation Consortium) 3D FLIC will create a model for applied research and development that will expand the capacity for stereoscopic 3D cinema production in Ontario. Academic and industry-led applied research projects will bring together renowned vision scientists and filmmakers at York University and the acclaimed Canadian Film Centre with screen-based industry leaders and cover all facets of 3D media production. R&D teams formed among these 3D FLIC partners will develop new knowledge about 3D production and workflows, directly support commercial growth, and train the next generation of content creators to ensure Ontario is a leader in this new production paradigm.</p>

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