

Annual Report 2010

INDEPENDENT PRODUCTION FUND



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Message from the President

It is with great pride and a sense of accomplishment that I present to you the 2010 Annual Report of the Independent Production Fund – celebrating our 20th anniversary. The members of the Board of Directors and the management team rolled up their sleeves and pioneered new programs, despite an unstable economy, the uncertainty of the impact of the Canada Media Fund's new directions, and the disruption on traditional audience viewing habits that has occurred due to new technologies. The IPF prepared for some of this in 2009 by entering into an agreement with the Cogeco Program Development Fund to collaborate to ensure ongoing funding for dramatic television series. Thanks to the renewal of this agreement in 2010, 17 drama series and MOW's received over \$3M in funding. Mission accomplished!

I am particularly proud of the bold step that my colleagues undertook in developing and launching a new pilot program to finance drama series created for the web. The goal of this program was to explore new forms of dramatic expression and new models of digital content. Mission accomplished once again!



The IPF received 166 applications for web series financing, 121 in English and 45 in French. We were amazed by the widespread interest in this form of production. An intensive evaluation process combining the opinions of industry specialists and web users, resulted in a short-list of 23 projects. The Board of Directors was challenged to select 11 outstanding proposals for funding. These projects represent 942 minutes of linear fiction enhanced by a variety of associated interactive activities. Many of these series are already online and we invite you to preview them and check out our new IPF content dashboard, [Wip](http://www.ipf.ca/webseries) (www.ipf.ca/webseries). There have been many challenges: insufficient funding, lack of experience, inappropriate regulations, labour-intensive marketing and promotion...but we have been working closely with the 2010 production teams and future partners to encourage new ideas, new talents, and new know-how in a sector in which Canadian creators are already making their mark.

My thanks go to the management teams in Montreal and Toronto for their energy and enthusiasm, and to my colleagues on the Board of Directors for their willingness to undertake exciting new risks. We have approved the renewal of this web series funding program for 2011 to ensure the continuity of our vision for alternate forms of drama production. We await impatiently the results of all the efforts and we hope that new partners will join with us in the future to enrich the possibilities of Canadian web series production.

A handwritten signature in black ink, appearing to read 'C. Ohayon', written in a cursive, stylized script.

Charles Ohayon
President

Board of Directors

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1. Charles Ohayon – President

Charles Ohayon has worked in television, advertising and film since 1979. He produced commercials at Films 24 and feature films and TV series at Cléo 24 where he was President. From 1994 to 1998 he was the Director General of Programming (Television) for the Société Radio-Canada. He was a member of the Board of Directors of the APFTQ and the CTF as well as the Academy of Canadian Cinema and Television. In 2005, he took a one year mandate as General Manager to reorganize the operations of l'Institut national de l'image et du son. He is President of the board of directors of the Academy of Canadian Cinema and Television- Quebec section.

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2. Roman Melnyk – Vice President

Roman Melnyk is a lawyer and former television executive. He held several senior positions with the Canadian Broadcasting Corporation, including Senior Legal Counsel, Director of Independent Production, Director of TV Network Programming and Executive Director of Media Operations. Subsequently, he served as Vice-president of Business Affairs with CTV Television Inc.

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3. Steve Ord

Steve Ord is an independent media consultant with more than 20 years of media experience. He most recently held the position of Executive Vice President, Alliance Atlantis Communications, where he was responsible for business and operational aspects of AAC's international television distribution division and content business. Prior to joining AA, he was Manager of Business Affairs at Telefilm Canada. He previously worked in policy consulting with Paul Audley & Associates. He is also a part-time graduate level instructor at the Schulich School of Business (York University).

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4. Heather McGillivray

Heather McGillivray began her career in the television industry in 1972 working on documentaries at the CTV Network. After obtaining her law degree she returned to

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television with Ironstar Communications, a production and distribution company which she and her husband owned. She was Executive Director of the Children's Broadcast Institute from 1987 to 1988. From 1991 to 1995 she was Vice President Programming at the Family Channel. She has served on the Boards of Directors of the Alliance for Children and Television (today known as Youth Media Alliance) and of the St. Joseph's Health Centre in Toronto. She is currently serving on the Board of Directors of the Independent Production Fund.

5. Denise Robert

President of Cinémaginaire Inc., Denise Robert produced more than thirty films, some achieving the highest rewards, such as an Oscar in 2004 for Best Foreign Language Film for *The Barbarian Invasions*. She recently produced Émile Gaudreault's *Father and Guns*, which became the number one French-language film at the box-office in Quebec and Canada; Claude Meunier's first movie *Honey, I'm in love*, as well as coproduced Eric-Emmanuel Schmitt's *Oscar and the Pink Lady*. Her work was recognized with numerous awards such as Knight in the Order of Arts and Letters (Chevalier de l'Ordre des Arts et des Lettres) for her influential role in the promotion of French culture throughout the world. She is member of the prestigious Academy of Motion Picture Arts and Sciences, as well as the British Academy of film and Television.

6. Robert Roy

Robert Roy is a consultant to the television Industry. He was a member of the Board of Directors and Selection Committee of the Cogeco Program Development Fund from 1993 to 2006. He has occupied many different executive positions for a variety of film and television organizations and associations in Canada and internationally. He has been a member of the Board of Directors of the IPF since its inception in 1991 and was Vice-President for many years.

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Administration and Overview



Andra Sheffer
Executive Director



Claire Dion
Associate Director



Charles Zamaria
Financial Director

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Carly McGowan
Project Manager

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WHAT IS IT?

Equity investments for the financing of dramatic television series and grants for professional development programs. New in 2010: production financing for dramatic series created for any platform.

WHO IS IT FOR?

Canadian independent producers with a private Canadian broadcaster first-window licence commitment (or hosted on a Canadian portal or webcasting service – in 2010).

HOW DO YOU GET IT?

The Board of Directors evaluates all eligible applications based on quality, creativity, business plans and financial viability.

www.ipf.ca

Statistics

INVESTMENTS IN THE CANADIAN TELEVISION INDUSTRY

Category	Investement (\$)		Number of Projects	
	2010	1991 - 2010	2010	1991 - 2010
Series	375,000	47,209,286 (1)	3	249 (2)
Web Series	1,012,000	1,012,000	11	11
Professional Development	142,500	3,979,125	12	310
Total	1,529,500	52,200,411	26	570

(1) Includes \$647,678 in funding for Pilots 1991-1998

(2) Includes 17 pilots funded 1991-1998

SERIES INVESTMENT BY LANGUAGE (INCLUDING TELEVISION & WEB SERIES)

	Dollars Invested (\$)		Number of Projects	
	2010	1991 - 2010	2010	1991 - 2010
English	933,000	30,126,226	9	152
French	454,000	16,799,704	5	91
Total	1,387,000	46,925,930	14	243

Series



Degrassi, Season 10

Epitome Pictures Inc.

44 x 30 minutes; MuchMusic

Exec P: Linda Schuyler, Stephen Stohn

P: Linda Schuyler, Stephen Stohn

D: Philip Earnshaw

Season 10 remains true to the principles of Degrassi, telling stories of first experiences that balance gritty realism and infectious humor from a young person's point of view. Stories promote tolerance and respect for others by focusing on timely issues including suicide, unplanned pregnancy, open adoption, transgender youth, parental abandonment, psychological bullying and death of a sibling.



How to be Indie, Season 2

Indie 2 Inc.

26 x 30 minutes; YTV

Exec P: Suzanne Bolch, John May, Vera Santamaria, Jesse Ikeman

P: Jennifer Pun, Colin Brunton

D: John May, Stefan Scaini

Indira Mehta (Indie) humourously straddles the world of her immigrant family and the world of her peers. She's caught at the cross roads of South Asian Heritage Street and Canadian Life Avenue and figuring out how to do things in her own unique way.



Lance et compte : la déchirure

Gaëa Films Inc.

10 x 60 minutes; TVA

Exec P: Caroline Héroux, Stéphanie Héroux, Réjean Tremblay

P: Caroline Héroux

D: Frédéric D'Amours

A year has passed since the terrible bus accident that decimated the team. Marc and Suzie are happy, and decide to start the adoption process. The last season was difficult for Pierre, the coach, and Marc, the President of the team, as these two have different management styles. Marc tells Pierre that he is fired – which is too much for Pierre to handle. Guy is in love with Joanie who has to make some decisions about her future. The gangs and the Mafia pressure Beauchesne to lose certain matches that they have bet on. Will he sell-out the team, just when things are going well?

Webseries



11 Règles

Whimz Studio

11 x 4 minutes

P: Steve Kerr

D: Yan Lanouette-Turgeon

<http://vtele.ca/webteles/11-regles/>

After ten years of life together, And  and Viviane decide to spice up their nights by getting into "swinging"... but only under certain conditions. There are 11 unshakeable rules...at least that's what they think.



BunnyBop!

Periscope Pictures

15 x 5 minutes

P: Cheryl Wagner, Harmony Wagner

D: Cheryl Wagner

www.bunnybop.com

BunnyBop! features young preschool children in bunny suits busy in play and activities including songs and rhymes, and meeting Buddy - the lovable, bouncy Bunny Puppet!



Dakodak

Van Der LOL

6 x 8 minutes

P: Julien Roussin C  t  

D: Laurence Morais-Lagac   et S  bastien Landry

www.dakodak.tv

Three friends dream about getting famous. They get a grant for a project and already see their names in bright lights. However, they discover that the road to success is full of pitfalls and disillusionment, but also friendship.



Fabrique-moi un conte

Jimmy Lee inc.

8 x 5 minutes

P: Richard Jean-Baptiste

D: Podz, Mariloup Wolfe, St  phane Lapointe, Ricardo Trogi, Jean-Fran  ois Rivard, Jean-Fran  ois Asselin, Myriam Bouchard, Louise Archambault

<http://lescontes.radio-canada.ca>

Eight film directors modernize and adapt eight classic fairy tales. They have carte blanche...except that it is the public who decide which fairy tales to adapt, the locations they must take place and the performers. An original way to revise the classics!

Webseries cont'd



Guidestones

Mobile iThentic Productions Inc.

40 x 3 minutes

P: Jonas Diamond

D: Jay Ferguson

www.guidestones.org

Guidestones is a thrilling, interactive web series that follows university student Sandy Pria's every move as she becomes embroiled in a supernatural murder investigation. Determined to solve the mystery, Sandy inadvertently uncovers a covert international cabal set on destroying humanity as we know it.



In the Rough

Lifeforce Entertainment Inc.

10 x 8 minutes

P: J. Michael Dawson, Chantal LeBlanc-Everett, Justin Kelly

D: J. Michael Dawson

www.intherough.tv

Will Ryan has always done the right thing, played by the rules, but just as he seizes a second chance to follow his dream of playing professional golf he discovers his wife in bed with his best friend. Watch Will as he battles the ups and downs of professional play, while trying to manage his relationships off the green.



Juliette en direct

Les Productions Passez Go inc.

10 x 4 minutes

P: Vicky Bounadère

D: Marie-Claude Blouin

www.julietteendirect.telequebec.tv

It's not easy sharing your bedroom with your sister, like nine-year old Juliette has to do. The webseries follows the adventures of the family, while Juliette uses her videoblog to tell the other side of the story!



Moderation Town

Stitch Media Inc.

6 x 4 minutes

P: Evan Jones, Victoria Ha

D: Mark Mullane

www.moderationtown.com

When the main pulp and paper industry of a maritime town shuts down due to changing times, Alex starts a business in Internet Moderation to help save the town. The townspeople change their vocation in a hurry, but all this time exposed to the dirty underbelly of Internet culture is beginning to take a hilarious toll on their innocence.

Webseries cont'd



Papillon

Duopoly & Farmhouse Productions

15 x 4 minutes

P: Kent Sobey, Catherine Tait, Norma Mendoza

D: Kent Sobey

www.airpapillon.com

When your airline is cheap, your staff will be too. This motley crew of misfits promises you'll get what you paid for. Fly Papillon- the airline void of any perks: drinks, meals and seat belts, not included.



Ruby Skye P.I.

Story20H.com

12 x 4 – 8 minutes

P: Jill Golick, Karen Walton, Kerry Young, Steven Golick

D: Kelly Harms

www.rubyskyepi.com

When 15-year old Ruby Skye discovers that one of her neighbours has fallen for the so-called Nigerian email scam, she launches an investigation. But the trail leads in unexpected directions, ending in hilarious and disastrous consequences.



Tights & Fights: Ashes

GopherX.net

180 x 3 minutes

P: Scott Albert, Christopher Guest, Courtney Wolfson

D: Christopher Guest

www.tightsandfights.com

Five super-powered lovable losers must uncover the secret behind the disappearance of Captain Euchre, or all of Toronto will suffer the consequences! Follow their search through the video diaries of Major Faultline, Leopard Woman, Fantabulous Gal, The Plumber and Evil Trojan Borsht. You'll get a peak behind the mask, and into their super-hearts.

Professional Development and Training

WORKSHOPS TRADE FORUMS TELEVISION FESTIVALS SEMINARS

ACADEMY OF CANADIA CINEMA AND TELEVISION

25th Annual Gemini Awards

November 2, 3 & 13th, 2010
Toronto, Ontario

25th Gala des Prix Gémeaux (2010)

September 16 and 19, 2010
Montréal, Québec

ATLANTIC FILM FESTIVAL ASSOCIATION

Strategic Partners

September 16-19, 2010
Halifax, Nova Scotia

BANFF WORLD TELEVISION FOUNDATION

Banff TV Festival 2010

June 13 – 16, 2010
Banff, Alberta

CANADIAN FILM CENTRE

CFC Prime Time Television Program

September, 2010 – February, 2011
Toronto, Ontario

CANADIAN MEDIA PRODUCTION ASSOCIATION

Prime Time in Ottawa 2011

February 16 – 18, 2011
Ottawa, Ontario

CREATIVE WOMEN WORKSHOPS ASSOCIATION

Women in the Director's Chair (WIDC) 2010

November, 2010 – January 2011
Banff, Alberta; Vancouver, British Columbia;
various other locations across Canada

Institut national de l'image et du son

Télésérie 2010 – « Les grands moyens »

April 26 to June 30, 2010
Montréal, QC

ISLAND MEDIA ARTS COOP

Workshop Series

June 7 – 11 & November 22-26, 2010
Charlottetown, PEI

VANCOUVER INTERNATIONAL FILM FESTIVAL

25th Annual Vancouver Film and TV Forum

September 28 – October 2, 2010
Vancouver, BC

YOUTH MEDIA ALLIANCE

2011 Awards of Excellence

June 2, 2011
Toronto, ON

Média Jeunes 2010

November 18 and 19, 2010
Montréal, QC

Canwest Alberta Fund

The Canwest Alberta Fund ("CAF") is administered as a Program of the Independent Production Fund. It was established by Canwest MediaWorks Inc. as a result of CRTC Decision 2007-168, to support Alberta's independent production community by financing the production of priority television programming produced by Alberta production companies for Canadian broadcasters. Three million dollars were invested in the past two years into the production of 20 television dramas, documentaries and lifestyle programming, as well as the development of 15 projects. The Fund operates under Managing Director Jane Bisbee, based in Edmonton.

CAF Recipients 2010

Pre-Development

Balance

Ranchlands Media Group
Documentary Series

For the Love of Hockey

Damberger Film & Cattle Company
Documentary Series

Nerdvana

Mosaic Entertainment
Drama Series

The Princess League

Marni Fullerton Features Inc.
Drama Series

Rocker Girls

Reel Girls Media
Documentary Series

Shababi

Sharing Visions/Reveries Productions
Documentary

Winter Wine

ImagiNation Film and Television
Drama Series

Death and Taxes

Joe Media Group
Documentary Series

Major Junior

Panacea Entertainment
Drama Series

Prime

Gartner Entertainment
Drama Series

Quantum

Michael Jorgensen Films
Documentary Series

The Scarlets

Playground Entertainment
Drama Series

Wagon Wives

Anaïd Productions
Documentary Series