



# INDEPENDENT PRODUCTION FUND

## annual report 2011



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# Message from the President

To launch its 20<sup>th</sup> anniversary, the Independent Production Fund has confirmed its commitment to maintain its innovative funding program to finance the production of web drama series until 2014.

In 2010 the IPF created a pilot program to support linear drama series designed for new platforms. As a result, web series production took off in Canada. In the past two years, 330 proposals were submitted to the IPF for web series funding. Twenty-six of these were approved for funding and can now be seen on web portals around the world. There are many challenges for producers of web drama series and for the IPF, as we pioneer together and share our collective experiences. There is a lot of energy being invested in creating budgets and financial structures, finding rare resources, juggling tight production schedules, developing promotion and marketing strategies, and figuring out the best ways to distribute and exploit the digital content produced.

I would like to thank our provincial funding partners who have joined us to support this program, Film Nova Scotia, SaskFilm, Innovation PEI, Manitoba Film & Music and the Ontario Media Development Corporation. Together we have invested \$1.5 M each year for the production of web drama series across Canada. They have been created for every demographic from pre-schoolers to adults, representing nearly 2000 minutes of drama in addition to associated interactive activities and social media. I invite you to visit our web series dashboard at [www.ipf.ca/webseries/](http://www.ipf.ca/webseries/).

I would also like to sincerely thank the Board of the Cogeco Program Development Fund which has accepted to broaden its mandate for the next three years to include funding of television drama series, as well as the MOW's and mini-series that it has traditionally supported, in order to ensure ongoing financing of all of these production formats for television. And a special thanks also to Bruce Telecom for its annual contributions to the IPF.

During the past 20 years, the IPF has invested \$54 M in the production of television and web drama as well as a wide range of professional development activities. This has been an exciting undertaking with which we are all proud. These millions of dollars of investments represent a lot of energy and hard work. I would like to thank the management team of the IPF for its professionalism and my colleagues on the Board of Directors for their dedication and their thoughtful considerations. I would especially like to highlight the impact of Board member Roman Melnyk who is leaving the Board after 13 years of contributions. His extensive knowledge of the television industry and his wisdom has enriched our discussions and our decisions.



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. 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 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 now member of the Cogeco Program Development Fund.

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## 4. Steve Ord

Steve Ord is an independent media consultant with more than 20 years of media experience. He 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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## 5. Denise Robert

President of Cinémaginaire Inc., Denise Robert has produced many internationally acclaimed feature films including Denys Arcand's *The Barbarian Invasions*, winner of an Oscar and 45 international awards. Among her recent productions are *Le sens de l'humour*, the latest film from Emile Gaudreault, *Surviving Progress*, a documentary from Mathieu Roy and Harold Crooks, Cédric Kahn's *Une vie meilleure*, *Route 132* from Louis Bélanger, Eric-Emmanuel Schmitt's *Oscar et la dame rose* and *De Père en flic*, the all-time highest grossing French-language film at the Canadian and Quebec box office. Denise Robert is a member of the prestigious Academy of Motion Picture Arts and Sciences, as well as the British Academy of Film and Television Arts and the Académie des Arts et Techniques du Cinéma.

# Administration and Overview



**Andra Sheffer**  
Executive Director



**Claire Dion**  
Associate Director



**Charles Zamaria**  
Financial Director

## TORONTO OFFICE

**Carly McGowan**  
Program Manager

**Ella Myers**  
Administrative Assistant

## Independent Production Fund

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## MONTRÉAL OFFICE

**Joanne Duguay**  
Coordinator

**Laurence Beaudoin-Masse**  
Executive Assistant and Edimaster

## Le Fonds indépendant de production

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[www.ipf.ca](http://www.ipf.ca)

## WHAT IS IT?

Equity investments for the financing of dramatic series for the web and grants for professional development programs.

## WHO IS IT FOR?

Canadian independent producers with a series to be hosted on a Canadian portal or webcasting service.

## 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](http://www.ipf.ca)

# Statistics

## INVESTMENTS IN THE CANADIAN TELEVISION INDUSTRY

Category	Investment (\$)		Number of Projects	
	2011	1991 - 2011	2011	1991 - 2011
TV Series	100,000	47,306,257 <sup>(1)</sup>	1	250 <sup>(2)</sup>
Web Series	1,487,500	2,514,102	15	26
Professional Development	156,000	4,141,625	14	324
<b>Total</b>	<b>1,743,500</b>	<b>53,961,984</b>	<b>30</b>	<b>600</b>

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

<sup>(2)</sup> Includes 17 pilots funded 1991-1998

## SERIES INVESTMENT BY LANGUAGE (INCLUDING TELEVISION & WEB SERIES)

	Dollars Invested (\$)		Number of Projects	
	2011	1991 - 2011	2011	1991 - 2011
English	995,000	31,717,966	10	162
French	592,500	17,454,715	6	97
<b>Total</b>	<b>1,587,500</b>	<b>49,172,681</b>	<b>16</b>	<b>259</b>

# Buzz



**+ 2 million VIEWS!**

**+ AVAILABLE ONLINE** through **DOZENS** of **PORTALS**

**+ FEATURED** in **MEDIA OUTLETS** all over the **WORLD**

**+ WINNERS** of many **INTERNATIONAL INDUSTRY**  
and **FAN-CHOICE AWARDS**

“Canada is punching way above its weight in the growing interactive space. . . High percentages of Canadians are consuming media on the Web and production has really been sparked at a high level with support like the IPF.”

– Jonas Diamond, *Uberdude\**

“The concept of ‘first money in’ is a powerful thing. [IPF funding is] a huge stamp of approval and leads immediately to a better chance to close financing. . . I find that the IPF is ready to lend their input, but also to let the teams use their expertise and creativity to show them something they haven’t seen before.”

– Mark De Angelis, *Bill & Sons Towing\**

“I’m proud Canada has agencies like the IPF that have the foresight to see the potential in this new medium and aren’t afraid to lead the charge. I believe our industry will benefit greatly from it.”

– Shaun Johnson, *Verdict\**

“[IPF funding] sends a big message – that there are organizations and individuals out there that see real value in storytelling, especially in new forms.”

– Evan Jones, *Moderation Town\**

« Il ne faut pas voir ces productions comme les parents pauvres de la « vraie télévision », mais plutôt comme un genre en soi qui continuera à progresser et à innover. »

– Nathalie Collard, *La Presse* (juin 2011)

“ . . . having a well-known organization like the IPF saying we think this is a quality project I think will make it easier to get to work with great people. That endorsement is worth a lot.”

– Torin Stefanson, *Your Lupine Life\**

“The Independent Production Fund has been listening to creators and has stepped in to fill a need. They heard us when we said we can’t finance web-only drama and they came up with a fund.”

– Jill Golick, *Ruby Skye PI\**  
(Running with My Eyes Closed)

“ . . . having access to the IPF fund ‘really opens up the creative freedom for web series’”

– Geoff Lapaire, *Space Janitors\**

“I think the IPF’s stress on the business model speaks to the seriousness of the equity investment”

– Ana Serrano, *Prison Dancer\**

“I have to commend you on the tremendous quality productions that were financed through the IPF.”

– Digital Chick TV, April 2011

« Le programme de websérie du FIP est une première internationale, c’est la première fois que du financement a été mis en place pour la production de webséries originales pour des producteurs indépendants. Les résultats sont très impressionnants ! Je suis très fier que cela soit arrivé au Canada. »

– Marc Beudet, président du RPM

# Series



## Degrassi, Season 11

Epitome Pictures Inc.  
41 x 30 minutes; MuchMusic

**Executive Producer:** Stephen Stohn

**Producer:** Linda Schuyler

**Directors:** Philip Earnshaw, Eleanore Lindo, Sturla Gunnarsson,  
Samir Rehem, Stefan Brogren, Farhad Mann

In Season 11 the award winning series remains true to the principles of Degrassi, telling stories of first experiences that balance gritty realism and infectious humour from a teenager's point of view.

# Web Series (English)



## Bill & Sons Towing

8 x 8 min episodes, 8 x 5 min podcasts  
Ready, Set, Panic  
Toronto, Ontario

**Producers:** Charles Ketchabaw, Mark De Angelis, Shawn Bailey

**Director:** Vivieno Caldinelli

**Writer:** Mark DeAngelis

[billandsonstowing.com](http://billandsonstowing.com)

Comedy series featuring the cast of comedy troupe 'The Imponderables'. A floundering tow truck company faces its greatest challenge yet when owner Bill Vanderchuck (61) turns the business over to his four thirty-something sons to run. But since the only thing Eric, Jon, Dave, and Tony have in common are differing opinions on how to run the business, can they keep the family business together without tearing the family apart?



## Moderation Town, Season 2

7 x 10 minutes  
Stitch Media  
Halifax, Nova Scotia

**Producer:** Evan Jones

**Director:** Andrew Bush

**Writers:** Stephan MacLeod, Michael Schaus

[moderationtown.com](http://moderationtown.com)

Comedy Series. Season 2 of Moderation Town shows what happens when the rural Maritimers try to project an image of Silicon Valley in order to bring in new business and compete with the new big moderation corporation that has plans for invasion. The characters have begun their transformation from small town folk into jaded moderators. Now they have to balance their personal life, their online life, and an idealized version of what they want their professional lives to be like.

# Web Series (English) cont'd



## Prison Dancer

12 x 6 minutes  
Prison Dancer Productions  
Toronto, Ontario

**Producer:** Ana Serrano  
**Director:** Romeo Candido  
**Writers:** Romeo Candido, Carmen De Jesus

[prisondancer.com](http://prisondancer.com)

Musical drama series. Journalist Matt Wells investigates the Filipino Prison Dance phenomenon that took the Internet by storm with their sensational choreographed performances of Michael Jackson's Thriller on YouTube. Wanting to know the story behind the dancing, Matt discovers a tale of life, death, dreams, fears and redemption.



## Ruby Skye P.I., Season 2

12 x 3-8 minutes  
Story 2.OH  
Toronto, Ontario

**Producers:** Jill Golick, Karen Walton, Susan Nation  
**Director:** Kelly Harms  
**Writer:** Jill Golick, Julie Cohn

[rubyskyepi.com](http://rubyskyepi.com)

Tween series. Ruby's second mystery, The Haunted Library, features ghosts, greedy heirs, a séance, chases and Ruby's unflagging, stubborn belief that she can solve the mystery despite all signs to the contrary.

## The Runner

14 x 5-7 minutes  
Leaping Lizards Productions Inc.  
Vancouver, BC

**Producers:** Liz Scully, Leonard Terhoch  
**Interactive Services Co.:** Zeros 2 Heroes

Mystery drama series. The Runner submerses viewers in an intriguing murder mystery while chronicling an innocent man's quest for justice. Employing gritty production values, dramatic footage mimics images captured by cell phones, surveillance cameras, local news reports and iPhone and laptop Skype calls, he tries to find out what is really going on.



## Space Janitors

8 x 4 minutes, 25 x 3 minute blogs  
Brooms in Space Productions Inc.  
Toronto, Ontario

**Producers:** Davin T. Lengyel, Geoff Lapaire  
**Director:** Geoff Lapaire  
**Writers:** Geoff Lapaire, Andy Hull

[spacejanitors.com](http://spacejanitors.com)

Comedy series. Live-action parody that pokes fun at classic science fiction like 'Star Wars', 'Star Trek', and 'Battlestar Galactica' by viewing life aboard an iconic Evil Space Station through the eyes of two janitors, Mike and Darby, and their group of galactic misfit friends.

# Web Series (English) cont'd



## Überdude

11 x 4 minutes  
Smiley Guy Studios Inc.  
Toronto, Ontario

**Producer:** Jonas Diamond  
**Director:** Denny Silverthorne  
**Writer:** Jeremy Diamond

Animated comedy series. “Entourage” meets “Superfriends” in this choose-your-own-comedy, as Will Starling (aka Überdude) must learn how to maneuver his way through the new reality of heroism – a world of agents, turf wars, tabloids, and groupies. Will Will stick to his principles or succumb to the pressures of the powerful and the super?

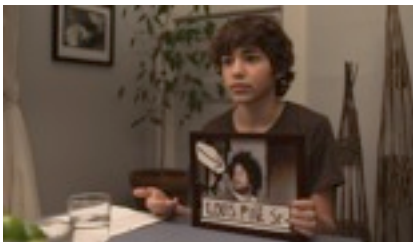


## Verdict

15 x 5 minutes  
Frantic Films  
Winnipeg, Manitoba

**Producers:** Shaun Johnson, Shawn Watson, Jamie Brown, Tammy Marlowe Johnson  
**Director:** Warren Sonoda  
**Writers:** Tammy Marlowe Johnson, Mike McIntyre, Alex Levine

Legal drama series. An intense and interactive legal drama where the viewing audience is the jury determining the verdict by voting on the most compelling and controversial criminal cases of our time.



## Your Lupine Life

13 x 4 minutes  
Karma Film, T3 Digital Productions  
Saskatoon, Saskatchewan

**Producers:** Anand Ramayya, Torin Stefanson, Teri Armitage  
**Director:** Torin Stefanson  
**Writers:** Torin Stefanson, Teri Armitage, Ephraim Ellis

[yourlupinelife.com](http://yourlupinelife.com)

Tween action/adventure Series. Louis Pine (13) is utterly convinced he's turning werewolf any full moon now thanks to a rare genetic inheritance from his absent father. But Louis' family and best friend Mauricio think he may be going loopy not lupine. Who's right?

# Web Series (French)



## 11 règles - Season 2

11 x 4 minutes  
Le Studio Whimz  
Montréal, Québec

**Producer:** Steve Kerr  
**Director:** Steve Kerr  
**Writer:** André Gulluni  
**Broadcaster:** VTélé

[vtele.ca/webteles/11-regles](http://vtele.ca/webteles/11-regles)

Comedy Series. After witnessing their friends André and Viviane wholeheartedly embrace the world of partner-swapping, Niko and Rachel decide to give it a try. To spice things up even more, they set up a list of 11 rules meant to carry them to new heights in their alternative lifestyle – at least, that's the intention!



## Le chum de ma mère est un extra-terrestre

12 x 5 minutes  
Voyous Films  
Montréal, Québec

**Producers:** Marie-Claire Lalonde, Gabriel Allard-Gagnon  
**Director/Creator:** Kim St-Pierre  
**Writer:** Éric K. Boulianne  
**Broadcaster:** Tou.tv

Youth Series. Charles and his friends attempt various experiments meant to prove that Charles' father-in-law is indeed an invader from space. Our three protagonists conduct various tests that, unfortunately, all result in failure and punishment. As Wojciech's behaviour becomes more and more suspicious, Charles decides to take things to the next level.



## Dakodak - Season 2

8 x 8 minutes  
Van Der Lol  
Montréal, Québec

**Producer:** Julien Roussin Côté  
**Directors:** Laurence Morais-Lagacé, Sébastien Landry  
**Writers:** Alexandre Gravel Soublière  
**Broadcasters:** Tou.tv, MSN.ca

[tou.tv/dakodak](http://tou.tv/dakodak)

Comedy Series. Dakodak is a fiction series about the adventures (and misadventures) of four twenty-something creators. Over the course of the first season, they managed to produce their first webseries thanks to a grant. Now, in this second season, François, Laval, Lebleu and Laura must try to maintain a balance between career, love and friendship.

# Web Series (French) cont'd



## Juliette en direct - Season 2

10 x 3,5 minutes  
Les Productions Passez Go  
Montréal, Québec

**Producer:** Vicky Bounadère  
**Director:** Marie-Claude Blouin  
**Writer:** Yan DeMuy  
**Broadcasters:** Telequebec.tv; tfo.org/julietteendirect

[julietteendirect.telequebec.tv](http://julietteendirect.telequebec.tv)

Youth Series. Comfortable in her new life and still sharing her room with her sister Jess, Juliette is thrilled to regain control of her closet in order to share with us her day-to-day life. While season 1 dealt with how children adapt, season 2 will focus on the development of personal skills.



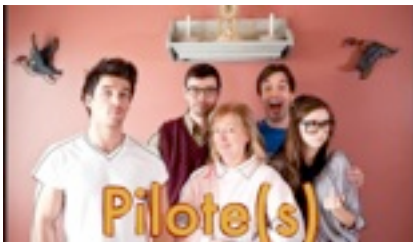
## Manigances

12 x 6 minutes  
Kebweb.tv  
Montréal, Québec

**Producers:** Isabel Dréan, Simon Côté  
**Directors:** Isabel Dréan, Simon Côté  
**Writer:** Ghislain O'Prêtre  
**Broadcasters:** Kebweb.tv, Sympatico.ca

[kebweb.tv/manigances](http://kebweb.tv/manigances)

Mystery and Suspense Series. Would you trust your friends? Famous horror novel writer Michel Galland reveals how he disguised his planned suicide as a friendly homecoming. Five friends, all of them chosen carefully, will unwittingly become the main suspects in their host's premeditated death. However, this perfectly orchestrated evening will lead to some unforeseen and twisted improvisation. Two investigators whose complicity will be put to the test will have to face the very worst of human nature in order to find some logic where nothing seems logical.



## Pilotes

10 x 4 minutes  
Vivaweb  
Montréal, Québec

**Producers:** Sophie Parizeau, Jean-Pierre Morin, Francine Forest  
**Director:** Henri Bernadet  
**Writers:** Patrick Dupuis, Jean-Philippe Duran  
**Broadcaster:** VTélé

[vtele.ca/videos/pilote-s/](http://vtele.ca/videos/pilote-s/)

Comedy Series. Pat and JP receive a letter from their biological father, whom they have never met, yet who bequeaths his entire fortune to them. However, in order for them to be entitled to the impressive sum of money on which the father is literally lying, there is but one condition: they must get a broadcaster to air a TV show they created. During each episode of Pilotes, we will witness Pat and JP's attempts to fulfill their father's request through talent, imagination and wit. Three things which, unfortunately, they sorely lack.

# Professional Development and Training

## **Academy of Canadian Cinema & Television**

2011 Gemini Awards  
September 7, 2011  
Toronto, Ontario

Prix Gémeaux 2011  
September 13 and 18, 2011  
Montréal, Québec

## **Atlantic Film Festival Association**

Atlantic Film Festival 2011  
September 15-18, 2011  
Halifax, Nova Scotia

## **Banff World Television Foundation**

Banff TV Festival 2010  
June 13-16, 2010  
Banff, Alberta

## **Canadian Film Centre**

Prime Time 2011  
September 19, 2011 - February 24, 2012  
Toronto, Ontario

## **Canadian Media Production Association (CMPA)**

Primetime in Ottawa 2012  
February 29 – March 2, 2012  
Ottawa, Ontario

## **Creative Women Workshops**

Women in the Director's Chair 2012  
November 26, 2011 - January 30, 2012  
Banff, Alberta & Vancouver, British Columbia

## **Institut national de l'image et du son (INIS)**

Projet de fin de session du programme télévision pour les auteurs et réalisateurs  
January 2 – 13, 2012  
Montréal, Québec

## **Island Media Arts Coop (IMAC)**

PEI Screenwriters Bootcamp 2011  
June 13-17, 2011  
Charlottetown, Prince Edward Island

## **Just for Laughs Festival**

Just for Laughs Comedy Conference 2011  
July 28-30, 2011  
Montréal, Québec

## **Regroupement des producteurs multimédia (RPM)**

Numix 2012  
May 16, 2012  
Montréal, Québec

## **Vancouver International Film Festival Society**

2011 Vancouver Film Festival  
September 27 – October 1, 2011  
Vancouver, British Columbia

## **Youth Media Alliance**

Children, Youth and Media Conference 2011  
November 17, 2011  
Toronto, Ontario

Gala des Prix d'excellence francophones 2012  
31 mai 2012  
Montréal, Québec

WORKSHOPS TRADE FORUMS  
TELEVISION FESTIVALS SEMINARS

# Canwest Alberta Legacy 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 three years into the production of 20 television dramas, documentaries and lifestyle programming, as well as the development of 29 projects. The Fund operates under Managing Director Jane Bisbee, based in Edmonton.

## CALF Recipients 2011

### Pre-Development

#### **Shooting Deer: Last Days of the George River Herd**

Clearwater Media  
Documentary

#### **iM**

Square Pixel  
Animated Series

#### **Carny Code**

Anaid Productions  
Reality Series

#### **1954 Palm Milk Divco**

1908 Great Auto Race Film Company  
Documentary

#### **Jeff the Chosen One**

Mosaic Entertainment  
Comedy Series

#### **Crystal**

Sharing Visions/Reveries Productions  
Variety Series

#### **To Climb a Mountain**

Raven HD Productions Ltd.  
Documentary Series

#### **Tangled World**

Joe Media Productions Inc.  
Documentary Series

#### **The Manager**

ID: Productions  
Documentary

#### **River Deep, Mountain High**

Certain Films  
Documentary

#### **Bloom**

Rangeland Media  
Information Series

#### **Young Defenders**

Michael Jorgensen Films  
The Company of Writers

#### **Wounded**

Reel Girl Media  
Family Series

#### **Wagon Wives**

Anaid Productions  
Documentary Series

#### **Fire Wars**

Michael Jorgensen Films Inc.  
Documentary Series