



**British
Columbia
Film +
Media**

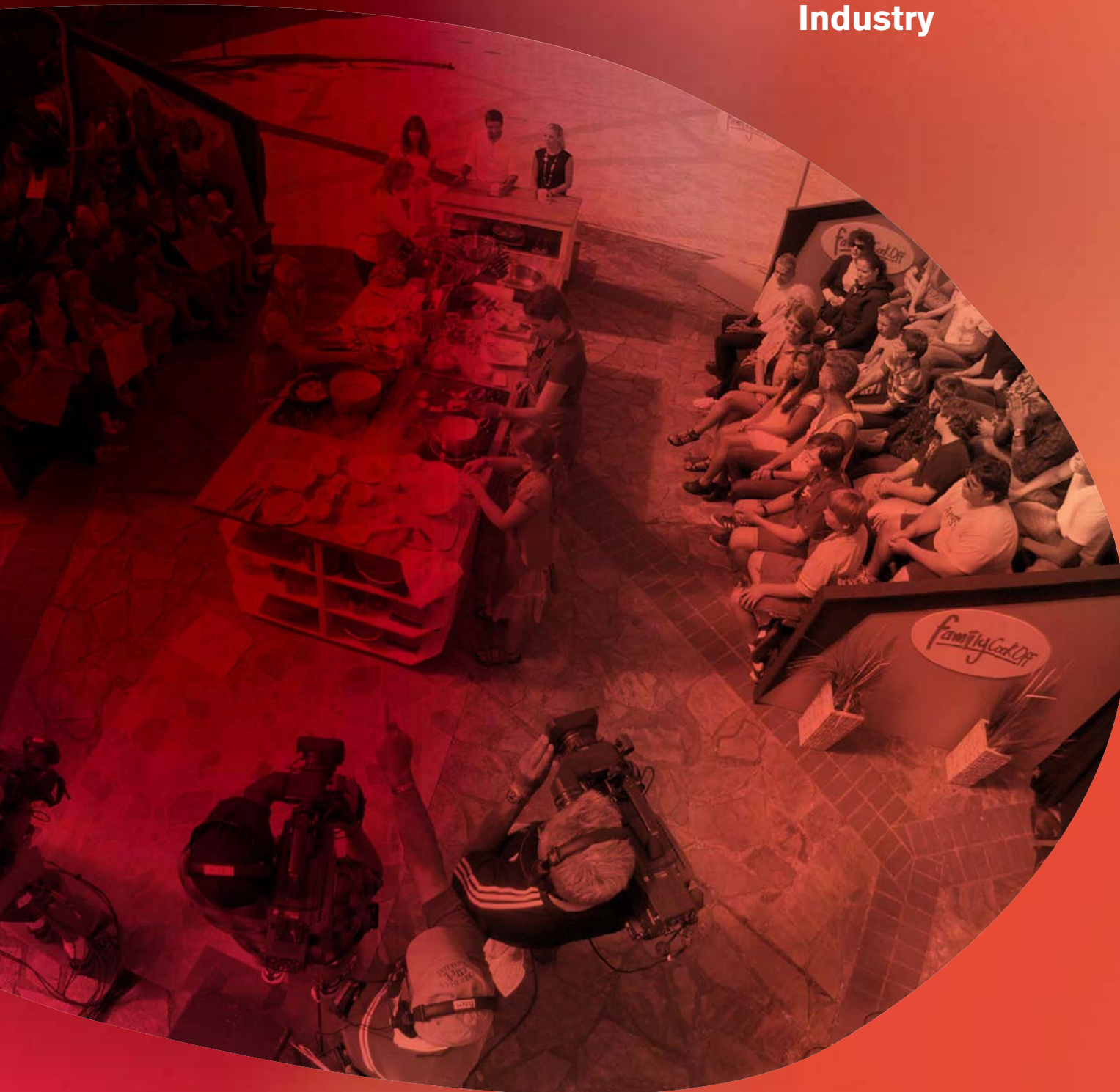
**Annual Activity
Report 2011/2012**

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The Film, Television + Digital Media Industry



Production activity in film and television increased in 2011 over 2010 to \$1.2 billion. Given intense national and international competition, this increase demonstrates the resiliency of the industry and reflects British Columbia's reputation as a desirable and reliable production centre.

2011/12 also saw the continued development of BC as an international centre for the creation of visual effects, digital animation and interactive digital content. BC Film + Media worked closely with international companies considering locating in British Columbia and with government to ensure that the senior talent needed to manage productions is able to enter and work in British Columbia.

The growth of digital content is a worldwide phenomenon and BC is particularly well positioned to exploit the changing nature of content creation and distribution. Developing this potential will remain a priority.

Throughout 2011/12, British Columbia Film + Media continued to act as a catalyst for the industry by providing policy and financial support as well as by assisting the industry to manage in a rapidly changing operating environment. BC Film + Media remains committed to providing stable, focused and supportive programs that will allow the entrepreneurial skills of the industry to flourish.

In order to better define this role, British Columbia Film + Media has identified the following core responsibilities:

- Support the development and marketing of high quality, commercially viable British Columbia film, television and digital media projects;
- Sustain and grow a competitive BC owned and controlled film, television and digital media industry;
- Enable British Columbia production companies to foster existing, and establish new, relationships with national and international co-financing partners;
- Improve the ability of British Columbia production companies to secure development and production financing and retain intellectual and financial control of content produced;
- Effectively administer provincial tax credit programs, ensuring that BC remains competitive as a production centre and continues to attract private sector and federal investment;
- Encourage film, television and digital media companies to establish business operations in BC;
- Promote the development of a skilled and knowledgeable workforce.

The provincial tax credit programs, administered by BC Film + Media, are the primary drivers of production activity. BC Film + Media is committed to providing the most effective and efficient program

delivery in North America. We believe this provides British Columbia with a competitive advantage over other jurisdictions. Maintaining and improving our service levels in the delivery of these programs will remain an organizational priority.

BC Film + Media also recognizes its role in the development of new markets for BC produced content. Over the past year, BC Film + Media worked with Telefilm Canada and other provincial film agencies to ensure a Canadian presence at international film and television markets. Financial assistance was provided to allow BC companies to attend these markets to find co-production partners, production financing and to make international sales. BC Film + Media also continued to implement its Asian strategy by leading a Canadian delegation to the Hong Kong Film Market and by participating in the inaugural Beijing Film Market.

The development of British Columbia's film and television and digital media sector is the result of effective public policy supporting the creative and business skills of the industry. It is a powerful partnership.

For more than twenty five years the essential support provided by the government of British Columbia has allowed BC Film + Media to assist both government and industry achieve their goals. We look forward to continuing this role and contributing to a stronger, more sustainable industry.

Michael Francis
Chair, Board of Directors, British Columbia Film + Media

BOARD OF DIRECTORS 2011/12

Michael Francis, *Chair*
Colin Browne, *Vice-Chair, Secretary/Treasurer*
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Industry Overview



Level of Production

Total British Columbia film and television production spend in BC was almost \$1.2 billion in 2011, up from \$1 billion in 2010. This increase demonstrates the continued strength of the service industry – and the continuing level of visual effects work being completed in the province.

134 service productions were shot or completed post production in British Columbia in 2011. These included 58 feature films, 24 television series, 27 animations and 25 other projects. Of particular note is the growth in the number of feature film projects shot and/or completing their post production or visual effects work in BC – up from 36 projects in 2010.

Domestic production decreased from \$244 million in 2010 to \$209 million in 2011. This decrease can be attributed to the many pressures that continue to face BC companies. The ever shifting nature of content creation, production and distribution, competition from other provinces and the centralization of decision-making power in Ontario add to the challenges facing our domestic producers. Despite these difficulties, 147 domestic productions were shot in the province last year, including 19 feature films, 45 television series, 9 animated projects and 74 other projects.

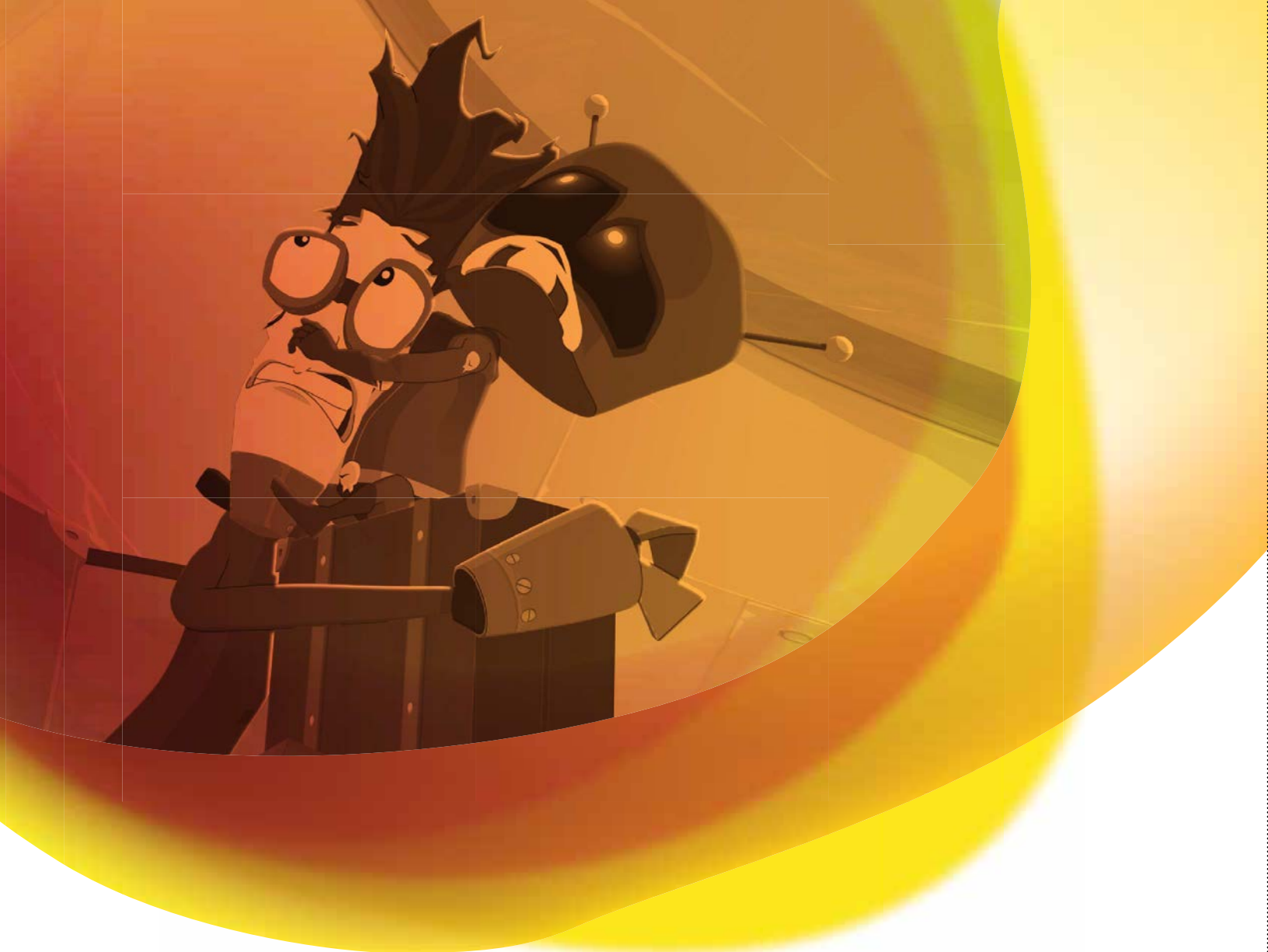
The film and television industry in British Columbia is made up of two distinct yet complementary types of production – domestic and service.

SERVICE PRODUCTION

- initiated, owned and controlled by producers from jurisdictions outside of Canada
- primarily interested in British Columbia as a production location
- highly mobile
- expends money on a project by project basis
- hires local talent and crew
- key creative decision-making remains with the foreign producer

DOMESTIC PRODUCTION

- created, developed, owned and controlled by British Columbia production companies
- makes long term investments in corporate infrastructure
- hires British Columbia key creative talent and crew
- contributes to stable employment levels
- provides opportunities for BC content creators to find a national and international audience



The amount of production related to the Digital Animation and Visual Effects (DAVE) tax credit warrants further examination. DAVE was introduced in April of 2003 – added as a component to the existing Film Incentive BC and Production Services Tax Credit programs. The objective was to develop the animation and visual effects industry by providing an incentive to production companies employing BC based talent to create digital animation and visual effects in British Columbia.

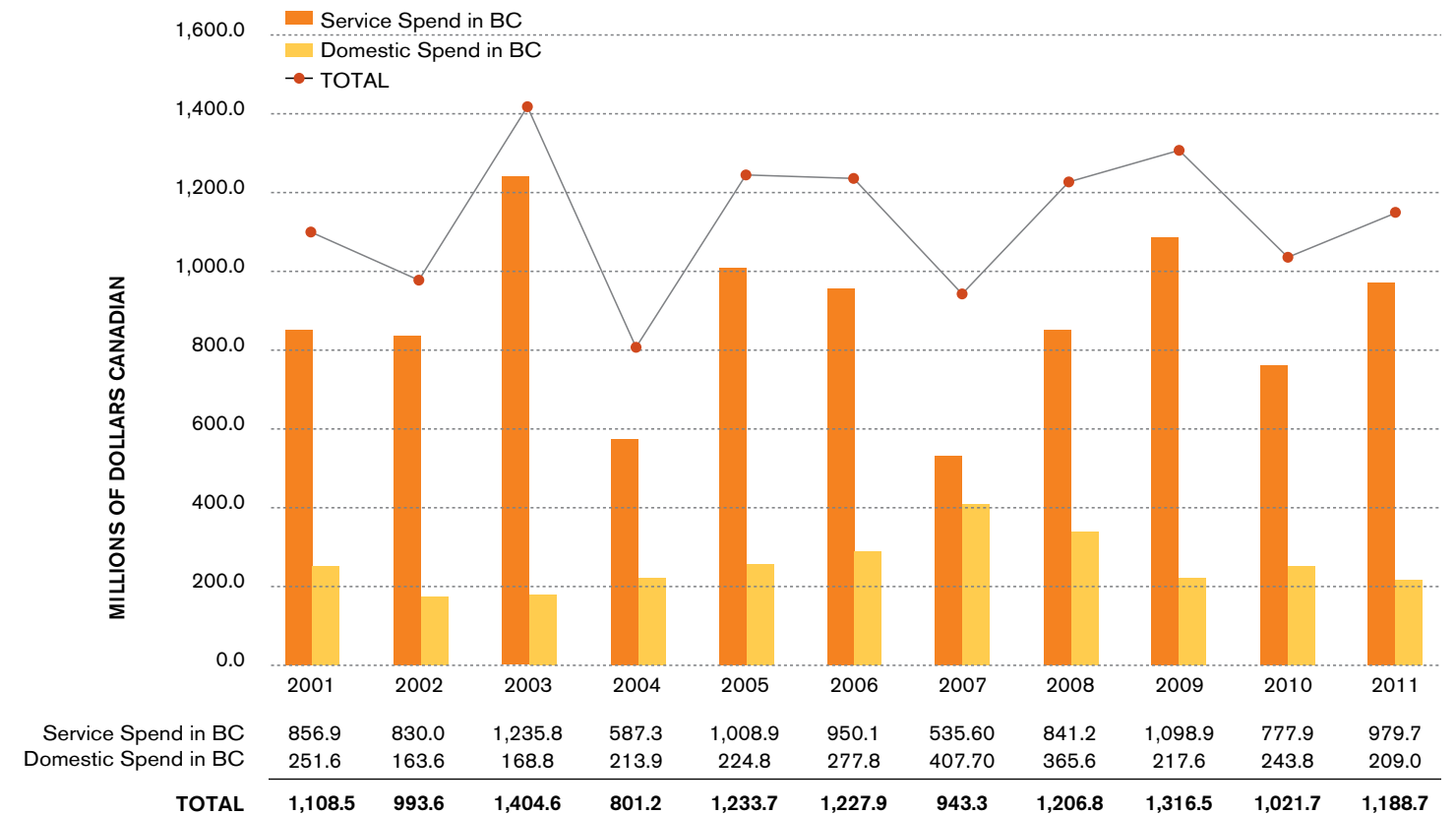
The impact of this incentive on the local industry has been dramatic. So far, 949 productions have accessed the DAVE tax credit, representing almost \$8.75 billion in production and over \$1.1 billion in wages and salaries paid to BC residents. Yearly wages directly attributable to DAVE activity have risen from \$2.7 million in 2003/2004 to a high of over \$233 million in 2010/2011.

British Columbia has for many years been home to strong digital animation and visual effects companies. The DAVE incentive has allowed these companies to better compete in the Canadian and international

market. It has also motivated many leading international visual effects and animation companies to establish studios in BC. These companies include Pixar, The Moving Picture Company, Deluxe Entertainment Services, Prime Focus, Zoic, Digital Domain, Rhythm & Hues and Sony Picture Imageworks. In fact, most major international companies now have a Vancouver studio – and are planning to increase activity and employment in British Columbia.

The DAVE tax credit, along with a deep talent pool and thriving film and television industry, has helped make British Columbia one of the few global centres for the production of visual effects for film, television and interactive content. Combined strengths in traditional film and television as well as in digital content production are a competitive advantage for British Columbia – an advantage that will become increasingly important as creation, production and distribution processes, as well as consumption patterns, continue to become primarily digital.

FILM AND TELEVISION PRODUCTION IN BRITISH COLUMBIA 2001 – 2011



(Source: British Columbia Film Commission, 2012 – numbers are for calendar year)

Economic Impact

Film and television production is a desirable global commodity due to a multitude of economic impacts. There are many channels through which the film and television industry contributes to a local economy. Economic benefits of the industry can be measured in three ways - **direct impacts** related to the actual stages of production, **indirect impacts** in support of production and **cross-sectoral impacts** that spill over into other parts of the provincial economy.

FILM AND TELEVISION INDUSTRY – ECONOMIC IMPACTS

DIRECT

DEVELOPMENT/
PRE-PRODUCTION

- Content creation
- Rights acquisition
- Negotiation
- Casting
- Market Access/Travel

PRODUCTION

- Locations/Studios
- Processing
- On set equipment (camera/lighting)
- Permits

POST-PRODUCTION

- Editing (picture, sound, music)
- Visual effect/CGI

DISTRIBUTION/EXHIBITION

- Cinema
- DVD/Television
- Internet/Mobile
- Festivals

INDIRECT

SUPPLIERS

- Equipment
- Construction
- Transport
- Advertising

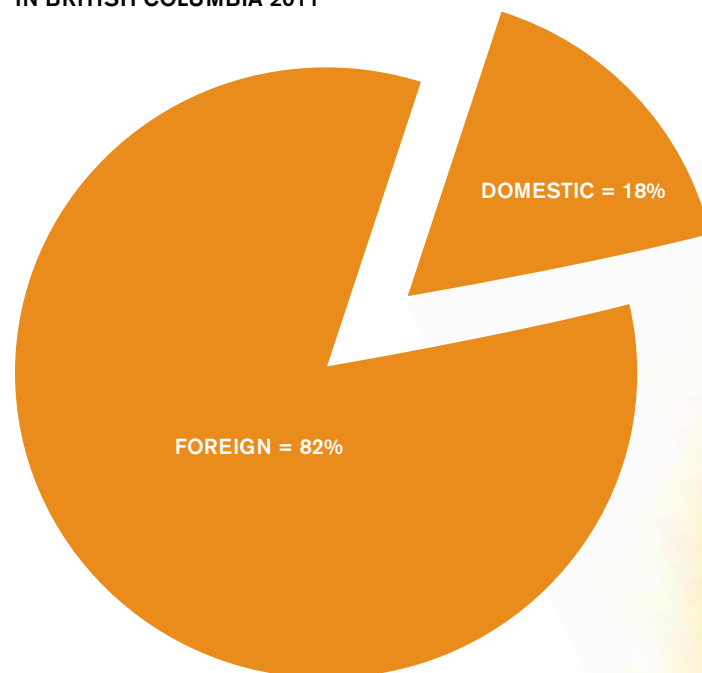
BUSINESS

- Legal
- Accounting
- Financial/Banking

CROSS-SECTORAL

- Labour
- Skills Development
- Tourism
- Retail/Entertainment
- Trade
- Cultural

FILM AND TELEVISION PRODUCTION IN BRITISH COLUMBIA 2011



Competitive Advantage

Tax incentives are the common currency that draw film and television production to various locations throughout the world. While international competition is intense, the British Columbia tax credit programs – Film Incentive BC and the Production Services Tax Credit – continue to act as the key determinant of film and television production in the province, serving to keep British Columbia competitive nationally and internationally and contributing to inward investment, especially from the United States.

An essential part of British Columbia's success is its ability to offer a full service production experience that meets the needs of both foreign and domestic film and television companies. With a world class infrastructure (studios, post-production facilities, equipment rental), experienced and highly skilled crews, depth of creative talent, labour stability, expertise in visual effects, animation and digital media, a film friendly environment, and a diversity of locations, British Columbia continues to offer numerous competitive advantages.

Dependence on service production carries inherent risk due to the mobile nature of the work and the influence of external forces beyond British Columbia's control (e.g. currency fluctuations and foreign tax incentives). A long term strategy to keep British Columbia's industry competitive includes a strong and sustainable domestic sector. Key elements to sustainability include the establishment of integrated companies operating across development, production and distribution, the adequate capitalization of existing companies, securing interest

from private investors, embracing new technologies, exploiting international marketing opportunities and insuring that BC talent remains in the province. While Film Incentive BC and BC Film + Media's development programs have contributed to the growth of the domestic sector, there is considerable work that needs to be done if the full economic and creative potential of BC owned and controlled production is to be realized. This is an area in which BC Film + Media will continue to work over the coming years.



Spotlight

Omnifilm Entertainment

Omnifilm Entertainment, a prolific Vancouver-based production company, has had many successes over the last 30 years. However, their recent projects *Ice Pilots NWT* and *Arctic Air* stand out as particularly good examples of savvy producing, marketing and use of digital media. They also illustrate how targeted investment from BC Film + Media can help to trigger millions of dollars in additional development and production funding over the term of a project.

In 2005, Omnifilm was chosen as one of BC Film + Media's first Slate Development Fund recipients. The Slate program provided a financing envelope for the development and marketing of a portfolio of film and television projects in development. It was targeted at more experienced production companies, offering more flexibility and capacity to effectively develop projects – and companies.

Omnifilm received a total of \$375,000 in Slate Development funding and performance bonuses between 2005 and 2010 – allowing them to develop and market 32 projects (12 of which have made it to production so far). *Ice Pilots NWT* (originally entitled *Buffalo Air*) was one of those projects. Currently in its fourth season, *Ice Pilots* is a docuseries that follows a crew of Arctic aviators as they pilot WWII-era propeller planes to deliver fuel, supplies and people to outposts in the Canadian north. The series premiered on the History Channel in Canada in 2008, becoming an immediate and compelling hit. It has since sold to 60 countries worldwide. Each of the four seasons has had a production budget of over \$5 million – 90% of which has been spent in British Columbia.

Omnifilm and the History Channel have developed a powerful website and social networking strategy that includes outreach to international fans through Facebook, Twitter, and a number of

aviation-related online communities and blogs. In January of 2012, a book written by Michael Vlessides, *The Ice Pilots: Flying with the Mavericks of the Great White North*, was published by Douglas & McIntyre. Based on the lives of the characters of *Ice Pilots NWT*, the book became a bestseller after one week. Legoland in Denmark even opened "Ice Pilots Flight School", an interactive ride and exhibit as part of its Polar Pavilion.

In 2010, buoyed by the success of *Ice Pilots NWT*, Omnifilm began to develop *Arctic Air* with the assistance of the Slate Development Fund. It is a character-driven drama set in the booming Canadian North about a maverick airline and the extended family of unconventional people who run it. The series premiered on the CBC in January 2012, with over 1 million viewers, and has quickly become the network's most successful drama in over 15 years. The budget for Season 1 was over \$18 million – with a BC spend of more than 80%.

The CBC has green lit Season 2, and an additional 13 episodes are currently in production. Omnifilm and the CBC have also created a comprehensive digital package to complement this series, including a presence on Facebook and Twitter, webisodes and an online game.

International Markets

Film, television and digital media is a global industry. Producers and distributors must attend national and international markets to secure co-production or co-financing partners, as well as to identify sales and distribution opportunities. British Columbia Film + Media, through the Passport to Markets program, assistance to the Canada Pavilion at various markets and other initiatives, plays a small but significant role by providing BC companies with support to attend these key markets.

Through the Passport to Markets program, BC Film + Media helps BC production and distribution companies attend dozens of internationally recognized film, television and digital media markets each year. The small grants provided (between \$1,000 and \$2,500, depending upon the market) help companies to offset the costs of travel, registration and marketing materials necessary to promote their projects.

BC Film + Media, along with other provincial agencies, also partners each

year with Telefilm Canada to provide business centres for Canadian production and distribution companies at key international markets such as Cannes, MIPTV, MIPCOM and the European Film Market. Activities are housed at a Canada Pavilion where participating companies can hold meetings and market their projects to potential buyers, financiers and co-production partners. The funding provided by BC Film + Media helps ensure an international presence for the province and British Columbia companies.

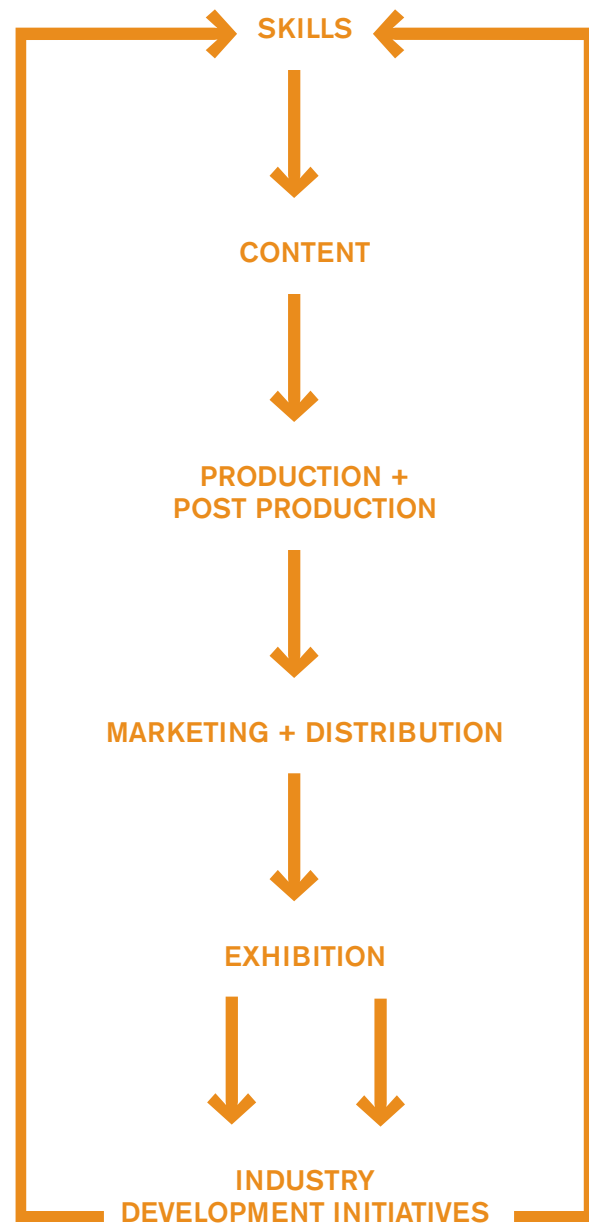
The relatively modest investments provided through BC Film + Media's marketing programs yield impressive results. Just under \$168,000 in funding was provided under the Passport to Markets program in 2011/12. Participants were surveyed on the outcome of their attendance at this year's supported markets, and indicated almost \$15 million in confirmed sales, distribution, development, financing and production deals.

Also in 2011/2012, BC Film + Media led, for the second time, a Canadian trade mission to FILMART in Hong Kong. FILMART, an international film and television market run concurrently with the Hong Kong International Film Festival, is predominately Asian focused with many of the region's large production companies, distributors, sales agents and broadcasters attending. Although it is too soon to report on final confirmed deals, so far BC companies have reported entering into negotiations on potential development or production deals amounting to almost \$22 million in international financing.

Accessing the financing and co-production or co-venture opportunities offered by the international marketplace is a vital part of any production company's business plan. By continuing to support attendance at key international markets, BC Film + Media helps BC companies to remain competitive by fostering existing, and establishing new, relationships with national and international partners.

Industry Value Chain

No matter the size or scope of budget, film or television products complete the consecutive stages of the industry value chain. This progressive cycle has much in common with the more traditional business cycle of research and development, manufacturing, distribution and retail sales.



Creative Development

SKILLS

To a large degree, the strength and size of the film sector in a jurisdiction reflects the capacity of its workforce. The film and television industry relies upon highly skilled workers for both creative “above-the-line” positions (directors, writers, producers) and crew “below-the-line” positions (electricians, set designers, camera operators). Given the rapid pace of change in all aspects of this industry – including the push to deliver content on a wide variety of media platforms – advanced training and upgrading of both emerging and established film professionals is an important part of the process.

CONTENT

It is generally accepted in the industry that a successful project begins with a properly developed script. Developing a film or television project typically takes several years. Starting with a concept or idea, a script will undergo extensive rewriting before it is ready to be produced. Allocating significant resources (both time and money) to allow for the proper development of a script is critical to the success of any film or television project and can help mitigate the inherent risk. This development work takes place well before the start of principal photography.

The development process includes acquisition and writing, raising financing to move the project forward to production, negotiating agreements (actors, equipment), planning digital and marketing strategies, and attendance at international film and television markets to pre-sell the product.

PRODUCTION AND POST-PRODUCTION

Production is a carefully orchestrated manufacturing process with all participants having a clearly defined role and purpose. A production shoot is a demanding, high stress activity – securing the production office, negotiating contracts, hiring production staff, hiring cast and crew, location scouting, ordering equipment and catering, costume design, supervising the technical aspects of post-production – these and many additional tasks are the overall responsibility of the producer. As such, film and television producers must possess extraordinary management and communication skills. A production crew can range in size from 20 to 2000 people depending on the scope and budget of the production.

Post-production involves four key activities – picture editing, sound design, music composition and/or acquisition, and visual effects. Post-production is the last step in the production process where the final story elements are shaped. These activities are capital intensive – requiring a significant investment in state-of-the-art technology and facilities.

MARKETING AND DISTRIBUTION

Marketing and distribution of a film or television production is a key element of its economic viability. Attaching a distributor early in the development phase can be advantageous to a project in achieving both commercial and critical success. Marketing and distribution require specialized skills and experience, and sales and distribution companies exist to provide this unique service. Marketing and distribution campaigns can range from “guerilla” strategies where producers engage in grassroots self-distribution to the multi-million dollar marketing efforts of Hollywood studios. Marketing campaigns are increasingly involving potential fans and media in the production process to create a buzz well in advance of the project’s final release.

EXHIBITION

The exhibition of a finished production has multiple platforms. The theatrical release of a feature length film in a cinema and the broadcast of a television show on pay or free services remain the most popular forms of exhibition. However, the ancillary platforms of festivals, DVD, Video on Demand, mobile and the internet are increasingly important vehicles for commercial success.

The economic activity of creative content industries like film and television differs greatly from other sectors of the economy in terms of cost, demand, risk and behavior.

COST

- concentrated upfront (artistic creation, research and development)
- once master is completed, reproduction costs are minimal

RISK

- impossible to predict commercial success
- release of a creative product in a smaller market is particularly risky

DEMAND

- unique and individual
- difficult to predict

BEHAVIOURAL DYNAMIC

- benefits from industry clusters
- collaborative effort at all stages



A Changing Role In The Industry Value Chain

Since its inception in 1987, British Columbia Film + Media has developed programs and services designed to support all stages of the industry value chain in support of the domestic production industry. Over the years, the Society has repositioned its programs in response to industry needs, fiscal realities and the ever-changing demands of the global marketplace.

British Columbia Film + Media is cognizant of the fact that the media world is experiencing profound change that will have lasting effects on every aspect of the film, television and digital media industry. The extent of this change is unprecedented and will continue to be rapid and unpredictable.

The ability to purpose (create, shape and aggregate) content for multiple platforms and technologies is becoming increasingly important for film and television professionals at every stage of the industry value chain. British Columbia Film + Media remains committed to developing programs and initiatives that will help the industry make this transition.

TRAINING

Strengthening the domestic sector of the provincial film and television industry requires the ongoing professional development of above-the-line talent. British Columbia Film + Media supports nationally recognized training and, where required, develops specific initiatives that meet provincial needs.

British Columbia Film + Media supports the skills development of above-the-line film professionals in a variety of ways. A number of industry partnerships in training have been developed with industry organizations including Women in Film & Television Vancouver, the Canadian Film Centre, the Documentary Media Society, the Documentary Organization of Canada – BC Branch, Merging + Media, the Motion Picture Production Industry Association of BC, the National Film Board, Telefilm Canada and the Canadian Media Production Association – BC Producer's Branch.

CONTENT DEVELOPMENT

A key challenge for production companies is to secure adequate monies to develop properties given the inherent risk involved. Recognizing the importance of the development process, British Columbia Film + Media currently offers development support through three distinct programs.

The Project Development Fund provides development financing to film and television projects that have secured commitments from a broadcaster, distributor or other eligible triggering agent. Funding is "market-triggered" and does not include a creative or selective assessment of projects submitted.

The Digital Media Development Envelope provides film or television based entertainment companies with an envelope of money to support a range of interactive digital media activities. Applications are reviewed through a competitive, subjective process.

The Interactive Fund is intended to support the production of high quality, original, interactive digital media content owned and controlled by BC companies or individuals. Applications are reviewed through a competitive, subjective process.

PRODUCTION & POST-PRODUCTION

Once the development phase is completed, the greatest challenge shared by film, television or digital media companies is securing production financing. In Canada, production financing is frequently assembled from a variety of private and public sources. Currently, British Columbia Film + Media lacks the financial capacity to offer production financing for film and television projects. However, the provincial tax credit program is a significant source of financing for both domestic and foreign film and television productions shot in British Columbia. The Digital Animation or Visual Effects (DAVE) tax credit has had a particularly positive impact on the animation and visual effects industry.

MARKETING & DISTRIBUTION

Recognizing the limitations imposed by the size of the Canadian market for film and television product, British Columbia Film + Media has identified the international marketplace as a vital source of inward investment and export development. As the film industry has globalized, accessing the financing and business opportunities offered by the international marketplace is now a key part of a production company's business plan.

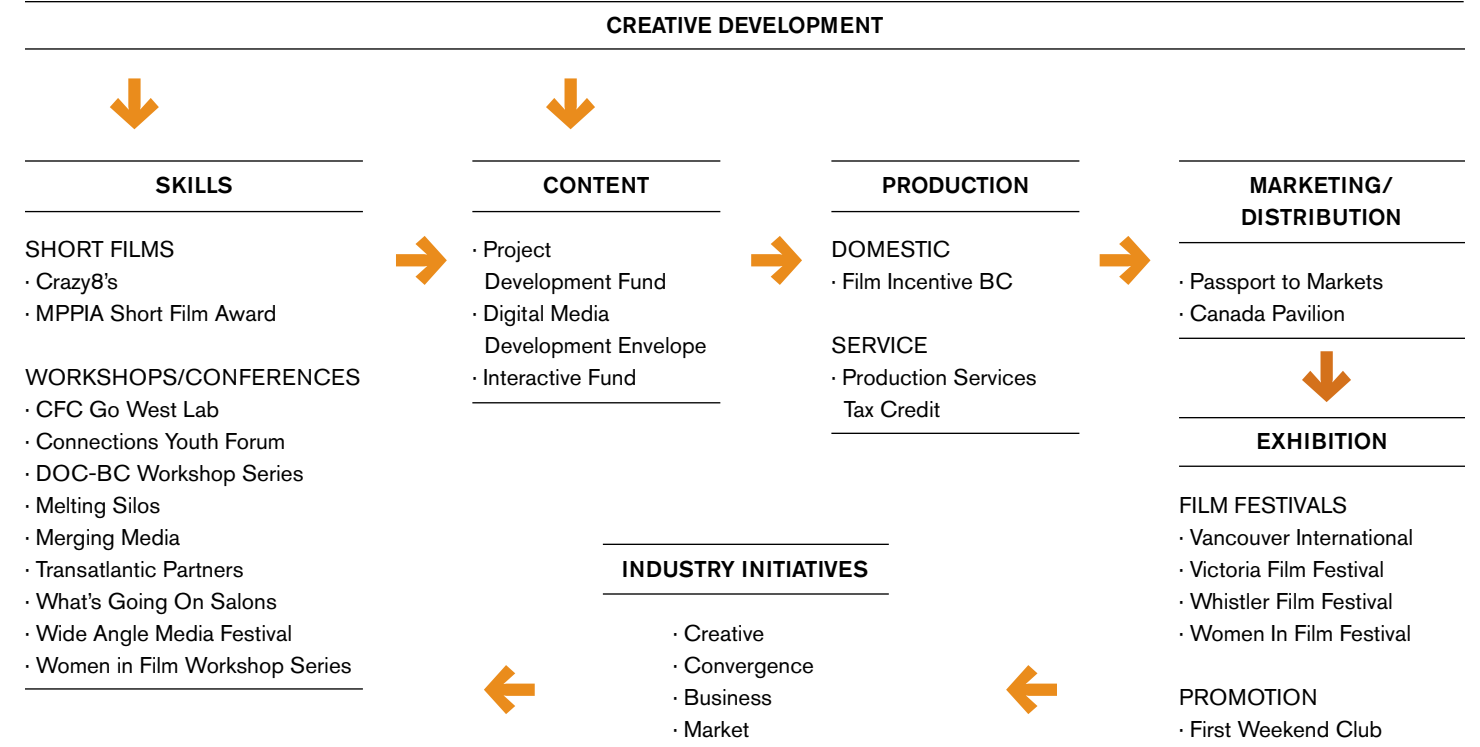
In support of this objective, the Passport to Markets program enables the attendance of British Columbia production and distribution companies at internationally recognized film, television and digital media markets. In addition, through its International Markets – Canada Pavilion initiative, British Columbia Film + Media works with federal and provincial partners to offer business centres at key international markets to facilitate sales and export development.

EXHIBITION

Film festivals and markets are a key part of any marketing and exhibition strategy. For independent films, successful festival screenings can promote a later theatrical release or broadcast. British Columbia Film + Media supports the major British Columbia festivals and awards that showcase British Columbia films and filmmakers including the Vancouver International Film Festival, the Victoria Film Festival, the Whistler Film Festival, Women in Film Festival and the First Weekend Club.



INDUSTRY VALUE CHAIN



A Catalyst For Industry Growth

British Columbia Film + Media serves as a catalyst for industry development by supporting activities and company growth in both the production services and domestic sectors.

Core Businesses

OUR PROGRAMS

Tax Credit Delivery



Industry Development



OUR GOALS

Develop the film, television and digital media industry in BC and capitalize on emerging production opportunities

Develop BC based production capacity in film, television and digital media

Demonstrate industry leadership; provide effective legislative and policy advice; efficiently design and deliver relevant industry development programs



OUR IMPACT

BC positioned as a competitive, world-class production centre

Mandate

British Columbia Film + Media is an independent, not-for-profit society established by the provincial government in 1987. It has the mandate to expand and diversify the film, television and digital media sector in British Columbia. Its core responsibilities are to:

- Support the development and marketing of high quality, commercially viable British Columbia film, television and digital media projects;
- Sustain and grow a competitive BC owned and controlled film, television and digital media industry;
- Enable British Columbia production companies to foster existing, and to establish new, relationships with national and international co-financing partners;
- Encourage the development of a skilled and knowledgeable workforce;
- Improve the ability of British Columbia production companies to secure development and production financing and retain intellectual and financial control of content produced;
- Effectively administer provincial tax credit programs to ensure that BC remains competitive as a production centre and continues to attract private sector and federal investment;
- Encourage film, television and digital media companies to establish business operations in BC; and
- Assist governments in providing industry with a competitive and supportive legislative and regulatory environment.

Program Activity 2011/2012

Provincial Tax Credit Program

Provincial tax credit incentives act as the key driver of film and television production in the province. British Columbia's foreign and domestic tax credits, administered by British Columbia Film + Media on behalf of the Provincial Government, contribute to the province's ability to attract and sustain production in an increasingly competitive global market.

Production Services Tax Credit

The Production Services Tax Credit (PSTC) is a labour based tax incentive that provides refundable tax credits to Canadian or international film and television production corporations that have incurred eligible labour costs in British Columbia. The company does not have to be a Canadian-owned corporation, and there is no requirement that it have an interest in the copyright.

The package includes four specific initiatives:

- BASIC tax credit (33%) encourages film and television production in British Columbia;
- REGIONAL tax credit (6%) stimulates production outside of Vancouver;
- DISTANT LOCATION tax credit (6%) provides an additional incentive for productions shooting in more remote locations;
- DIGITAL ANIMATION OR VISUAL EFFECTS (DAVE) tax credit (17.5%) promotes the digital animation and visual effects industry in British Columbia.

PRODUCTION SERVICES TAX CREDIT FOR APRIL 1, 2011 – MARCH 31, 2012

GENRE	# OF PRODUCTIONS CERTIFIED	PRODUCTION VALUE*	PROJECTED TAX CREDIT**
Direct to DVD	8	\$13,404,214	\$4,067,234
Feature Film	53	\$534,238,604	\$112,324,399
Mini-Series	3	\$6,896,735	\$1,394,222
MOW	15	\$38,720,028	\$6,912,050
Pilot	10	\$35,086,763	\$5,176,724
TV Program	4	\$7,655,823	\$2,216,799
TV Series	45	\$466,418,025	\$73,210,739
Web Based /Other	1	\$147,380	\$39,549
TOTAL	139	\$1,102,567,572	\$205,341,716

*NOTE: Figures based on projected BC production budget totals

**NOTE: Figures to be reconciled with the Ministry of Finance

Film Incentive BC

Film Incentive BC (FIBC) is a labour based tax incentive that provides refundable tax credits to Canadian controlled production companies based on eligible BC labour costs.

The package includes five specific initiatives:

- BASIC tax credit (35%) encourages film and television production in British Columbia;
- REGIONAL tax credit (12.5%) stimulates production outside of Vancouver;
- DISTANT LOCATION REGIONAL tax credit (6%) provides an additional incentive for productions shooting in more remote locations;
- TRAINING tax credit (3%) promotes the development of skilled workers in the industry;
- DIGITAL ANIMATION OR VISUAL EFFECTS (DAVE) tax credit (17.5%) assists the development of the digital animation and visual effects industry.

FILM INCENTIVE BC FOR APRIL 1, 2011 – MARCH 31, 2012

GENRE	# OF PRODUCTIONS CERTIFIED	PRODUCTION VALUE*	PROJECTED TAX CREDIT**
Direct to DVD	1	\$451,560	\$108,933
Feature Film	12	\$11,198,711	\$1,942,168
Mini-Series	3	\$5,241,501	\$1,042,048
MOW	32	\$67,601,439	\$13,907,944
Pilot	1	\$196,500	\$51,891
TV Program	27	\$10,248,574	\$1,975,056
TV Series	36	\$139,930,025	\$26,654,312
TOTAL	112	\$234,868,310	\$45,682,352

*NOTE: Figures based on projected BC production budget totals

**NOTE: Figures to be reconciled with the Ministry of Finance

Creative Development

Creative development, in the form of content, skills and company development, is a key objective of British Columbia Film + Media in support of the growth of a sustainable domestic industry.

Project Development Fund

The Project Development Fund helps attract marketplace investment by Canadian broadcasters, distributors and funding agencies to British Columbia, encouraging support for existing and emerging British Columbia companies on a project by project basis. The program provides financing for script development to feature films, dramatic or animated television projects or documentaries that have secured development commitments from a broadcaster, distributor or other eligible triggering agent. Funding is "market-driven" and does not include a creative or selective assessment.

A non-recoupable advance, triggered by a broadcast or distribution commitment, is available. Applicants must be British Columbia owned and controlled production companies and international treaty or interprovincial co-productions are eligible.

In 2011/12, British Columbia Film + Media provided a total of \$495,964 in development financing to 63 film and television projects representing total development budgets of \$2,808,779.

PRODUCTION	BC FILM + MEDIA	DEVELOPMENT BUDGET	RECIPIENTS
FEATURE FILM			
Hue	\$7,665	\$36,000	Hue Productions Inc.
The Happy People	\$7,500	\$22,500	At the End of the Day Productions
After The Wedding	\$9,000	\$145,274	Pacnwest Media Ltd.
Elephant Gun	\$6,606	\$96,606	Independent Edge Films Inc.
Jacob Green	\$10,000	\$59,281	Independent Edge Films Inc.
Archangel	\$9,000	\$27,000	Red Cedar Films Inc.
Perdition City	\$5,000	\$47,540	Chain of Title Holdings Ltd.
Generation X	\$7,500	\$35,715	MVP Entertainment Inc.
Viral	\$2,500	\$30,000	Escape Factory Inc.
In Transit	\$8,750	\$51,250	Foundation Features Inc.
Hadwin's Judgment:			
The Making of an Environmental Terrorist	\$10,000	\$31,000	True West Films Ltd.
Force: Five	\$10,000	\$31,150	Redbear Entertainment Inc.
Good Guys Wear Black	\$10,000	\$35,000	Redbear Entertainment Inc.
A Force of One	\$10,000	\$31,150	Redbear Entertainment Inc.
Preggoland	\$7,500	\$57,500	Optic Nerve Films Inc.
Ice Kings	\$6,000	\$47,016	Resonance Films Inc.
Plagued	\$5,000	\$15,400	Foundation Features Inc.
The Co-Worker	\$5,000	\$80,000	South Creek Pictures Inc.
Sitting on The Edge of Marlene	\$9,000	\$52,351	Rodeo Queen Pictures Inc.
The Fifty	\$4,000	\$47,016	Raven West Films
Wingman Inc.	\$5,000	\$47,016	Raven West Films
Red: An Anime	\$5,950	\$47,950	Mamaoo Pictures Ltd.
Spin	\$5,000	\$45,605	Empera Southpaw Productions Inc.
PROJECT TOTAL: 23	\$165,971	\$1,119,320	

TELEVISION MOVIE

Brides March	\$10,000	\$74,466	Bauman Productions Inc.
All American Boy	\$10,000	\$70,966	Bauman Productions Inc.
Line of Site	\$10,000	\$34,996	Bauman Productions Inc.
Be My Valentine	\$10,000	\$62,697	Bauman Productions Inc.
All American Boy	\$10,000	\$45,900	Bauman Productions Inc.
PROJECT TOTAL: 5	\$50,000	\$289,025	

TELEVISION PILOT

Doomer Nation	\$10,000	\$44,454	Paperny Film Development (2) Inc.
The Butterfly Effect	\$10,000	\$192,000	Foundation Television Inc.
Asterisks, Pilot	\$10,000	\$55,000	Teleplay Development Inc.
PROJECT TOTAL: 3	\$30,000	\$291,454	

TELEVISION SERIES

Three Fat Chefs	\$12,500	\$40,000	0902670 B.C. Ltd.
Buyology	\$20,000	\$60,000	Worldwide Bag Media Inc.
Teen Invasion	\$5,000	\$20,460	Paperny Films Development (2) Inc.
Notorious Women of The Bible	\$10,000	\$40,080	NWB Productions Inc.
It Seemed Like a Good Idea at the Time	\$16,352	\$66,352	Paperny Films Development Inc.
The Natural History of Sex	\$10,000	\$40,346	Paperny Films Development (2) Inc.
Secret Ingredient	\$5,000	\$15,000	Max Flex Television Productions Inc.
Suspect Behavior	\$10,000	\$115,348	Foundation Features Inc.
Childhood Games	\$2,500	\$26,111	Red Letter Films Ltd.
Apocalypse....When?	\$14,000	\$42,000	Asterisk Productions Ltd.
The Liquidator	\$5,500	\$20,500	Anaid Entertainment Inc.
My Secret Debt	\$18,000	\$168,000	0902670 B.C. Ltd.
High Wire Warriors	\$5,000	\$15,000	Dreamfilm Productions Inc./Bountiful Films Inc.
Moosemeat & Marmalade	\$4,440	\$13,400	May Street Productions Ltd.
PROJECT TOTAL: 14	\$138,292	\$682,597	

TELEVISION PROGRAM

Father Figures	\$5,000	\$20,000	Digital Island Productions Inc.
The Main Melody	\$5,000	\$15,000	JLP Productions Inc.
Under Pressure: Chino Prison Divers	\$10,000	\$42,140	Big Red Barn Media Group Inc.
Life from Ash and Ice	\$10,000	\$30,000	Out Yonder Productions
Written in Stone	\$10,000	\$30,000	Out Yonder Productions
BC Stories	\$7,500	\$22,500	Two Story Productions Inc.
PC Bang: The Rise of the E-Sports Hero	\$10,000	\$30,000	Landrock Entertainment Inc.
Monkey Island	\$6,500	\$52,505	Deep Bay Films Inc.
First Lady Rebel War	\$2,500	\$12,500	Paperny Films Development (2) Inc.
Western Poutine	\$2,262	\$19,390	Red Letter Films Ltd.
Fransas What?	\$2,339	\$20,048	Red Letter Films Ltd.
Sacred Grizzly	\$10,000	\$30,000	Out Yonder Productions Ltd.
Cliff Hangers	\$10,000	\$30,000	Out Yonder Productions Ltd.
Goddess of Mercy	\$4,500	\$15,000	Stranger Productions Inc.
Once Were Enemies	\$3,600	\$10,800	Wunderman Films Inc.
Fractured Land	\$7,500	\$30,000	Two Island Films Inc.
Black Harvest	\$2,500	\$7,500	Asterisk Productions Ltd.
Foncie's Fotos	\$2,500	\$9,000	Stranger Productions Inc.
PROJECT TOTAL: 18	\$111,701	\$426,383	

DEVELOPMENT TOTAL: 63 **\$495,964** **\$2,808,779**



Digital Media Development Envelope

The Digital Media Development Envelope is a partnership between BC Film + Media and the BC Arts Council. The program is intended to provide film or television based entertainment companies with up to \$25,000 to support eligible interactive digital media activities associated with their film or television properties.

In 2011/12, British Columbia Film + Media provided a total of \$500,000 in digital media development funding to 20 companies.

COMPANY	PROJECT TITLE	BC FILM + MEDIA
AMF Productions Inc.	Stickgirl Poetry	\$25,000
Anaid Entertainment Inc.	Anaid Digital Business Strategy	\$25,000
Arcana Studio Inc.	Interactive Graphic Novel	\$25,000
Atomic Cartoons Inc.	Atomic Virtual Studio	\$25,000
Bardel Entertainment Inc.	Recycling Game	\$25,000
Brightlight EBTV Media Inc.	Quant	\$25,000
Contradiction Films	Contradiction Development Slate	\$25,000
Force Four Productions Ltd.	The Next Great Chocolatier	\$25,000
HC Legacy Media Inc.	Legacy Interactive	\$25,000
Lark Productions	Skype Wedding	\$25,000
Make Believe Media Inc.	RPM.FM Revolutions Per Minute	\$25,000
Of the Land Productions Inc.	Sylix Up Interactive Gallery Development Project	\$25,000
Omnifilm Entertainment Ltd.	Ice Pilots NWT	\$25,000
Out to See Entertainment Inc.	Second Chance	\$25,000
Paperny Films Development (2) Inc.	Paperny Digital & Interactive	\$25,000
Raven West Films Ltd.	Wingman Inc.	\$25,000
Resonance Films Inc.	That Burning Feeling	\$25,000
Sheep Noir Films Inc.	Garbage Day	\$25,000
Virtue Studios 293474 BC Ltd.	EQuest	\$25,000
Zeros 2 Heroes Media Inc.	The Book of the Emissaries	\$25,000
TOTAL: 20 COMPANIES		\$500,000

Interactive Fund

The Interactive Fund is a program created in partnership between BC Film + Media and the BC Arts Council. The program is intended to support the production of high quality, original, interactive digital media content owned and controlled by BC companies or individuals.

In 2011/12, British Columbia Film + Media provided a total of \$800,000 in funding to 17 companies.

COMPANY	PROJECT TITLE	BC FILM + MEDIA
Bardel Entertainment Inc.	Silverwing: Shadows of the Sky	\$50,000
Brown Eyed Girls	Dads	\$50,000
Btwxt Games Inc.	Cuthroat Planet	\$50,000
Douglas Coupland	Project 6X Apps	\$29,000
Drew Ann Wake	River Journey	\$30,000
Kibooco Interactive Inc.	Kibooco	\$50,000
Limbic Media	Interactive Film & Video Series at G++ Interactive Multimedia Gallery	\$41,000
Mamaoo Pictures Ltd.	My Cree	\$50,000
Off Island Films	Spiral	\$50,000
Pug Pharm Productions Inc.	PICNIC	\$50,000
Shared Books Limited	Art History Interactive Books Series	\$50,000
Silicon Sisters Interactive Inc.	School 26	\$50,000
Soma Television Ltd.	Fan Query	\$50,000
Switch United Design Inc.	The Visible City: Illuminating Vancouver's Neon	\$50,000
Tangible Interaction Design Inc.	Halo	\$50,000
The Goggles Media Group	Touch	\$50,000
Tyze Personal Networks Ltd.	Web-Based E-Learning for Caregivers	\$50,000
TOTAL: 17 COMPANIES		\$800,000





Marketing/Export Development

Success in the highly competitive and rapidly changing entertainment industry requires that content creators adopt a global market approach. Content creators must think globally when choosing stories to develop, securing project financing, and engaging production partners. Content creators require market access, market intelligence and market preparedness in order to prosper in this environment.

Passport To Markets

Passport to Markets supports the attendance of British Columbia film and television companies at key international markets, co-production and co-financing conferences. Applications are considered from British Columbia resident producers who have professional experience in the film and television industry and, where applicable, have been pre-selected by event organizers to participate at an eligible market site.

In addition, applications are considered from British Columbia resident sales agents or distributors. British Columbia Film + Media support offsets a portion of travel, accommodation and registration expenses.

In 2011/12, British Columbia Film + Media provided \$167,500 in support to 94 participants.

MARKET/CONFERENCE	COMPANY	RECIPIENT	BC FILM + MEDIA
CANNES MARCHE DU FILM 2011) (CANNES, FRANCE)	CMHL Enterprises Inc.	Michel Duran	\$2,000
	Horizon Motion Pictures Inc.	Rob Straight	\$2,000
	Legacy Filmworks	Deborah Gabler	\$2,000
	Sepia Films Ltd.	Tina Pehme	\$2,000
	Pacific Northwest Pictures Inc.	Emily Alden	\$2,000
	Arcana Studio Inc.	Sean O'Reilly	\$2,000
	Joker Films Inc.	Jhod Cardinal	\$2,000
	Final Cut Films Inc.	Craig Adlard	\$2,000
	NGN Productions	Jack Nasser	\$2,000
	South Creek Pictures Inc.	Dave Valteau	\$2,000
	LA PITCH SESSIONS (LOS ANGELES, USA)	Free Form Productions	Andrea Fehsenfeld
No Equal Entertainment		JB Sugar	\$1,000
STRATEGIC PARTNERS CO-PRODUCTION CONFERENCE (HALIFAX, CANADA)	At the End of the Day Productions Inc.	Rajvinder Uppal	\$1,500
	Avanti Pictures Corp.	Tony Papa	\$1,500
TELEVISION ANIMATION CONFERENCE (OTTAWA, CANADA)	Bardel Entertainment Inc.	Barry Ward	\$1,000
	Affolter Entertainment	Nathan Affolter	\$1,000

TRANS ATLANTIC PARTNERS (BERLIN, GERMANY & HALIFAX, CANADA)	Knockout Pictures Inc.	Karyn Edwards	\$1,500
MIPCOM (CANNES, FRANCE)	Foundation Features Inc.	Rob Labelle	\$2,000
	Parallax Film Productions Inc.	Maija Leivo	\$2,000
	Blake Corbet Productions Inc.	Blake Corbet	\$2,000
	Omnifilm Entertainment Ltd.	Michael Chechik	\$2,000
	Paperny Films Inc.	Cal Shumiatcher	\$2,000
	Bardel Entertainment Inc.	Delna Bhesania	\$2,000
BUSAN INTERNATIONAL FILM FESTIVAL & MARKET (BUSAN, SOUTH KOREA)	Kaos Productions Inc.	Kirsten Newlands	\$1,500
MANNHEIM MEETING PLACE (MANNHEIM, GERMANY)	True West Films	Elizabeth Yake	\$1,500
AMERICAN FILM MARKET (SANTA MONICA, USA)	NGN Productions Inc.	Jack Nasser	\$1,500
	CMHL Enterprises Inc.	Michel Duran	\$1,500
	Skycorner Entertainment Ltd.	Selena Paskalidis	\$1,500
	Sepia Films Ltd.	Tina Pehme	\$1,500
	Raven West Films Ltd.	Carl Bessai	\$1,500
	Opiate Pictures Inc.	Karen Lam	\$1,500
	Industry Works Pictures Inc.	Kathryn Griffiths	\$1,500
	Final Cut Films Inc.	Craig Adlard	\$1,500
	NEXTMEDIA (BANFF, CANADA)	Stranger Productions Inc.	Melanie Wood
Mostly Harmless Productions		Michael Grand	\$1,000
NATIONAL ASSOCIATION OF TELEVISION PROGRAMMING EXECUTIVES (NATPE) (MIAMI BEACH, USA)	Joker Films Inc.	Tim Brown	\$1,500
KIDSCREEN SUMMIT (NEW YORK, USA)	Bardel Entertainment Inc.	Delna Bhesania	\$1,500
	Flying Kraken Creative Studios	Rose-Ann Tisserand	\$1,500
	Big Bad Boo Studios	Shabnam Rezaei	\$1,500
REEL SCREEN SUMMIT (WASHINGTON DC, USA)	Dreamfilm Productions Ltd.	Sue Ridout	\$1,500
	Force Four Productions Ltd.	John Ritchie	\$1,500
	May Street Productions Ltd	Erin Skillen	\$1,500
	Paperny Films Inc.	David Paperny	\$1,500
	Anaid Entertainment Inc.	Rene Brar	\$1,500
	AMSTERDAM FORUM (AMSTERDAM, NETHERLANDS)	Interfilm Productions Inc.	Boris Ivanov
Dilettante Media Inc.		Madeleine Grant	\$2,000
EUROPEAN FILM MARKET (BERLIN, GERMANY)	Joker Films Inc.	Nolan Pielak	\$2,000
	Pacific Northwest Pictures Inc.	Emily Alden	\$2,000
CINEMART CO-PRODUCTION MARKET (ROTTERDAM, NETHERLANDS)	Brainstorm Productions Inc.	Justin James	\$2,000
CLERMONT FERRAND INTERNATIONAL SHORT FILM FESTIVAL & MARKET (CLERMONT FERRAND, FRANCE)	Ramkali Productions	Mangla Bansal	\$2,000
	Motion 58 Entertainment Inc.	Josh Epstein	\$2,000
	Goonworks Films	Katie Weekley	\$2,000

SOUTH BY SOUTHWEST (AUSTIN, USA)	May Street Productions Ltd	Mike Wavrecan	\$1,500	
	Zeros 2 Heroes Media	Matt Toner	\$1,500	
	Curio Media	Adapia D'errico	\$1,500	
	Shared Books Ltd.	Pierre Lapointe	\$1,500	
	Broken Mirror Films	Jeremy Lutter	\$1,500	
HISTORY MAKERS INTERNATIONAL SUMMIT (NEW YORK, USA)	Blue Plate Productions	Alan Goldman	\$1,500	
HONG KONG FILMART (WANCHAI, HONG KONG)	Honalee Productions Inc.	Kim C. Roberts	\$2,500	
	South Creek Pictures Inc.	Dave Valteau	\$2,500	
	JLP Productions Inc.	Jordan Paterson	\$2,500	
MIPTV (CANNES, FRANCE)	FanTrust Entertainment Strategies	Catherine Warren	\$2,000	
	Anaid Entertainment	Margaret Mardrossian	\$2,000	
	Picture Box Distribution Inc.	Marilyn Kynaston	\$2,000	
	Force Four Productions Ltd.	Rob Bromley	\$2,000	
FICCI FRAMES (MUMBAI, INDIA)	At the End of the Day Productions Inc.	Rajvinder Uppal	\$2,000	
	Perfect Circle Productions	Dean English	\$2,000	
AUSTRALIA INTERNATIONAL DOCUMENTARY CONFERENCE (GLENSIDE, AUSTRALIA)	Ferns Productions Inc.	Pat Ferns	\$2,000	
MIPDOC (CANNES, FRANCE)	Rebel Sister Productions Ltd.	Dianne Whelan	\$2,000	
	Interfilm Productions Inc.	Boris Ivanov	\$2,000	
CANNES MARCHE DU FILM 2012 (CANNES, FRANCE)	Twofold Films Inc.	Leah Mallen	\$2,500	
	Legacy Filmworks Ltd.	Deborah Gabler	\$2,500	
	Raven West Films Ltd.	Carl Bessai	\$2,500	
	Opiate Pictures Inc.	Karen Lam	\$2,500	
	IndustryWorks Pictures Inc.	Kathryn Griffiths	\$2,500	
	Honalee Production Inc.	Kim Roberts	\$2,500	
	NGN Productions Inc.	Jack Nasser	\$2,500	
	Bron Studios Inc.	Aaron L. Gilbert	\$2,500	
	Hemoglobin Pictures Ltd.	Chris Ferguson	\$2,500	
	Screen Siren Pictures Inc.	Trish Dolman	\$2,500	
	Joker Films Inc.	Nolan Pielak	\$2,500	
	Arcana Studio Inc.	Sean O'Reilly	\$2,500	
	Pacific Northwest Pictures	Alden Emily	\$2,500	
	StoryLab Productions	Joely Collins	\$2,500	
HOT DOCS FORUM 2012 (TORONTO, CANADA)	Stranger Productions Inc.	Melanie Wood	\$1,000	
	May Street Productions Ltd.	Erin Skillen	\$1,000	
	Blue Plate Productions	Alan Goldman	\$1,000	
	Wunderman Film Inc.	Eva Wunderman	\$1,000	
	Skycorner Entertainment Ltd.	Selena Paskalidis	\$1,000	
	Red Letter Films Ltd.	Sylvie Peltier	\$1,000	
	Masuda Media Ltd.	Greg Masuda	\$1,000	
	Cinemontage Productions Inc.	Greg Nosaty	\$1,000	
	At the End of The Day Productions Inc.	Rajvinder Uppal	\$1,000	
	ANNECY INTERNATIONAL ANIMATION FILM MARKET (ANNECY, FRANCE)	Harbour Block Production Associates Inc.	Ruth Vincent	\$2,000
	TOTAL:	94 participants		\$167,500

International Markets

British Columbia Film + Media provides opportunities for British Columbia producers and distributors/sales agents to participate at key international film and television markets. Through this program, British Columbia Film + Media partners with other federal and provincial film agencies to provide business centres that facilitate sales and export development. Key international markets include the American Film Market (AFM), the European Film Market (EFM), Cannes Marche du Film, MIPTV and MIPCOM.

British Columbia Film + Media provided \$65,000 in support for international markets in 2011/12. The following British Columbia production, sales and/or distribution companies attended the supported markets:

AMERICAN FILM MARKET (AFM) 2011

CMHL Enterprises
Final Cut Films
Industry Works Pictures
NGN Productions
Opiate Pictures
Raven West Films
Sepia Films
Skycorner Entertainment

MIPCOM 2011

Atomic Cartoons
Bardel Entertainment
Big Bad Boo Studios
Blake Corbet Productions
Foundation Features
Nerd Corps Entertainment
Omnifilm Entertainment
Paperny Films
Parallax Film Productions

CANNES MARCHE DU FILM 2011

Arcana Studios
CMHL Enterprises
Final Cut Films
Horizon Motion Pictures
Joker Films
Legacy Filmworks
NGN Productions
Pacific Northwest Pictures
Sepia Films
South Creek Pictures

EUROPEAN FILM MARKET (EFM) 2011

Joker Films
Pacific Northwest Pictures

MIPTV 2011

Anaid Entertainment
FanTrust Entertainment Strategies
Force Four Entertainment
Nerd Corps Entertainment
Omnifilm Entertainment
Picture Box Distribution
Up North Entertainment
Wone Woman Works Productions

MIPTV 2012

Anaid Entertainment
FanTrust Entertainment Strategies
Force Four Entertainment
Nerd Corps Entertainment
Omnifilm Entertainment
Parallax Film Productions
Picture Box Distribution
Thunderbird Films
Up North Entertainment

BC Film + Media also assisted in the development and funding of the Producer's Pitch Session organized by the Canadian Consulate in Los Angeles – as well as sponsored and led a co-production session at Kidscreen in New York with the Canadian Consulate. In addition, BC Film + Media continued to implement its Asian strategy by leading a Canadian delegation to the Hong Kong Film Market and by participating in the inaugural Beijing Film Market.



2011/12 Industry Sponsorships & Partnerships

In 2011/12, British Columbia Film + Media supported the following industry initiatives. Each of these is consistent with the goals and objectives established for the year and consistent with our core responsibilities.

ATLANTIC FILM FESTIVAL – TRANSATLANTIC PARTNERS

British Columbia Film + Media sponsored Transatlantic Partners, a 3 module intensive training and networking program for film producers from Canada, Europe and the US. It offers an immersion into the art and business of co-production or co-venturing for independent film.

CRAZY8'S SHORT FILM COMPETITION

British Columbia Film + Media co-sponsored Crazy8s 2012 – an opportunity for 6 filmmakers to each make a film in only 8 days and with \$800 – with the Director's Guild of Canada-BC, the CBC and Telefilm Canada.

DOC-BC WORKSHOP SERIES 2012

British Columbia Film + Media supported the series of workshops offered by the Documentary Organization of Canada – BC Chapter in 2011/12. These included a workshop for first time directors and a workshop about crowd sourcing for documentaries.

DOXA - CONNEXIONS YOUTH FORUM

Held during the DOXA Film & Video Forum, the Connexions Youth Forum is a professional development opportunity meant to encourage the artistic potential of six aspiring BC documentary filmmakers selected from around the province. British Columbia Film + Media sponsored a series of mentorship opportunities, screenings and workshops.

FIRST WEEKEND CLUB

The First Weekend Club celebrates Canadian film and talent with a goal of building audiences and appreciation for Canadian cinema by facilitating a series of special screenings across the country, interviews with directors and media profiling. British Columbia Film + Media continued its sponsorship of these initiatives and also sponsored the development of the First Weekend Club's new streaming platform for Canadian films.

GO WEST PROJECT LAB 2011

British Columbia Film + Media co-sponsored this intensive five day lab bringing industry experts together with a select group of producers. Facilitated by the Whistler Film Festival in partnership with the Canadian Film Centre, this lab gave producers the opportunity to receive feedback on their feature films from the sales agents, distributors and marketing experts in attendance.

MELTING SILOS 2011

British Columbia Film + Media sponsored the 3rd Melting Silos, which is intended to bridge the divide between traditional film and television producers and digital media content producers through collaborative, community-building workshops. The process was facilitated by mentors and experts, and included multiple 2 day workshops, speaker presentations and a final pitching session.

MERGING + MEDIA CONFERENCE 2011

British Columbia Film + Media sponsored the 2nd Merging + Media conference, a 2 day event discussing transmedia, financing, gamification, social media and convergent technologies. The conference included panels, industry presentations, a masterclass and pitching session and business to business meetings. BC Film + Media also provided development support to the winners of the pitch competition.

MPPIA INDUSTRY WEEK – CAREER EXPO

British Columbia Film + Media took part in the career expo during the Motion Picture Production Industry Association's fifth annual Motion Picture Industry Week. The expo was a chance for people interested in working in the local film and television industry to gain insight from people and organizations already active in the community.

MPPIA SHORT FILM AWARD

An industry-building initiative by the Motion Picture Production Industry Association, British Columbia Film + Media and the Whistler Film Festival Society, the MPPIA Short Film Award provides a BC filmmaker with a \$15,000 cash award plus in-kind production services of up to \$100,000 for a short film project, which premieres at the next Whistler Film Festival.

PRAXIS SCREENWRITING WORKSHOP

British Columbia Film + Media sponsored a screenwriting workshop with Indian screenwriter Anjum Rajabali, led by the Praxis Centre for Screenwriters. Participants had feature film or television scripts in development, and took part in group meetings as well as one-on-one sessions with Mr. Rajabali.



VANCOUVER INTERNATIONAL FILM FESTIVAL & FORUM

British Columbia Film + Media was a sponsor of the 30th Vancouver International Film Festival in 2011. BC Film + Media also co-sponsored the 26th Annual Film and Television Forum, which included four days of seminars, workshops, master classes and networking events.

VICTORIA FILM FESTIVAL

British Columbia Film + Media was a sponsor of the Springboard Talks at the 2011 Victoria Film Festival. Topics covered included crowd funding, multi-platform marketing and the mechanics of producing a fundraising demo. BC Film + Media also gave development support to the winners of the accompanying pitch competition.

WHAT'S GOING ON SALONS

British Columbia Film + Media sponsored a series of discussions about the rapidly changing media landscape called the What's Going On Salons. Designed to be entertaining, accessible, inspiring and above all, informative overviews, each salon was designed to help demystify and better define the digital terrain while bringing together members of the digital and traditional film and television communities.

WIDE ANGLE MEDIA FESTIVAL

British Columbia Film + Media sponsored the inaugural WAM Festival, produced by Kickstart (the Society for Disability Arts & Culture). This disability media festival featured commissioned short films, feature length films and workshops on such topics as distribution, accessibility, grant writing and creative writing.

WHISTLER FILMMAKERS FORUM 2011

British Columbia Film + Media sponsored the digital media lab at the 2011 Whistler Film Festival. This full day incubator was designed for film and television producers working with digital media content and offered modules on the development process, financing and marketing strategies.

WOMEN IN FILM & TELEVISION

VANCOUVER WORKSHOP SERIES 2012

British Columbia Film + Media supported the series of workshops offered by Women in Film and Television Vancouver in 2011/12. These included a television producer's workshop, a digital media masterclass and a workshop on the art of pitching.

Report On Performance



The British Columbia Film + Media Service Plan identifies the role that BC Film + Media can play in industry development, the priorities against which we intend to invest our resources and the performance targets against which our success can be measured.

The following summarizes the goals and objectives set for 2011/12, and how they were met over the past year.

GOAL 1 Develop the film, television and digital media industry in British Columbia

GOALS AND OBJECTIVES	MEASURES	2011/12 TARGET OR FORECAST
1.1 Deliver a fair, transparent and accountable provincial tax credit program	Percentage of applicants expressing satisfaction with BC Film + Media's administration of tax credit programs	Not less than 75% (target)
1.2 Enable film, television and digital media projects to be financed for production in British Columbia	Dollar value of projects assisted by the tax credit program	>\$1 billion
1.3 Support the creation of employment opportunities in British Columbia	Dollar value of salary and wages paid for by projects assisted by the tax credit program	\$450 million

2011/12 RESULTS

In 2011/12 British Columbia Film + Media processed tax credit applications representing \$1.3 billion in production activity resulting in an estimated \$643 million in salaries and wages paid to British Columbians. Total film and television production spending in 2011 increased by almost \$200 million over the previous year.

By supporting production in BC, provincial tax credits also trigger federal investment into British Columbia. In 2011/12, federal spending to support film and television in BC was as follows:

Federal Tax Credits (est.)	\$66 million
Canada Media Fund	\$32.4 million
Telefilm Canada	\$2.1 million
National Film Board	\$0.8 million

Private broadcasters and distributors headquartered outside of British Columbia also contribute to production spending in BC. For domestic content produced under the FIBC tax credit program in 2011/12, Provincial tax credits triggered almost \$81 million in private broadcaster and distributor investment. Foreign sales of content created

by BC companies brought a further \$57 million to BC companies.

To improve clients' access to information on the tax credit programs, BC Film + Media redesigned its website in 2011/12. As part of this redesign, an extensive question and answer section on tax credits was developed. Additionally, a tax credit estimator was created as part of the web site to assist clients in determining what benefits a production could be eligible for.

In 2011/12, BC Film + Media continued to refine its online application system. This system has been well received by the industry with online submissions now representing 77% of FIBC applications and 64% of PSTC applications. BC Film + Media intends to migrate all applications to the online system in 2012/2013.

The effective and efficient delivery of the provincial tax credits is a priority of BC Film + Media as it is one of the province's competitive advantages. Applicants to the film and television tax credit programs were surveyed to determine satisfaction with BC Film + Media's administration of the programs. The responses indicated a 4.6/5 satisfaction level, exceeding performance targets.



GOAL 2

Develop a British Columbia based film, television and digital media industry with a national and international market

GOALS AND OBJECTIVES	MEASURES	2011/12 TARGET OR FORECAST
2.1 Design and deliver a relevant, transparent, and accountable program of financial incentives for British Columbia companies and individuals	Percentage of applicants expressing satisfaction with BC Film + Media's administration of development programs	Not less than 75% (target)
2.2 Support development of intellectual property in British Columbia	Development dollars leveraged by BC Film + Media's project funding (ratio)	4/1 (forecast)
2.3 Assist British Columbia companies to retain intellectual and financial ownership and control of their creative properties	\$ value of BC-owned and controlled productions supported by tax credits	\$200 million (forecast)
2.4 Assist British Columbia companies to develop international market, financing and partnership opportunities	Percentage of participants expressing satisfaction with opportunities supported by BC Film + Media	Not less than 75% (target)

2011/12 RESULTS

Development funding assists BC companies to bring projects from concept to the point where production decisions can be made. Having control of the development process is also critical if BC companies are to retain the control of the resulting intellectual property and the rights to benefit from commercial exploitation.

British Columbia Film + Media invested \$495,964 in 63 projects in 2011/12. This funding triggered development budgets of \$2.8 million, a ratio of 5.7/1, exceeding targets. As with production spending, development investment attracts federal and private sector funding. For these 63 projects, BC companies received \$860,773 in development funding from broadcasters, \$381,048 from Telefilm Canada and \$182,996 from the Canada Media Fund. The remaining \$1.44 million represents producer investment.

Film and television is a global industry and producers must attend national and international markets to secure co-production and co-financing partners and to identify sales and distribution opportunities. BC Film + Media, through our Passport to Markets program and our

partnership with Telefilm Canada, assists BC producers in attending these markets.

BC Film + Media provided \$233,000 under these programs in 2011/12. Market reports from participants indicate confirmed sales, distribution, development, financing and production deals of almost \$15 million. This is the first time that BC Film + Media has reported on the dollar value of market activity and we will continue to refine our data collection in this area.

BC Film + Media surveyed applicants to the industry assistance programs to determine client satisfaction with the programs and their administration. The results were as follows:

Project & Digital Development Programs	4.4/5
Passport to Markets Program	4.7/5

These results exceed targets.

Goal 3

Capitalize on emerging opportunities in digital media

GOALS AND OBJECTIVES	MEASURES	2011/12 TARGET OR FORECAST
3.1 Develop industry knowledge of new digital media opportunities	Percentage of participants expressing satisfaction with events and professional development opportunities supported by BC Film + Media	Not less than 75% (target)
3.2 Develop program initiatives to encourage growth in the BC owned digital media industry	Percentage of participants expressing satisfaction with digital program opportunities supported by BC Film + Media	Not less than 75% (target)

2011/12 RESULTS

Recognizing the importance of digital content, British Columbia Film + Media continued its partnership with the British Columbia Arts Council in providing digital programs to assist the industry. The Digital Media Development Envelope and Interactive Fund were designed to encourage film and television producers to identify digital content related to film and television production and to encourage interactive companies and individuals to create digital content for distribution on alternate, particularly mobile, platforms.

Both of these programs were designed to encourage the production of digital content in British Columbia. For film and television producers, the ability to produce related digital content is becoming critical in competing for Canada Media Fund (CMF) assistance and increasingly important to broadcasters who are looking for content that can be deployed over a variety of platforms. For interactive producers in BC, who tend to be small, start-up companies with limited research and development capacity, the interactive fund is intended to be a modest production fund that will allow companies to explore new ideas, bring product to market and establish their production credentials. Both

funds are in the early development stage and the results of the first adjudications will inform the performance measures for the programs in subsequent years.

Although it is not possible to draw a causal relationship between the programs of BC Film + Media and success in attracting national funds, BC companies are performing well in accessing federal digital funds. In 2011/12, BC companies received \$7.7 million (23%) of the CMF Experimental digital fund.

In 2011/12, BC Film + Media also developed a small program designed to bring the performing and visual arts communities together with digital content providers. This pilot program will be continued in 2012/13.

Additionally, BC Film + Media provided support to a number of digitally based projects including; the Merging + Media conference and lab, the Digital What's Going on Salon series and the Melting Silos program.

Client satisfaction ratings for the digital programs were 4.4/5.



GOAL 4 Demonstrate industry leadership by providing effective legislative and policy advice

GOALS AND OBJECTIVES	MEASURES	2011/12 TARGET OR FORECAST
4.1 Deliver timely, relevant policy and program advice to the provincial government	Timely and relevant policy and program advice provided to the provincial government as required	Ongoing
4.2 Deliver a clear and consistent provincial perspective to federal regulatory, policy and program delivery agencies	Clear and consistent provincial perspective provided to federal regulatory, policy and program delivery agencies	Ongoing
4.3 Facilitate communication between industry and government on policy and program issues	Effective communication between industry and government on policy and program issues maintained	Ongoing

2011/12 RESULTS

British Columbia Film + Media continued to provide policy and program advice to the provincial government on request. It also provided statistical information to the province and to the industry to assist in providing the factual basis necessary for policy decisions.

The film and television industry operates in a primarily federal regulatory, policy and program environment. BC Film + Media continues to advance the position of the industry in British Columbia to such federal agencies as the Canada Media Fund, Telefilm Canada, CRTC, and the Canadian Audio Visual Certification Office. In addition to advancing BC's position to these agencies, BC Film + Media also participates in the national film and television association that works collectively to respond to common issues affecting the development of the industry in Canada.

The growth of the digital industry in BC and the establishment of a large number of international visual effects and animation companies in BC have significantly increased the demand for senior foreign workers required to manage large and complex projects. BC Film + Media has worked with officials from the province, the federal government and industry to streamline the process for temporary foreign workers in the digital sector. This collaborative approach has resulted in an improved system that is meeting industry's growth needs.

BC Film + Media has also continued its work in the development of a Screen Based Industry Human Resource Sectoral Council. This initiative has brought together representatives from all sectors of the industry in an attempt to develop a common approach to the industry's long term human resource needs.

GOAL 5 Maintain an efficient, knowledge-based organization

GOALS AND OBJECTIVES	MEASURES	2011/12 TARGET OR FORECAST
5.1 Continue efficient program administration	Administration costs as a % of programs delivered	3%
	Working days to process an application from receipt of a complete submission	30 working days
5.2 Nurture an expert, knowledge-based organization	Number of professional development hours per employee	25 hours
5.3 Utilize technology to improve client services	Online application systems developed and implemented	Client satisfaction and usage baseline established
	Percentage of clients using online systems	
	Percentage of clients expressing satisfaction with online systems	

2011/12 RESULTS

For the year ending March 31, 2012, British Columbia Film + Media processed the following under the tax credit programs:

- 139 accreditation certificates (Production Services Tax Credit)
- 112 eligibility certificates (Film Incentive BC)
- 124 completion certificates (Film Incentive BC)

The total tax credit value of the applications certified was \$251 million. Processing performance continued to exceed the target set for processing completed applications (Target – 30 working days; Actual average performance at March 31, 2012 – 22 working days).

Administrative cost and professional development targets were also exceeded. Administrative costs remained below one percent of the

value of applications processed and the average number of professional development hours per employee was 36.

In 2011/12, BC Film + Media continued to upgrade its online application programs for FIBC and the PSTC as well as improving the capacity of its database.

Client usage of the online application system reached 77% for FIBC and 64% for the PSTC. BC Film + Media intends to migrate all applications to the online system in 2012/13. Client satisfaction ratings were as follows:

Clarity of tax credit application forms	4.3/5
Ease of use of online system	3.8/5

BC Film + Media is an independent, not-for-profit society established by the provincial government in 1987. It has the mandate to expand and diversify the film, television and digital media sector in British Columbia. The society gratefully acknowledges the financial assistance of the Province of British Columbia through the Ministry of Community, Sport and Cultural Development.



A Red Girl's Reasoning, Crazy8s, Photo: Carla Ulrich

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