



WELCOMING REMARKS

BY CAROLLE BRABANT, C.P.A., C.A., MBA

EXECUTIVE DIRECTOR OF TELEFILM CANADA,

TO PRIME TIME IN OTTAWA 2013

NATIONAL PROMOTIONAL STRATEGY UPDATE

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OTTAWA, ONTARIO

THANK YOU MICHAEL FOR YOUR KIND
INTRODUCTION. GOOD AFTERNOON EVERYONE.

PROMOTION IS ON EVERYONE'S MINDS. FROM
OUR RECENT SUCCESSES AT BERLIN, THE OSCARS
AND THE CANADIAN SCREEN AWARDS, WE
OBVIOUSLY HAVE THE TALENT AND THE
QUALITY... THE QUESTION IS HOW DO WE
LEVERAGE THIS SUCCESS AT HOME?

ONLY A FEW MONTHS AGO, WE WERE
GATHERED, HERE IN OTTAWA, AT THE
INTERNATIONAL INSTITUTE OF
COMMUNICATIONS'S FORUM TO LAUNCH THE
FIRST EVER SYMPOSIUM ON THE PROMOTION
OF CANADIAN FILMS AND TELEVISION.

WITH THE VITAL SUPPORT AND PARTNERSHIP OF THE CRTC AND THE CANADA MEDIA FUND, AS WELL AS THE GENEROUS SPONSORSHIP OF CINEPLEX AND eONE, WE BEGAN A VERY IMPORTANT CONVERSATION—HOW TO BOOST THE PROFILE OF OUR INDUSTRY IN A UNIFIED AND FOCUSED WAY.

YOU MAY RECALL THAT SOME OF THE HIGHLIGHTS OF THAT SYMPOSIUM WERE: BUILD ON THE SUCCESS OF OUR CANADIAN FILMS AND TELEVISION PROGRAMS, GREATER USE OF SOCIAL MEDIA TO ENGAGE CANADIANS AND MOST OF ALL DEVELOP A STRATEGY TO INVIGORATE THE CANADIAN BRAND IN THE GLOBAL MARKETPLACE SO AS TO STIMULATE DEMAND, INCREASE VISIBILITY AND REACH OUT TO AUDIENCES.

WELL, LAST SUNDAY PROVIDED A GOOD EXAMPLE OF THIS APPROACH.

FROM THE PACKED SONY CENTRE THEATRE TO THE NATIONAL MEDIA COVERAGE, THE NEWLY MINTED CANADIAN SCREEN AWARDS DEFINITELY STAKED THEIR PLACE AS THE REPLACEMENT FOR THE GENIES AND GEMINIS.

BUT MOST IMPORTANTLY, THE CBC TELECAST DREW AN AVERAGE BBM AUDIENCE OF 756,000 VIEWERS AND THE BROADCAST EVENT REACHED A TOTAL OF 2.9 MILLION ON ALL PLATFORMS. THIS IS THE GREATEST SUCCESS FOR US.

THE SUCCESS OF THE INAUGURAL CANADIAN SCREEN AWARDS ALSO UNDERLINES ANOTHER

KEY POINT: CANADIAN FILM LOVES CANADIAN TELEVISION.

IN FACT, CANADIANS REPORT IN AUDIENCE RESEARCH THAT TELEVISION IS THE PLATFORM WHERE THEY WATCH FILMS MORE FREQUENTLY.

FORTY-FOUR PER CENT OF CANADIANS WATCH FILMS ON TV ONCE A WEEK. OR 52 FILMS A YEAR!

AND 75% OF CANADIANS FIND OUT ABOUT MOVIES THEY WOULD LIKE TO SEE FROM TELEVISION COMMERCIALS. TELEVISION RANKS SECOND ONLY TO WORD TO MOUTH!

SO, OF COURSE, THE RECENT LAUNCHES OF NEW DISTRIBUTION PLATFORMS ARE ADDING TO THE ENTERTAINMENT EXPERIENCE OF CANADIANS, BY MAKING ACCESS TO CONTENT EASIER AND EASIER.

MOVING FORWARD, WE NEED TO CONTINUE TO WORK TOGETHER TO MAXIMIZE THE IMPACT OF OUR INVESTMENTS IN CANADIAN CONTENT THROUGH A BRANDING CAMPAIGN THAT WILL RAISE THE PROFILE OF OUR FILMS AND TV PROGRAMS. A CAMPAIGN THAT WILL ENSURE THAT OUR PRODUCTIONS CONTINUE TO PUNCH ABOVE THEIR WEIGHT ON THE GLOBAL STAGE.

IN LIGHT OF THIS, I AM GLAD THAT MICHAEL HENNESSY AND BARBARA WILLIAMS HAVE AGREED TO LEAD A WORKING GROUP ON HOW TO BUILD A PLAN ON PROMOTION AND

BRANDING. YOU'LL HEAR MORE ABOUT THIS IN
JUST A FEW MINUTES.

BUT FIRST, I WOULD LIKE TO PASS THE
MICROPHONE TO VALERIE CREIGHTON WHO
WILL SPEAK TO YOU ABOUT SOME IDEAS ON THE
DIGITIZATION AND ACCESS ELEMENTS OF A
NATIONAL PROMOTION STRATEGY.