

MIPCOM 2013



CANADA

MIPCOM, the world's premiere television market, partnered with the Canada Media Fund and Telefilm Canada in 2013 to feature some of the best Canadian TV and digital media entertainment.

This initiative is a follow-up to a Canada Country of Honour campaign at MIPCOM 2012. Combined marketing, public relations and media strategies heightened awareness of Canadian productions and Canada as an ideal co-production partner. In 2013, we built on last year's success and conveyed what's new from Canada this year.

The focus on Canada campaign set out to:

- Elevate global awareness of the quality and genres of Canadian-produced content in Canada and abroad
- Drive content export deals and inspire international production investment in Canada
- Create networking and matchmaking platforms to increase deal-making with Canadian companies
- Spotlight and promote Canadian talent
- Screen and showcase exemplary Canadian productions
- Communicate the benefits of the rich and attractive audiovisual business climate in Canada

MIPCOM 2013 hosted some 13,500 delegates of which there were 4,500 buyers including 1,000 digital buyers, from 100 countries. Numbers were up from the US, UK, France, Canada and Germany, as exhibition space reached an all-time record. A record 1,243 delegates attended MIPJR with more than 550 buyers.

With 608 Canadian delegates, Canada ranked fifth in attendance at MIPCOM after the US, UK, France and Germany. Canada ranked fourth in regards to the number of companies in attendance, after the US, UK and France. 254 Canadian companies were registered at MIPCOM, compared with 252 the previous year.

PARTNERSHIPS

Financial partners greatly contributed to the Canada promotion and travel costs for Canadian talent. In total, 6 partners contributed to the success of the Canadian presence at MIPCOM 2013 in addition to the contribution of the CMF and Telefilm. Each partner was provided visibility based on their level of contribution as outlined in a complete sponsorship plan.

Silver Partners:

- Canadian Tourism Commission
- Entertainment One
- PricewaterhouseCoopers
- Rogers Broadcasting

Bronze Partners:

- Canadian Media Production Association
- Directors Guild of Canada



Tracey Jennings (PwC), moderator for the panel: TV, Film's New Eldorado: Changing the Very Nature of Business in Canada.

Several provincial agencies provided industry intelligence and recommendations that were used to create the promotional campaign.

CANADIAN AND INTERNATIONAL PRESS

The CMF and Telefilm invited the Canadian press to MIPCOM 2013 following the successful media strategy for Canada, Country of Honour in 2012.

A total of ten Canadian journalists attended MIPCOM to cover the event and to contribute to coverage of Canadian productions. For a second consecutive year, a media breakfast sparked many interviews with talent and producers and requests for interviews from international journalists were handled throughout MIPCOM. Combined efforts resulted in 54 articles and reports monitored in Canadian and international media. In addition to press, Twitter was also an important portion of the media strategy. A total 59 CMF Tweet mentions and 66 retweets happened during and around MIPCOM.

The press strategy for the 2013 edition began in September when the CMF and Telefilm issued a joint press release to present Canada's versatile creative industry. To entice Canadian and international press, we also provided a list of Canadian talent that would be present. In turn, this generated many interviews. During the festival, the press outreach focused on the Canadian activities during MIPCOM including the Snack & Screen presentation at MIPJunior, press breakfast, the matchmaking session, and the New Eldorado panel.

Canadian Press in Attendance:

- Scott Stinson, journaliste, **National Post**
- Jean-Pierre Tadros, rédacteur en chef, **CTVM.INFO**
- Etan Vlessing, Canadian Bureau Chief, **The Hollywood Reporter**
- Kim Linekin, reporter, **CBC and MSN**
- Sophie Bernard, reporter, **Le Lien multimedia**
- Adam Benzine, Associate Editor, **Realscreen Magazine**
- Barry Walsh, Editor, **Realscreen Magazine**
- Kevin Ritchie, Writer, **Realscreen Magazine**
- Lana Castleman, Editor, **Kidscreen**
- Jeremy Dickson, Features Editor, **Kidscreen**

PRESS BREAKFAST

Canada also partnered with Argentina's *Instituto Nacional de Cine y Artes Audiovisuales* (INCAA) to garner media attention. Canada "passed the torch" to Argentina as the new Country of Honour at MIPCOM. Valerie Creighton and Sheila de la Varende exchanged a symbolic gift with Liliana Mazure, President, INCAA.

Following the presentation by Canada and Argentina, Canadian industry representatives and



Canada passes the torch to Argentina. From left to right: Valerie Creighton (Canada Media Fund), Sheila de la Varende (Telefilm Canada), and Liliana Mazure (INCAA).

talent were on hand at a media event designed to feature both countries.

CANADIAN TALENT

A key component of the promotional strategy was to feature as much Canadian talent as possible to spark media attention as well as interest from delegates from all participating countries. With the help of several partners, particularly producers and provincial agencies, Canada featured 13 Canadian talents (including actors, producers, and directors).

The same number of talent was present during the Canada Country of Honour campaign the previous year. Actors and producers were presented to the press at a media breakfast the first day of MIPCOM.



From left to right: J.B. Sugar (Bitten), Laura Vandervoort (Bitten), Réal Bossé (19-2), Daniel Grou (Podz) (19-2), Lauren Lee Smith (The Listener), Sheila de la Varenne (Telefilm Canada), Jocelyn Deschênes (19-2), Valerie Creighton (Canada Media Fund), Michael Gross (Call Me Fitz), Sheri Elwood (Call Me Fitz), Brooke Nevan (Cracked), David Sutcliffe (Cracked), Craig Olejnik (The Listener), and Christina Jennings (The Listener).

For the second year, the press breakfast was a prime opportunity for Canadian and international journalists to meet with Canadian talent. After the symbolic passing of the torch, photos were taken with representatives of Argentine and Canadian delegations. Following those, journalists stayed on site to conduct interviews and photo opportunities with Canadian talent.

CANADIAN CELEBRITIES AT MIPCOM

- Réal Bossé, Actor, **19-2**
- Jocelyn Deschênes, Actor, **19-2**
- Daniel Grou (Podz), Director, **19-2**
- J.B. Sugar, Producer, **Bitten**
- Laura Vandervoort, Actress, **Bitten**
- Sheri Elwood, Writer, **Call Me Fitz**
- Michael Gross, Actor, **Call Me Fitz**
- Michael Souther, Executive Producer, **Call Me Fitz**
- David Sutcliffe, Actor, **Cracked**
- Brooke Nevan, Actress, **Cracked**
- Christina Jennings, Executive Director, **The Listener**
- Craig Olejnik, Actor, **The Listener**
- Lauren Lee Smith, Actress, **The Listener**

THE RED CARPET

The same evening, talent, as well as Valerie Creighton and Sheila de la Varende, walked down the red carpet before more than 20 paparazzi that gathered for the event despite the rain.

All Canadian productions were featured on the red carpet in addition to the Argentine delegation.



From left to right: Christina Jennings (*The Listener*), Craig Olejnik (*The Listener*), Valerie Creighton (Canada Media Fund), Sheila de la Varende (Telefilm Canada), and Lauren Lee Smith (*The Listener*).

MIPJUNIOR SNACK & SCREEN



Valerie Creighton presents during MIPJunior

Valerie Creighton, CMF President and CEO, curated a selection of seven of Canada's leading-edge and innovative transmedia series made specifically for children and youth. Each project was presented with commentaries and a walk-through video before a standing-room only audience of 259 Canadian and international MIPJunior attendees. CMF-funded productions featured during the screening were added to Canadaonscreen.ca. The presentation ended with a call to action to visit the site in

order to learn more about these projects and other great Canadian productions.

Featured productions:

- Bramble Berry Tales, **Rival Schools**
- Fée Éric, **LP8 Media**
- In Real Life, **Apartment 11 (TV)** and **Secret Location (DM)**
- Les Jumelles (Twin Factor), **Balestra**
- Shuyan the Kung Fu Princess, **Mark Animations**
- The Next Step, **Temple Street Productions (TV)** and **Secret Location (DM)**
- Tiny Brains, **Spearhead Games**



From left to right : Patrick Loftus (Mark Animations), Valerie Creighton (Canada Media Fund), Marc Chatel (Balestra), Laurine Garaude (Reed Midem), and Michael Hennessy (Canadian Media Producers Association)



From left to right : Daniel Grou (Podz) (19-2), Jocelyn Deschênes (19-2), Tracey Jennings (PwC), Christina Jennings (The Listener), Sheri Elwood (Call Me Fitz), Michael Souther (Call Me Fitz)

panelists:

- Jocelyn Deschênes, Producer, Sphere Media Plus, Canada
- Sheri Elwood, Writer/ Executive Producer, Elwood Ink, Canada @elwoodink
- Daniel Grou (Podz), Director, Creative Differences Corporation, Canada
- Christina Jennings, Chairman & CEO, Shaftesbury, Canada @ShaftesburyTV
- Michael Souther, President, Amaze Film + Television, Canada

CANADIAN CONFERENCE: TV, FILM'S NEW ELDORADO: CHANGING THE VERY NATURE OF BUSINESS IN CANADA

Five Canadian panelists presented their views on the versatility of the Canadian creators who were once traditionally associated with feature films yet are moving into television production in order to benefit from the small screen's new golden age. Over 100 delegates attended the session. Tracey Jennings, National Leader, Technology, Communications, Entertainment & Media at PricewaterhouseCoopers Canada, moderated the following five esteemed

BRANDING ARCHITECTURE

Logos, ads and signage branded Canada were strategically placed throughout the site, from the presentation rooms at MIPJR and MIPCOM, the press lounge during the kick-off media event, to the Canadian Pavilion where Canadian and international producers, directors, and others converged to meet and network.

The Eye on Canada logo was introduced to international audiences and included on all marketing collateral.



J. B. Sugar (Bitten) being interviewed by Canadian journalists after the Press Breakfast.

ADVERTISING CAMPAIGN

The CMF and Telefilm provided tailored messaging for a series of ad placements and visibility opportunities featuring Canadian branding. See big / Voir grand was the tagline used as a sequel to previous ad campaigns developed for MIPCOM: “It’s a big country” at MIPCOM 2012 and “Canada, even bigger” at MIPTV 2013.



Reed Midem published a promotional magazine distributed to all MIPCOM contacts one month before the market. The publication featured a full-page ad introducing the Canada marketing campaign and promoting Canadian events at the market.

- 1 page ad in the MIPCOM Preview Magazine
- The MIPCOM Conference + Event Programme and Guide

In keeping with the strategy to partner with Argentina and highlight Canada’s interest in working with Latin America, ads were adapted in publications targeting the South American audiovisual industry.

- Essential Argentina insert
- Prensario Magazine (trade publication targeting Latin America)

SOCIAL MEDIA CAMPAIGN



Valerie Creighton explains the Eye On Canada strategy during the MIPJunior Snack and Screen presentation.

The CMPA, CMF and Telefilm spearheaded a Twitter campaign and introduced the hashtag *Eye on Canada* to international markets at MIPCOM. The hashtag was also used by many other organizations including the ACCT, Bell Media, Shaftesbury, Manitoba Arts and Culture, Playback, the First Weekend Club and Reed Midem to name a few.

The CMPA hired a “roving reporter” to cover Canadian activities at MIPCOM and share through social media.

Overall, #eyeoncanada was one of the top 5 hashtags used on Twitter in relationship to MIPCOM 2013, across all countries.

PROTOCOL AND NETWORKING

Key Canadian representatives took part in high-level networking events throughout MIPCOM, including MIPJUNIOR Opening Cocktail (in partnership with INCAA), Women in Global Entertainment Power Lunch, Latam Global Dealmakers Networking Lunch, and Personality of the year dinner in honouring Jeffrey Katzenberg, CEO DreamWorks Animation.

The CMF and Telefilm organized a matchmaking event during the day and a networking reception later on at the Canada Pavilion in honour of Argentina, other Latin America countries and industry buyers, sellers and co-production partners. Over 200 guests attended the events.

CANADA PAVILION

The Canada Pavilion remains a hub for roughly t 30% of all Canadian companies attending the Market. Throughout MIPCOM the pavilion provided a meeting point for clients and guests as well as a location to conduct interviews with the press. In 2013 it was ranked as MIPCOM’s second largest stand after the European MEDIA hub., out of a total of 400 exhibitors. The Pavilion hosted more than 70 Canadian companies, providing them with access to a first-class exhibition space that benefits from strong branding and an ideal location in a very busy section of the exhibition area. Additional services were also available to Canadian Pavilion exhibitors.

BUSINESS ACUMEN

Among deals related to MIPCOM:

1. NELVANA licensed the animated series *Franklin and Friends* to CCTV Kids in China.
2. Shaftesbury sold *Murdoch Mysteries* to US Arts network Ovation.
3. *Million Dollar Critic* produced by Shaftesbury sold to W Network and BBC America.
4. The series *Cracked* sold to NBC Universal France and Germany's ProSiebenSat. 1 group.
5. *Played* by Muse Entertainment Enterprises and Back Alley Film Productions sold to German broadcaster ProSiebenSat.1 group.
6. Peace Point Rights sold *Keasha's Perfect Dress* to RTC Netherlands.
7. eOne also sold the sci-fi drama *Bitten* to HBO Nordic for the pay TV and SVOD rights

Canadian series *The Listener* was renewed for another season during MIPCOM.

Several Canadian productions were among the top screened programs at MIPJUNIOR, including *Numb Chucks* and *Nerds and Monsters*, 9 Stories Entertainment, *The Day My Butt Went Psycho*, NELVANA.

A survey of Canadian companies to be completed in November will provide greater insight into confirmed and expected sales and results.