



Introductory remarks

delivered by

Wayne Clarkson,

Executive Director of Telefilm Canada,

Launch of The Great Canadian Video Game Competition

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(Check against delivery)

THANK YOU VERY MUCH, AND GOOD MORNING.

GIVEN THE INTERNATIONAL NATURE OF THE GAME MARKET, I'LL BE DELIVERING MOST OF MY SPEECH IN ENGLISH TODAY. HOWEVER, A FRENCH VERSION OF MY REMARKS WILL BE POSTED ON TELEFILM'S WEBSITE.

I HAD THE PLEASURE OF SPEAKING BRIEFLY AT LAST YEAR'S OPENING OF THE MONTREAL INTERNATIONAL GAME SUMMIT, AND I ADMITTED THAT I FELT LIKE A GUY IN THE WRONG PLACE AT THE WRONG TIME – A FILM PROFESSIONAL LOST IN THE LAND OF GAMERS.

BELIEVE ME IT GOT WORSE.

IN MAY OF THIS YEAR I ATTENDED E³ FOR THE FIRST TIME AND GOT REALLY LOST AMONGST THE 65,000 FANATICAL GAMERS – SO MANY GUYS, SO MUCH MONEY, SO MUCH NOISE.

BUT I PERSISTED IN FINDING MY WAY.

IN SEPTEMBER I ATTENDED VIDFEST IN VANCOUVER, AND LISTENED TO THE KEYNOTE ADDRESS BY NOLAN BUSHNELL, THE CREATOR OF *PONG*... NOW THERE WAS A GAME THAT WAS MORE MY SPEED!

SEVERAL WEEKS AGO I SPENT THREE DAYS AT DIGIMART HERE IN MONTREAL, AND COURTESY OF VISIONARIES SUCH AS JOHN PERRY BARLOW, WAS IMMERSED IN THE REVOLUTION NOW SHAKING UP DIGITAL DISTRIBUTION AND MARKETING.

SO, AFTER A YEAR OF ADVENTURES I LEARNED A GREAT DEAL ABOUT HOW PEOPLE ARE CONSUMING THEIR ENTERTAINMENT AND THE OPPORTUNITIES FOR CANADIANS IN THE INCREASINGLY GLOBAL DIGITAL ENTERTAINMENT INDUSTRY.

I AM NOT ALONE IN MY MOMENT OF ENLIGHTENMENT.

RECENTLY, THE MINISTER OF CULTURE FOR FRANCE PRESENTED SHIGERU MIYAMOTO – THE CREATOR OF *DONKEY KONG* – WITH ONE OF THE COUNTRY’S HIGHEST HONOURS, THE L’ORDRE DES ARTS ET DES LETTRES.

THE MINISTER STATED: “CALL ME THE MINISTER OF VIDEO GAMES IF YOU WANT – I AM PROUD OF THIS.”

“PEOPLE HAVE LOOKED DOWN ON VIDEO GAMES FOR FAR TOO LONG... OVERLOOKING THEIR GREAT CREATIVITY AND CULTURAL VALUE.”

WITH THREE OF THE TOP 10 GAME COMPANIES IN THE WORLD, FRANCE IS MAKING ITS MARK.

AS YOU KNOW, CANADA IS ALREADY A MAJOR HUB FOR DEVELOPING GAME TITLES FOR THE WORLD'S LEADING PUBLISHERS.

WE DO IT SO WELL FOR OTHERS. SO WHAT IS STOPPING US FROM DOING IT FOR OURSELVES?

YES, WE HAVE THE TALENT.

SO WHAT IS PREVENTING US FROM USING CANADIAN HISTORY, CANADIAN CULTURE, CANADIAN STORIES AND EXPORTING THE ENTERTAINING RESULTS ALL OVER THE WORLD?

TELEFILM IS COMMITTED TO CHAMPIONING AND SUPPORTING CANADIAN GAME DEVELOPERS THROUGH ITS PROGRAM OFFERINGS AND WITH MORE MONEY.

TODAY WE ARE ACTING ON THAT COMMITMENT.

THROUGH THE CANADA NEW MEDIA FUND, TELEFILM IS PLEASED TO ANNOUNCE AN EXCITING NEW PROGRAM, WHICH WE BELIEVE WILL SERVE AS A SPARK TO IGNITE A NEW GENERATION OF CANADIAN DIGITAL ENTREPRENEURS AND THE NEXT GREAT CANADIAN VIDEO GAME.

TELEFILM IS INVESTING \$2 MILLION IN... **THE GREAT CANADIAN VIDEO GAME COMPETITION.**

THE GREAT CANADIAN VIDEO GAME COMPETITION IS
A PILOT PROJECT THAT WILL PIT CANADA'S BEST
VIDEO GAME TALENT AGAINST ONE ANOTHER IN AN
INDUSTRY-LED AND PEER-DRIVEN COMPETITION.

THE GOAL OF THE COMPETITION IS TO DEVELOP NEW
CANADIAN GAME TITLES.

WE'RE LOOKING FOR GAME DEVELOPERS TO
COMPETE, COMMERCIALIZE AND CONQUER IN THE
NEW MULTIPLATFORM REALITY.

WE SPENT THE PAST SIX MONTHS WORKING WITH THE VIDEO GAME INDUSTRY TO DESIGN THE COMPETITION TO APPEAL TO THE INDUSTRY'S SENSE OF EXCITEMENT, CREATIVITY AND OPPORTUNITY, AND TO MAKE IT AS "REAL WORLD" AS POSSIBLE.

AS A RESULT, THE COMPETITION WILL TAKE PLACE IN THREE ROUNDS THAT MIRROR TRADITIONAL INDUSTRY FINANCING.

FOR ROUND 1, 10 PROMISING COMPANIES WILL BE SELECTED FROM ALL THE APPLICATIONS RECEIVED FROM ACROSS CANADA.

THEY WILL EACH RECEIVE FINANCIAL ASSISTANCE OF UP TO \$50,000 TO EXPLORE THEIR GAME CONCEPTS, DEVELOP A VISUAL IDENTITY, AND PRESENT A BUSINESS PLAN TO RAISE ADDITIONAL PRIVATE-SECTOR INVESTMENT.

FOR ROUND 2, THE 10 SHORT-LISTED COMPANIES WILL COMPETE FOR DEVELOPMENT FINANCING TO CREATE A PLAYABLE PROTOTYPE.

FOUR WINNERS WILL BE SELECTED, EACH RECEIVING UP TO \$250,000.

THE FOUR WINNERS WILL BE ANNOUNCED IN MARCH AT THE GAME DEVELOPERS CONFERENCE IN SAN FRANCISCO.

AND FINALLY FOR ROUND 3, THE FOUR FINALISTS
WILL COMPETE FOR COMMERCIALIZATION
FINANCING.

ONE WINNER WILL BE SELECTED. THAT WINNER WILL
RECEIVE UP TO \$500,000 FROM TELEFILM CANADA.

THE GRAND WINNER WILL BE ANNOUNCED IN
SEPTEMBER.

AT EACH STAGE OF THE COMPETITION, THE MONEY
WILL BE USED BY THE CONTESTANTS TO ATTRACT
VENTURE CAPITAL, MAJOR PUBLISHERS AND OTHER
PARTNERS TO HELP THEM DEVELOP MADE-IN-
CANADA IP, MADE-IN-CANADA CONTENT, AND MADE-
IN-CANADA JOBS.

THROUGHOUT THE PROCESS, PARTICIPANTS WILL ALSO RECEIVE ONGOING MENTORING AND SUPPORT FROM INDUSTRY VETERANS TO HELP THEM ADDRESS SOME OF THE CHALLENGES OF BRINGING THEIR INTELLECTUAL PROPERTY TO MARKET.

WE BELIEVE **THE GREAT CANADIAN VIDEO GAME COMPETITION** IS AN INNOVATIVE PILOT PROJECT THAT WILL INSPIRE, MOTIVATE AND STRENGTHEN CANADIAN TALENT AND CANADIAN COMPANIES.

THE \$2 MILLION ANNOUNCED TODAY BUILDS ON THE \$14 MILLION ALREADY COMMITTED ANNUALLY THROUGH THE CANADA NEW MEDIA FUND.

AND IT BUILDS ON TELEFILM'S PARTNERSHIP WITH THE INDUSTRY.

AS I SAID BEFORE, THIS INITIATIVE IS A COMPETITION THAT IS BOTH INDUSTRY LED AND INDUSTRY SUPPORTED.

IN FACT, **THE GREAT CANADIAN VIDEO GAME COMPETITION'S** ADVISORY BOARD, MENTORS AND JURY ARE ALL MADE UP OF INDUSTRY LEADERS... SUCH AS UBISOFT, ELECTRONIC ARTS AND RADICAL ENTERTAINMENT.

SO THANK YOU TO CANADIAN HERITAGE AND ALL OUR INDUSTRY PARTNERS FOR THEIR FINANCIAL AND STRATEGIC SUPPORT.

AND FINALLY, ON THE IMPORTANCE OF PASSION AND ENTREPRENEURSHIP IN OUR INDUSTRY, NOLAN BUSHNELL HAD THIS HUMOROUS AND PERHAPS MOTIVATING QUOTE: “EVERYONE WHO’S EVER TAKEN A SHOWER HAS AN IDEA. IT’S THE PERSON WHO GETS OUT OF THE SHOWER, DRIES OFF AND DOES SOMETHING ABOUT IT WHO MAKES A DIFFERENCE.”

SO, I INVITE EVERYONE TO TAKE A SHOWER... GET AN IDEA... DRY YOURSELF OFF... AND TAKE ACTION...

CREATE, COMMERCIALIZE AND CONQUER!