



**WELCOME & INTRODUCTORY REMARKS BY
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TELEFILM CANADA**

AT

ISUMMIT 2006

TORONTO, MARCH 30, 2006

(CHECK AGAINST DELIVERY)

THANK YOU, IAN, YOUR KIND WORDS OF INTRODUCTION.

LADIES AND GENTLEMEN – CHERS AMIS!

JE SUIS TRÈS HEUREUX D'ÊTRE ICI AUJOURD'HUI. LE SOMMET ÉTANT UN ÉVÉNEMENT INTERNATIONAL, PLUSIEURS PARTICIPANTS VIENNENT DE PLUSIEURS RÉGIONS CANADIENNES, DES ÉTATS-UNIS, D'EUROPE ET D'AUTRES PAYS DU MONDE. JE M'ADRESSERAI DONC À VOUS PRINCIPALEMENT EN ANGLAIS, MAIS VOUS TROUVEREZ UNE VERSION FRANÇAISE COMPLÈTE DE CE DISCOURS SUR LE SITE WEB DE TÉLÉFILM.

YOU MAY ASK WHAT THIS GUY FROM TELEFILM CANADA IS DOING HERE. IS HE REALLY MEANT TO BE HERE? HAS HE COME TO THE RIGHT PLACE? AFTER ALL, THIS IS NOT A GATHERING OF FILM OR TELEVISION PRODUCERS.

LET ME ASSURE YOU THAT NOT ONLY AM I EXACTLY
WHERE I'M MEANT TO BE – I AM ALSO VERY DEFINITELY
WHERE I WANT TO BE.

IF I TELL YOU THAT, IN THE NEXT FIVE YEARS OR SO, THE
PERSON HOLDING DOWN MY JOB AT THE HEAD OF
TELEFILM CANADA WILL PROBABLY BE – SHOULD BE –
ONE OF YOUR OWN.... THEN YOU WILL UNDERSTAND
THAT I BELIEVE YOUR COMMUNITY TO BE THE FUTURE
FLAGSHIP AND LEADER OF OUR CULTURAL INDUSTRIES.

TODAY, NEW MEDIA MAY BE THE JUNIOR SIBLING TO THE
FILM AND TV INDUSTRIES, BUT YOU ARE DESTINED TO
BECOME HEAD OF THE FAMILY.

THAT IS MY VISION, OUR COMMITMENT OF WHERE THE
NEW MEDIA INDUSTRY IS HEADING, AND THAT IS WHY
TELEFILM CANADA IS UNCOMPROMISINGLY COMMITTED
TO THE SECTOR

I HAVE HAD THE PLEASURE OF MEETING MANY OF YOU IN TORONTO, MONTREAL, VANCOUVER AND HALIFAX, AND I'VE HEARD MANY OF YOUR ASPIRATIONS, CHALLENGES AND PROJECTS FOR THE FUTURE.

LET ME TELL YOU NOW THAT TELEFILM'S FOCUS IS TO HELP YOU BY FACILITATING CONTACTS BETWEEN PRODUCERS AND PUBLISHERS; BY HELPING IN ESTABLISHING NEW REVENUE STREAMS; BY CONNECTING PRODUCERS WITH INSTITUTIONAL SOURCES OF REVENUE; AND BY HELPING YOU ACCESS AND KEEP SKILLED PERSONNEL.

I CAN SYNTHESIZE TELEFILM'S ROLE DOWN TO A FEW KEY WORDS AND PHRASES: "NETWORKING" AND "COLLABORATION". TELEFILM IS ABOUT BUILDING AUDIENCES AND BUILDING STRONG NEW MEDIA INDUSTRIES. WE ARE ABOUT INNOVATION – ESPECIALLY IN NEW MEDIA – EXPERIMENTATION, NEW TECHNOLOGIES AND MORE MONEY – PRIVATE AND PUBLIC.

IN 2004, THE ENTERTAINMENT AND CREATIVE CLUSTER CONTRIBUTED NEARLY \$9.8 BILLION TO ONTARIO'S ECONOMY (2.3% OF THE GDP). ONTARIO IS NORTH AMERICA'S THIRD LARGEST EMPLOYER IN THE ENTERTAINMENT AND CREATIVE INDUSTRIES, AFTER CALIFORNIA AND NEW YORK.

IN 2005, ONTARIO EMPLOYMENT IN THE CLUSTER
TOTALLED APPROXIMATELY 185,000 PEOPLE,
ACCOUNTING FOR 42% OF CANADA'S TOTAL WORKFORCE
IN THIS CLUSTER.

IN ADDITION TO THIS DIRECT ECONOMIC CONTRIBUTION,
THE PRESENCE OF THE CLUSTER ENHANCES QUALITY OF
LIFE, CREATIVITY AND INNOVATION, WHICH FURTHER
BOOSTS ECONOMIC GROWTH BY ATTRACTING TOURISTS,
BUSINESSES, SKILLED WORKERS, AND HIGHLY MOBILE
PROFESSIONALS AND INVESTORS.

THE ENTERTAINMENT AND CREATIVE CLUSTER INCLUDES A BROAD RANGE OF CREATIVE CONTENT INDUSTRIES, INCLUDING FILM AND TELEVISION PRODUCTION, SOUND RECORDING, AND BOOK AND MAGAZINE PUBLISHING. IT ALSO INCLUDES FAST-GROWING NEW MEDIA INDUSTRIES (E.G., DIGITAL SPECIAL EFFECTS AND INTERACTIVE PRODUCTS LIKE VIDEO AND COMPUTER GAMES) AND INDEPENDENT ARTISTS, AUTHORS, MUSICIANS AND FILMMAKERS.

THE DEVELOPMENT OF THIS CLUSTER IS CHARACTERIZED BY THE ENHANCEMENT OF ECONOMIC LINKAGES AND SYNERGIES AMONG THESE VARIOUS CREATIVE INDUSTRIES, AS WELL AS LINKAGES WITH OTHER RELATED INDUSTRIES, INCLUDING FASHION, ARCHITECTURE, GRAPHIC AND INDUSTRIAL DESIGN, COMPUTING (HARDWARE AND SOFTWARE) AND TELECOMMUNICATIONS.

IN ORDER TO REINFORCE AND FURTHER SUPPORT THE ENTERTAINMENT AND CREATIVE INDUSTRY, THE GOVERNMENT IS COMMITTING TO A NUMBER OF INITIATIVES INCLUDING:

- ESTABLISHING THE ENTERTAINMENT AND CREATIVE CLUSTER PARTNERSHIPS FUND. THIS NEW FUND WILL PROVIDE \$7.5 MILLION OVER THE NEXT THREE YEARS TO PROMOTE COOPERATION BETWEEN FIRMS AMONG THE DIFFERENT SECTORS. PROJECT AREAS WILL INCLUDE ENTREPRENEURSHIP AND SKILLS DEVELOPMENT, DOMESTIC AND INTERNATIONAL MARKETING, NEW PRODUCT PROTOTYPE FUNDING AND DEVELOPMENT OF CLUSTER PERFORMANCE MEASURES.

THE SIGNS ARE THERE: PRICEWATERHOUSE COOPERS PROJECTED THE WORLDWIDE GAME INDUSTRY REVENUE TO INCREASE FROM \$25.4 BILLION IN 2004 TO \$54.6 BILLION IN 2009.

THE FIGURES DEMONSTRATE THAT YOU ARE AN ENTERTAINMENT FORCE THAT HAS CLAIMED ITS PLACE BY VIRTUE OF EXTRAORDINARY CREATIVITY, INNOVATION, AND CULTURAL RELEVANCE.

THERE IS, AS WE ALL KNOW, A SIMPLE, UNIVERSAL PRINCIPLE: ALL BUSINESS IS ABOUT RELATIONSHIPS... (WELL YES....THAT AND MONEY TOO).

THE NEW MEDIA BUSINESS ALLIANCE GETS THAT MESSAGE. AND I WANT TO CONGRATULATE THEM FOR THEIR SAVVY AND THIS EXCELLENT LEARNING, NETWORKING, AND I HOPE FOR YOU, FINANCIAL OPPORTUNITY.

THIS FIRST ISUMMIT WILL, I AM SURE, BE REMEMBERED AS A LANDMARK EVENT.

WELL YOU'VE CREATED YOUR OWN CIA – CANADA INTERACTIVE ALLIANCE, THE COALITION OF PROMINENT INDUSTRY ASSOCIATIONS, WHICH IS BEING LAUNCHED AT THIS SUMMIT. TELEFILM IS PROUD TO HAVE GAINED SUCH A DYNAMIC PARTNER.

AS WE KNOW, THE WORLD COMES TO CANADA TO MAKE MOVES AND TV. IT IS A MULT-MILLION DOLLAR BUSINESS IN MONTREAL, TORONTO, VANCOUVER AND ACROSS THE COUNTRY THAT IS DRAWN HERE PRIMARILY BY OUR SKILLED CREWS AND TECHNICIANS – AND, YES, BY OUR TAX BREAKS TOO.

SOME MONTHS AGO *THE GLOBE AND MAIL* ANNOUNCED ANOTHER PLAYER SET UP SHOP IN CANADA FOR THE VERY SAME REASONS. THIS TIME IT'S A GAME PRODUCER FROM JAPAN, KOEI. THEY HAVE OPENED UP A DEVELOPMENT OFFICE IN TORONTO AND ARE HIRING CANADIAN UNIVERSITY GRADUATES FROM ACROSS THE COUNTRY. EXCELLENT!

IN JAPAN, KOEI RELY HEAVILY ON LOCAL HISTORY AND CULTURE FOR THEIR STORIES.

WE DO IT SO WELL FOR OTHERS. SO WHAT IS STOPPING US FROM DOING IT WELL FOR OURSELVES? WHAT IS STOPPING US FROM USING CANADIAN HISTORY AND CULTURE FOR OUR STORIES, AND EXPORTING THE RESULTS ALL OF OVER THE WORLD?

SOME YEARS BACK, ONE CREATIVE INDIVIDUAL DREAMED UP AN OVERLY POLITE MOUNTIE WITH A DEAF DOG CALLED DIEFENBAKER AND SAW THEM EXPORTED TO A WORLDWIDE AUDIENCE THAT COULDN'T GET ENOUGH – A TELEVISION SERIES CALLED DUE SOUTH.

THERE WAS A LOW-BUDGET, CANADIAN SCI-FI THRILLER, CUBE, THAT BECAME A CULT CLASSIC WORLDWIDE AND MADE A CELEBRITY OF DIRECTOR VENCENZO NATALI IN JAPAN.

MY POINT IS: TELEFILM IS COMMITTED TO SUPPORTING QUALITY CANADIAN CREATIVE TALENT AND CONTENT.

“WHAT IS THE ROLE OF THE SCREEN IN OUR LIFE? IT IS BECOMING OUR PRINCIPAL CONNECTION TO INFORMATION. WE SPEND MORE TIME IN FRONT OF A SCREEN THAN IN FRONT OF A PAGE. THE THREE SCREENS – TV, PERSONAL COMPUTER AND MOBILE PHONE – SHARE, ON THE AVERAGE, ABOUT A THIRD OF OUR WAKING LIFE.”

AND FINALLY MY COMMENT ON CELL PHONES AND CONTENT – A QUOTE FROM “SUNSET BOULEVARD:”

JOE GILLIS (WILLIAM HOLDEN) “YOU’RE NORMA DESMOND. YOU USED TO BE IN SILENT PICTURES. YOU USED TO BE BIG.

NORMA DESMOND (GLORIA SWANSON): I AM BIG. IT’S THE PICTURES THAT GOT SMALL.

MESDAMES, MESSIEURS, MERCI!