



PRESS RELEASE
For immediate release

**QUEBECOR FUND ANNOUNCES LIST OF
FUNDED PRODUCTION COMPANIES AND PROGRAMS**

More than \$56 million for 177 projects over 14 years

Montréal, December 10, 2013 - The Quebecor Fund board of directors is pleased to announce the names of the six Canadian production companies that will receive 27th-round funding under its Main Television Production Assistance Program (MPAP) following October 1, 2013 submissions. In this round, Quebecor Fund will disburse a total of \$2,225,848 to the following production companies: Zone 3 Inc., TVA Productions Inc., LP8 Média II Inc., Productions Pimiento Inc., Trio Orange Productions Inc. and Productions Images I Inc. (Attraction Images Inc.). The eight selected productions will air on Canadian broadcasters Télé-Québec, TVA, Société Radio-Canada, TV5, Yoop (TVA Group Inc.) and VRAK.TV.

Since its inception in 1999, Quebecor Fund's MPAP program has supported 177 projects involving 63 production companies, 36 Canadian broadcasters and 21 foreign broadcasters. During this period, the Fund has distributed nearly \$49 million to support the multiplatform components of the funded projects (which amounts to 68% of the total sums invested in multimedia by the participating production companies) and more than \$7 million to support the television components of the same projects, for a total of more than \$56 million.

Of the funding granted to date by Quebecor Fund to support television and multiplatform production, 26% has gone to programs for children/youth, 29% to documentaries, 36% to variety/performing arts, and 10% to drama (all figures rounded).

Quebecor Fund, a major source of financing for Canadian television, event and film production and digital media, is an independent fund with a mission to support the development, production and marketing of high-quality content and its exploitation on a variety of interactive platforms that use new information and communication technologies such as interactive television (ITV), video on demand (VoD), mobile devices and high-speed Internet.

Quebecor Fund was established through Videotron Ltd., which provides nearly \$6 million annually in broadcasting distribution undertaking (BDU) contributions to the Canadian industry under its Main Television Production Assistance Program (MPAP).

RECIPIENTS:

Zone 3 inc.

- **Subito texto II** – *Canadian broadcaster: Télé-Québec*

The daily series for young people *Subito texto* follows the eventful lives of five high school students at the rather "dull" Victoire Desmarais School. The young people decide to freshen up the school's image and use the student newspaper to do it. Funny, colourful, refreshing and modern, the series discusses topics of interest to 9-to-12-year-olds. *Subito texto* provides a rich interactive space (TV, Web, scalable multi-player platform, mobile component) where camaraderie and involvement provide the impetus for a grand adventure. Wacky joint projects, mini-games to unlock, quizzes and surveys all serve to attract viewers to the digital environment of the series.

TVA Productions inc.

- **Fort Boyard** - *Canadian broadcaster: TVA*

Fort Boyard is a recognized brand based on a TV game show, where two teams attempt to collect keys to open the door to a treasure chamber. Each program features two squads made up of members of the public and artist celebrities who clash while performing physical, psychological and emotional challenges. Available on Web, mobile and social media platforms, the app plunges users into the world of the fort through entertaining and engaging fact-based content.

LP8 Média II Inc.

- **Qu'est-ce qu'on mange pour souper?** - *Canadian broadcaster: Société Radio-Canada*

Chef Danny St Pierre combines passion and humour as he cooks dinner with you in real time every weekday at 5:00 p.m. On your TV, your tablet or your computer, Danny St Pierre and his cooking coach make life easier by preparing simple, healthy and tasty 30-minute meals along with you. With its grocery list, "*Qu'est-ce qu'on mange pour souper?*" adopts key functionality and applies it to the existing digital platforms (Web and tablet) and a mobile app developed especially for the program. *Facebook Connect* and additional visual and video content enhance the user's overall experience.

Productions Pimiento inc.

- **Amérikologie spécial Brésil** (season 3) - *Canadian broadcaster: TV5*

After two successful seasons, *Pimiento* is releasing 13 new episodes of *Amérikologie*. This year, it heads to Brazil, host of the World Cup and the Olympic Summer Games. With this nation in the limelight, *Amérikologie* hopes to expand its audience and offer its own face of Brazil. The documentary series will be enriched by a three-part multi-platform. The micro-site, Brésil360, offers content related to and beyond the scope of the program. An *iPhone/iPad* app acts as an interactive travel guide and, lastly, a *Duo* app will make it possible to interact directly with the TV series.

Trio Orange productions inc.

- **Le Club secret du détective Steve** - *Canadian broadcaster: Yoopa (TVA Group Inc.)*

Le Club secret du détective Steve is a quiz show for children aged 3 to 8. Reinventing the format, it follows the investigations of well-known Detective Steve and his faithful sidekick, Bras Gauche [Left-Hand Man]. They are assisted in their investigations by members of the secret club. To increase its reach, the program will be available on digital media. With a Web site, exclusive video clips, a synchronous and asynchronous tablet app and a social media component, *Le Club secret du détective Steve* gives youngsters a special, permanent link to this new educational program.

Productions Images I inc. (Attraction Images inc.)

- **Dans l'œil du dragon** - Season 3 - *Canadian broadcaster: Société Radio-Canada*

Dans l'œil du dragon, the Quebec version of the global hit *Dragon's Den*, is back for its third season. Each episode, five "dragons" of the business world listen and watch as aspiring entrepreneurs pitch the merits of their business concept, using both originality and strategy. *Dans l'œil du dragon* offers a multi-screen distribution experience by adding a synchronized play-along game, live chats and exclusive content about the contestants. Available on the Web and iOS and Android devices, the second screen is adjustable and combines program-specific entertainment, social and educational content.

Zone 3 inc.

- **Mix 4** - *Canadian broadcaster: VRAK.TV*

In 2014, four aspiring young singers and four aspiring young dancers will appear on *Mix 4* and attempt to outdo themselves each week as they create stunning group numbers. Their goal: win over their instructors and the audience and be voted best singer or dancer. *Mix 4* involves the public in an ultimate multi-platform experience that showcases 4 top-notch singers and 4 top-notch dancers. On TV, Web and mobile platforms, their daily encounters draw the public in to the competition and give them a say in how the adventure plays out.

TVA Productions inc.

- **Testé sur des humains V** - *Canadian broadcaster:* TVA

Testé sur des humains is an engaging blend of entertainment and information, theory and practice, laughter and seriousness. No subject is taboo. The show's premise: everything is open for discussion, never hesitate to question what is considered an established truth. An interactive device takes users beyond the program limits, allowing them to disprove the statistics with their socially conscious acts, increase their knowledge base and test their memories and critical thinking skills.

Quebecor Fund

Quebecor Fund, a non-profit organization, is a private fund incorporated as a company without capital stock under Part 2 of the *Canada Corporations Act*. The Board of Directors is responsible for all decisions pertaining to the Fund, including its direction, and is entirely and exclusively responsible for its funding decisions. The date of the next round of funding under the Main Television Production Assistance Program (MPAP) is April 1, 2014. For more information, please visit the Quebecor Fund website at www.quebecorfund.ca.

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