



**PRESS RELEASE**  
*For immediate release*

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

**Montréal, December 3, 2010** - The Quebecor Fund Board of Directors is pleased to announce the names of the eight production companies that will receive 21st-round funding under its Main Television Production Assistance Program, following October 1, 2010 submissions. A combined total of \$2,440,225 will be distributed to the selected production houses: Pixcom Productions Inc., Productions GFP (III) inc. (Fair Play), TVA Productions Inc., Cinemaria, Broco Show 2 inc. (Productions Benannah inc.), Zone 3 XXVIII inc. and Productions LOL inc. (QuébeComm inc.). The funded productions will air on Société Radio-Canada, Discovery Channel, Canal D, TVA, TV5 and VRAK-TV.

Since its inception in 2000, Quebecor Fund has supported 124 projects involving 53 production companies, 27 Canadian broadcasters and 8 foreign broadcasters. During this period, the Fund has distributed more than \$33 million to support the multiplatform components of the funded projects, which amounts to 66% of the total sums invested in multimedia by the 53 participating production companies, and more than \$7 million to support the television components of the same projects.

Of all the funding granted to date by Quebecor Fund to support television and multiplatform production, 29% has gone to children/youth programs, 31% to documentaries, 31% to variety/performing arts, and 9% to drama.

Quebecor Fund, a major source of financing for television, event and film production and for new media content, is an independent fund with a mission to support, among other things, production projects that encompass high-quality television programs with value over time as well as interactive multimedia content using new information and communication technologies, including multiple platforms such as interactive television (ITV), video on demand (VoD), mobile devices and, of course, high-speed Internet.

Quebecor Fund is a vital source of financing in the digital age, when Canadian content must be disseminated on more than one platform and interactive content that enriches but is distinct from conventional television must be developed.

Quebecor Fund was established through Videotron Ltd., which provides over \$5.3 million annually in broadcasting distribution undertaking (BDU) contributions to the Canadian industry under its Main Production Assistance Program (MPAP).

**RECIPIENTS:**

**Aetios Productions inc.**

- **Trauma 2** – *Broadcaster: Société Radio-Canada*

*TRAUMA 2* revolves around the life of Dr. Julie Lemieux, chief of trauma surgery at Saint-Arsène hospital. She is a trauma victim herself, having suffered an aneurism, and lives in dread of a recurrence. The new media component of *TRAUMA 2* innovatively incorporates user-generated content into three interactive online fictions, drawing viewers into the world of *TRAUMA 2* in a much more personal way. The website also features exclusive content, a weekly poll, video interviews focusing on the actors and their characters, and an episode with comments from the writer and the director.

### **Pixcom Productions Inc.**

- **Licence to Drill - season II** – *Broadcaster: Discovery Channel / Canal D*

In season 2, two companies bet the house on cutting-edge technology in a bid to extract thousands of barrels of oil from the ground in Saskatchewan, drill 5-km deep wells in Alberta, and spend millions on a high-risk project in the Northwest Territories. The interactive component of *Licence to Drill II* develops the linkages between the show's platforms and adds new ones. Season 2 also introduces the 3D game "Tunnel Runner"; fans will be able to follow the efforts of the best drillers online and on their Android phones.

### **Productions GFP (III) inc. (Fair Play)**

- **Peut contenir des Rachid II** – *Broadcaster: TVA*

A totally unpredictable variety series starring the one-and-only Rachid Badouri. After undergoing a spectacular physical transformation worthy of Hollywood, Rachid and his accomplice play practical jokes on their victims. In season 2, the online content will be synchronized with the week's episode and will also offer audiences a few surprises. New and unique interactive applications will entertain users and let them surprise their friends with audio and video messages drawn from the words and deeds of Rachid's vast array of characters.

### **Cinemaria**

- **Le CHUV - Hôpital vétérinaire** (working title) – *Broadcaster: TV5*

This series goes behind the scenes at the Université de Montréal veterinary hospital, one of the most modern in North America. It explores the emotional ties that bind animals in distress and their humans, and shows how vets use an impressive arsenal of tools and skills to change the world, one pet at a time. The interactive component includes segments on the daily lives of vets and capsules on different animals. Fans of the show can share information on the blog, the Wiki, the pet-owners' page, and through Facebook, Twitter and the iPhone app.

### **TVA Productions inc.**

- **Testé sur des humains** – *Broadcaster: TVA*

*Testé sur des humains* puts everyday objects and activities to the test, for the benefit of enquiring minds. The methods are sometimes sound, sometimes wacky; the results are often informative, always entertaining. The new media component uses three platforms to encourage audiences to go beyond the boundaries of television and conduct their own experiments. The goal is to share content and ideas between the television and Internet audiences, and to prompt viewers to join in the action.

### **Broco Show 2 inc. (Les Productions Benannah inc. )**

- **Le Minimonde d'Annie Brocoli** – *Broadcaster: Société Radio-Canada*

*Le Minimonde d'Annie Brocoli*, starring the buoyant Annie Brocoli and her faithful band of followers, is a family program that celebrates imagination, fantasy and creativity. The show explores the many facets of our world and gives families a chance to share, laugh, move, discover and have fun! The interactive component of *Le Minimonde d'Annie Brocoli* immerses visitors in a universe of original creative activities, games, and a vast selection of video content. It includes a website, a game app for iPhone and Android, and ITV functionalities on Videotron.

### **Zone 3 XXVIII inc.**

- **Mixmania II** – *Broadcaster: VRAK-TV*

The reality show *Mixmania* is back for another season. Two teams of teens (four guys versus four girls) try their luck in the music industry, with some help from the pros. Every week, the aspiring singers strive to win the favour of viewers, who can vote online for their favourites. Fans of the series will be excited by the innovative website, video on demand content, interactive television features, mobile app, exclusive content, live events, opportunities to express their opinions and to vote, and various functions that support social networking and interactions.

**Productions LOL inc. (QuébeComm inc.)**

- **LOL:-)** – *Broadcaster: TVA*

*LOL:-)* is a totally new and different humour series made up of super-short, 15-90 second silent visual gags. The cinema-quality, Full HD segments are shot on location at sites in Mexico and elsewhere, transporting viewers to a wild and zany world where humour and history meet. The multiplatform component takes the fun beyond the TV screen, creating synergies with ITV, the Internet and mobiles. It will spur audience participation by encouraging viewers to create their own humour shorts.

**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, 2011. The deadline for applications for funding under the new Event and Film Production Assistance Program (EFPAP) is January 7, 2011. For more information, please visit our website at [www.fondsquebecor.ca](http://www.fondsquebecor.ca).

-30-

**Information:**

Serge Thibaudeau, CEO

Quebecor Fund

514-842-2497 / [info@fondsquebecor.ca](mailto:info@fondsquebecor.ca)