



PRESS RELEASE
For immediate release

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

Montréal, June 2nd, 2010 - The Quebecor Fund Board of Directors is pleased to announce the names of the 10 production companies that will receive 20th-round funding under its Main Production Assistance Program, following April 1, 2010 submissions. A combined total of \$2,671,700 will be distributed to the selected production houses: Vivacliv I inc. (Vivavision), Aetios productions inc., Téléfiction Inc., Duo Productions inc., Films Zingaro 2 Inc. (Équipe Spectra), ECP Nouveaux Médias inc. (Groupe ECP), Productions J inc., Oasis Animation Inc., Eurêka! Productions inc. and TVA Productions Inc. The funded productions will air on Société Radio-Canada, CBC, ARTV, Télé-Québec, TFO, TV5, TVA and Yoopa, TVA Group's new specialty channel.

Since its inception in 2000, Quebecor Fund has supported 116 projects involving 50 production companies, 27 Canadian broadcasters and 8 foreign broadcasters. During this period, the Fund has distributed more than \$30 million to support the multiplatform components of the funded projects, which amounts to 65% of the total sums invested in multimedia by the 50 participating production companies, and more than \$7 million to support the television components of the same projects.

Of all funding granted to date by Quebecor Fund to support television and multiplatform production, 30% has gone to children/youth programs, 31% to documentaries, 30% to variety/performing arts, and 9% to drama.

Quebecor Fund, a major source of financing for television and new media content, is an independent fund with a mission to support production projects that encompass high-quality television programs with value over time as well as interactive multimedia content using new information and communication technologies, particularly on 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 million annually in broadcasting distribution undertaking (BDU) contributions to the Canadian industry.

RECIPIENTS:

Vivacliv I inc. (Vivavision)

- **Le Club Tactik** - Broadcaster: Télé-Québec

Tactik is a dramatic comedy featuring active, engaging kids who like action more than talk. The program's website has been overhauled to become *Le Club Tactik*, a virtual meeting place where visitors can socialize, play and access exclusive video content about the show. Kids aged 9 to 12 will enjoy the online multiplayer games, the multiplatform content and the transmedia experience.

Aetios productions inc.

- **Virginie** - Broadcaster: *Société Radio-Canada*

The daily serial *Virginie*, which has been airing on Radio-Canada since September 1996, follows the tribulations of a teacher dealing with the issues facing modern teens aged 13 to 17. Via the website, illico (ITV), video on demand (VoD), mobile content and a social networking strategy, *Virginie's* interactive component offers a wealth of exclusive content and videos, including a webzine, and a unique meeting place for its legions of fans.

Téléfiction inc.

- **Toc Toc Toc III** - Broadcaster: *Société Radio-Canada and Télé-Québec*

Toc Toc Toc, an entertaining and educational series for children aged 3 to 8 now in its fourth season, transports young viewers to the enchanting world of *Toc Toc Toc* village. Creative interactive online activities featuring characters from the television series give young visitors to the website a chance to play, create, dance and sing along with *Toc Toc Toc*. In addition to a new fun game, kids will be invited to discover a big secret in an exciting new adventure.

Duo Productions inc.

- **Yamaska 2010** - Broadcaster: *TVA*

Yamaska, a series about three dissimilar families coping with the tragic death of a loved one written by Michel d'Astous and Anne Boyer, is a modern, thought-provoking drama about love, male friendship and resilience. On the website, the community of *Yamaska* fans can come together, learn more and share their views. Visitors are able to step into the show's setting, play the epic game, try their hand at several other games and receive real-time calls from characters.

Films Zingaro 2 Inc. (Équipe Spectra)

- **Deux beaux** - Broadcaster: *Société Radio-Canada*

Deux beaux, a drama about the daily lives of two Montréal cops, tells the story of the improbable friendship between two world-weary men who seemed to have little in common. On the website, an interactive graphic novel draws visitors into side stories set in the urban jungle. An augmented reality iPhone app projects the interactive experience into the real world. The multiplatform component also includes an ITV application about the history of policing in Québec.

ECP Nouveaux Médias inc. (Groupe ECP)

- **Du Big Bang au vivant** - Broadcaster: *Télé-Québec / TFO*

Eminent science popularizers Hubert Reeves and Jean-Pierre Luminet lead viewers on a fascinating journey of discovery through the mysteries of the cosmos, all the way to the edge of the observable universe 14 billion light-years away. Visitors to the website can take their own, non-linear trip through the science to discover basic facts about the universe and what scientists are now learning. An interactive multimedia experience immerses visitors in a story with four chapters: the instruments, the observations, the theories, the scientists.

Productions J inc.

- **Occupation Double 2010** - Broadcaster: *TVA*

Occupation Double is back for another season. Once again, the guys and the girls will get to know each other through paired and group activities, outings and trips, set in some of the world's most enchanting locations. Through the interactive component, fans can follow participants' lives around the clock. Viewers can also comment on developments in the post-show call-in segment, which is broadcast on the web and available on VoD. The new *Occupation Double* mobile site will let fans take the show with them wherever they go.

Oasis Animation Inc.

- ***Pérusse Cité*** - Broadcaster: *Société Radio-Canada*

Pérusse Cité is a new animated sitcom from François Pérusse about the surreal daily lives of off-beat characters in a city not unlike Montréal and its suburbs. The show's multiplatform component, embracing web and mobile content, social networking and ITV, will help make the laughter contagious. It will include a website featuring a hockey game and the Gag-O-Tron Pérusse video application, an interactive fiction on Facebook and Twitter, video content for iPhone / iPod Touch, and an ITV quiz.

Eurêka! Productions inc.

- ***Le Sexe autour du monde*** - Broadcaster: *TV5 Québec Canada*

Le Sexe autour du monde is a sometimes thoughtful, sometimes mischievous survey of sexual practices around the world that looks at sex in a cultural and ethnological context. The series goes under the covers in eight countries. Audiences will also be instructed and delighted by 15 exclusive web segments shot in North America, two different types of interactive navigation through repurposed video content from the program, and a cultural quiz on ITV, iPhone and Facebook. The show will also Twitter to create buzz around the *Sexe autour du monde* brand.

TVA Productions Inc.

- ***T'es où Théo?*** - Broadcaster: *Yoop*

Théo ventures from his bedroom and sets out to explore the world. Armed with his ever-present super-video-communication-device, the "Théo-cam," he investigates a five-year-old's universe. Théo files stories, known as reports in the grown-up world, told from his very personal point of view. The series' interactive and new distribution windows components deliver a rich experience of discovery, creation and sharing via content designed for complementary platforms (web, iPhone/iPod, ITV) and tailored to young children and their parents.

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 deadline for the next round of funding is October 1, 2010. For more information, please visit our website at www.fondsquebecor.ca.

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