



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

Nearly \$62 million for 195 projects over 15 years

Montréal, December 2, 2014 - The Quebecor Fund Board of Directors is pleased to announce the names of the seven Canadian production companies that will receive 29th-round funding under its Main Television Production Assistance Program (MPAP) following October 1, 2014 submissions. In this round, Quebecor Fund will disburse a total of \$2,541,725 to the following production companies: PVP Animation II inc., Productions La Voix III inc., Attraction Images Productions IV inc., TVA Productions inc., Productions Pixcom inc., Eurêka! Productions inc. and Océan Télévision II inc. The eight selected productions will air on the Canadian broadcasters Société Radio-Canada, TVA, ARTV, Moi et Cie (TVA Group Inc.) and TV5 Québec-Canada.

Since its inception in 1999, Quebecor Fund's MPAP program has supported 195 projects involving 67 production companies, 38 Canadian broadcasters and 25 foreign broadcasters. During this period, the Fund has distributed more than \$54 million to support the multiplatform components of the funded projects (which amounts to 69% 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 nearly \$62 million.

Of the funding granted to date by Quebecor Fund to support television and multiplatform production, 25% has gone to programs for children/youth, 28% to documentaries, 38% 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 for digital media content, is an independent fund with a mission to support the development, production and marketing of high-quality content and its dissemination on various interactive platforms that use information and communication technologies, such as interactive television (ITV), video on demand (VoD), mobile devices and high-speed Internet. Its new Export Assistance Program (EXAP) supports export initiatives by funding the development of audiovisual content adapted for non-Québec and international markets as well as marketing efforts.

Quebecor Fund was established through Videotron Ltd., which provides over \$6.0 million annually in broadcasting distribution undertaking (BDU) contributions to the Canadian industry under its Main Television Production Assistance Program (MPAP).

RECIPIENTS:

PVP Animation II inc.

- **Trullalleri** - Canadian broadcaster: Société Radio-Canada
- International broadcasters: Globosat (Brazil, Portugal), Disney Europe, Disney France, RAI (Italy)

Hoping to lay their hands on a powerful book of magic that turns up once every 100 years, the Trullalleri are studying at the famous Trulloland school of magic and cooking to become master chef-magicians. With the help of a mysterious woman who knows about the book, they will try to save Trulloland from the clutches of a threatening sorcerer. In the interactive component, kids can enter the world of Trulloland and help the Trullalleri succeed as students at the top-notch school of magic and cooking. The objective of the game is to pass courses as apprentice chef-magicians, have fun, laugh and try out wacky recipes.

Productions La Voix III inc.

- ***La Voix (season 3)*** - Canadian broadcaster: TVA

La Voix, the enormously successful Québec version of the worldwide television phenomenon *The Voice*, is back for a third season. It's all about the voice and nothing but the voice: the coaches and audience will choose the winner based on that one criterion. After the blind auditions, duets and live performances, one of the contestants will be crowned the voice of Québec in the final show of the season. The mobile-compatible 360° interactive component offers users a synchronized immersive experience that seamlessly integrates television with the Web and social platforms.

Attraction Images Productions IV inc.

- ***Dans l'œil du dragon (season 4)*** - Canadian broadcaster: Société Radio-Canada

Dans l'œil du dragon, the Québec adaptation of the global success *Dragon's Den*, is back for its fourth season. In each episode, five dragons from the business world weigh pitches from entrepreneurs who must apply their originality and strategic vision to convince the dragons of their business' potential. In the multiplatform component, players try to realize profits by investing in fictional businesses and making the right decisions. They can also make investment plays in the second-screen experience, which is synchronized with the show. The two complementary sections of the game, available on the Web and on iOS and Android devices, mirror the show's combination of entertainment and education.

TVA Productions II inc.

- ***Salut Bonjour (season 27)*** - Canadian broadcaster: TVA

After 26 seasons, *Salut Bonjour* continues to dominate the morning television landscape in Québec. It is the place viewers go to find out about everything they need to know. Over the years, *Salut Bonjour* has formed a close bond with its audiences by staying true to its mission: to inform and entertain. The mobile-compatible website contains essential info plus archived video content. Social networks complete the show's digital offering.

Productions Pixcom inc.

- ***Code Max*** - Canadian broadcaster: Société Radio-Canada

Code MAX is a game show for kids aged 6 to 8 played on a touch screen – but not with their fingers. Players use their arms, legs and brains. In short, the whole body. Viewers can use the *Code MAX* app to play the game at home simultaneously and try to decipher the MAX code. If they can beat the players on TV, they win an exclusive MAX video trophy. The app also includes various games that can be played at any time. A website completes the experience.

Eurêka! Productions Inc.

- ***L'Art érotique*** - Canadian broadcaster: ARTV

In the arts, eroticism is everywhere: in painting and sculpture, obviously, but also in design, dance, digital art, textiles, jewellery, graphic novels, etc. The paths of desire are varied. The series *L'Art érotique* explores sensual art thematically, in ways that please the eye and stir desire. The seductive digital component includes an official site (featuring artists' diaries, quizzes and more), a social media strategy and an interactive work, available on iPad and two ICI ARTV windows, made up primarily of original commissioned pieces. The audience explores the work through tactile interaction.

TVA Productions Inc.

- ***Vive (season 2)*** - Canadian broadcaster: Moi et Cie (TVA Group Inc.)

VIVE, hosted by Jacynthe René, responds to the growing public interest in wellness through healthy eating, physical activity, conducive living conditions and a positive philosophy of life. Each viewer picks what she feels will help her achieve a healthy lifestyle. Viewers are free to draw on and be inspired by the wellness and vitality tips that are the heart of the show. To increase the show's impact, season 2 of *VIVE* is accompanied by interactive mobile and social components featuring a large body of annotated and classified content.

Océan Télévision II inc.

- **Partir autrement (season 6)** - Canadian broadcaster: TV5 Québec-Canada

Season 6 of *Partir autrement* goes to destinations that attract tourists who want to contribute to the development of local communities. The series covers 13 examples that illustrate the shift towards socially responsible tourism. With her sincere desire to get out and meet people, new host Magalie Lépine-Blondeau puts the focus on human contact. *Partirautrement.ca* is a new kind of interactive magazine that boasts a wealth of curated original content, with contributions from an engaged audience. It also features a bold sponsored content strategy. The site is the new French-language standard reference on eco-responsible tourism.

Quebecor Fund

Quebecor Fund, a non-profit organization, is a private fund incorporated under the *Canada Not-for-Profit 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, 2015. For more information, please visit the Quebecor Fund website at www.quebecorfund.ca.

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