



PRESS RELEASE
For immediate release

QUEBECOR FUND ANNOUNCES LIST OF FUNDED PRODUCTION COMPANIES AND PROGRAMS

More than \$54 million for 170 projects over 13 years

Montréal, June 5, 2013 - The Quebecor Fund Board of Directors is pleased to announce the names of the eight Canadian production companies that will receive 26th-round funding under its Main Television Production Assistance Program (MPAP) following April 1, 2013 submissions. In this round, Quebecor Fund will disburse a total of \$2,520,000 to the following production companies: Aetios Productions Inc., TVA Productions Inc., Datsit Studios Onze Inc., Trio Orange Productions Inc., Productions GFP Inc. (Groupe Fair-Play), Télévision Parallèle Inc., Zone 3 Inc., Magazines Télé de jour Studios Inc. (Datsit Studios Inc.), Production 2 maisons Inc. The nine selected productions will air on the Canadian broadcasters Société Radio-Canada, TVA, Télé-Québec, CASA (TVA Group Inc.) and V Interactions Inc.

Since its inception in 2000, Quebecor Fund's MPAP program has supported 170 projects involving 61 production companies, 36 Canadian broadcasters and 21 foreign broadcasters. During this period, the Fund has distributed nearly \$47 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 \$54 million.

Of the funding granted to date by Quebecor Fund to support television and multiplatform production, 25% has gone to programs for children/youth, 29% to documentaries, 35% 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, among other things, the production of high-quality television programs with value over time as well as their interactive multimedia components, which use new information and communication technologies including multiple platforms such as interactive television (ITV), video on demand (VoD), mobile devices and, compulsorily, 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 \$5.9 million annually in broadcasting distribution undertaking (BDU) contributions to the Canadian industry under its Main Television Production Assistance Program (MPAP).

RECIPIENTS:

Aetios Productions Inc.

- **Unité 9** (season 2) - *Canadian broadcaster:* Société Radio-Canada

The first season of the popular drama series *Unité 9* introduced viewers to the world behind bars. In season 2, we learn more about the inmates' families. The interactive component includes a multiplatform immersive experience and a live second-screen app that allows users to find out more about the characters' lives between episodes. Fans can exchange opinions on Facebook and Twitter, and access previews and exclusive content.

TVA Productions Inc.

- **Vlog** (season IX) - *Canadian broadcaster:* TVA

Vlog scours the Web for hidden gems from video-sharing sites. Each week, Dominic Arpin presents the best videos he and his team have discovered: the wackiest clips, the viral ads everyone is talking about, and the best Web series. For Internet users who want to be informed, entertained, and up on the latest Internet buzz, *Vlog* is the place to go. The television program is complemented by a digital Web, mobile and social media component that keeps users permanently connected to the world of videos and their community.

Datsit Studios Onze Inc.

- **Génial! 4** - *Canadian broadcaster:* Télé-Québec

Hosted by Stéphane Bellavance and Martin Carli, *Génial!* investigates scientific topics through fun, original, clever and sometimes dramatic experiments. This year, in a new innovation, *Génial!* is expanding its digital content delivery platform by adding a second-screen app to enrich the viewing experience as well as a new augmented reality game for mobiles at the Biodome.

Trio Orange Productions Inc.

- **Animal cherche compagnie... pour la vie** - *Canadian broadcaster:* CASA (TVA Group Inc.)

Animal cherche compagnie helps the animals abandoned at Québec SPCA shelters every year find a permanent home. In every episode, an animal meets two families in search of the best match. The show's interactive component is designed to reduce the number of abandoned pets in Québec by raising awareness of the problem, educating the public and promoting responsible pet adoption.

Productions GFP Inc. (Groupe Fair-Play)

- **Les Enfants de la télé** (season IV) - *Canadian broadcaster:* Société Radio-Canada

Les Enfants de la télé, hosted by Véronique Cloutier and Antoine Bertrand, brings together people from different generations and different backgrounds who contributed to the 60-year history of Québec TV shows, news and commercials. The interactive component lets users experience the excitement of the taping of the program via their tablet, computer or smartphone while they watch the show on television. Users can also get the inside scoop on guests, go behind the scenes at the studio, or give their opinions through polls and social networks.

Télévision Parallèle Inc.

- **Accès Illimité** (season 2) - *Canadian broadcaster:* TVA

Accès illimité, TVA's new entertainment show, gives viewers the inside scoop on the personal lives of the Québec celebrities who are in the news, providing in-depth, documentary-style coverage of the arts and culture scene. A digital and social component complements the televised interviews and reports with useful sharing and networking tools.

Zone 3 Inc.

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

Subito texto follows four friends who attend drab Victoire-Desmarais high-school. With only the school newspaper and the help of their friends and families, our four heroes mount the barricades and revamp their school. The interactive component of *Subito texto* takes users outside the school into the bustling surrounding neighbourhood where kids play, help each other, work to improve their environment and try to make their community a better place. Users can choose a personalized avatar, collect "energy points" and use them to improve the neighbourhood.

Magazines Télé de jour Studios Inc. (Datsit Studios Inc.)

- **Le Monde selon Pierre** (56 episodes: numbers 1 to 56) - *Canadian broadcaster: V interactions Inc.*
In *Le Monde selon Pierre*, star host Pierre Brassard brings to the screen his unique and inimitable take on the events of the day. The digital component of *Le Monde selon Pierre* offers a rich site where fans can watch past episodes again plus exclusive bonus content. A multiplatform second-screen app supports interaction during the broadcast as well as sharing on social networks.

Production 2 maisons Inc.

- **Occupation double** (season 10) - *Canadian broadcaster: TVA*
With ten hit seasons under its belt, *Occupation double* has become one of Québec's most popular reality television shows. A group of young men and young women get to know each other through paired and group activities, outings and trips to some of the most enchanting spots on the planet. This year, *Occupation double's* interactive component, organized around a 250,000-strong Facebook community, features a Facebook game app that will be a central component of the strategy to extend the brand's viral reach.

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 October 1, 2013. For more information, please visit the Quebecor Fund website at www.quebecorfund.ca.

-30-

Source:

Serge Thibaudeau, CEO
Quebecor Fund
514-842-2497 / info@fondsquebecor.ca