



PRESS RELEASE
For immediate release

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

Montréal, May 29, 2012 - The Quebecor Fund Board of Directors is pleased to announce the names of the nine production companies that will receive 24th-round funding under the Main Television Production Assistance Program (MPAP) following April 1, 2012 submissions. In this round, Quebecor Fund will disburse a total of \$2,885,084 to the following production companies: Cineflix Media Inc., Productions 19-2 Inc. (Films Zingaro 2 inc. and Sphère Média Plus Inc.), Duo Productions Inc., Aetios Productions Inc., Zone3 Inc., TVA Productions Inc., DATSIT Studios Un Inc., Echo Media Productions Inc. and Solofilms Inc. The 10 selected productions will air on the Canadian broadcasters Showcase (Shaw Television Inc.), AddikTV (TVA Group), TVA, Société Radio-Canada, Télé-Québec, Treehouse, ARTV and Yoopa (TVA Group), and the foreign broadcasters BBC America, Fox Australia, Beta (Europe Footprint), Scandinavia and Fox International.

Since its inception in 2000, Quebecor Fund's MPAP program has supported 153 projects involving 57 production companies, 33 Canadian broadcasters and 15 foreign broadcasters. During this period, the Fund has distributed nearly \$42 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 \$49 million.

Of the funding granted to date by Quebecor Fund to support television and multiplatform production, 27% has gone to children/youth programs, 30% to documentaries, 33% to variety/performing arts, and 11% to drama.

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, of course, high-speed Internet.

Quebecor Fund is a vital source of financing in the digital age, when Canadian content must be delivered on multiple platforms and interactive content that enriches but is distinct from conventional television must be developed.

Quebecor Fund was established through Videotron Ltd., which provides over \$5.8 million annually in broadcasting distribution undertaking (BDU) contributions to the Canadian industry under its Main Television Production Assistance Program (MPAP).

RECIPIENTS:

Cineflix (Copper) Inc.

- **Copper** – *Canadian broadcasters: Showcase (Shaw Television) and AddikTV (TVA Group)*
Foreign broadcasters: BBC America (U.S.), Fox Australia, Beta (Europe Footprint), Scandinavia (Iceland, Norway, Switzerland, Finland), Fox International (Africa, Latin America)

A detective thriller set in New York in the 1860s. The central character in the series is Kevin Corcoran, an Irish-American cop searching for the truth about the disappearance of his wife and the death of his daughter. *COPPER* interactive includes an on-site interactive installation, a viral strategy, a mobile app and a Facebook game. The transmedia suite deepens and broadens the television experience by expanding on the storyline and giving it viral exposure on TV, mobile, the Web and social media.

Productions 19-2 Inc. (Films Zingaro 2 Inc. and Sphère Média Plus Inc.)

- **19-2 II – Broadcaster: Société Radio-Canada**

19-2 follows the lives and work of two street cops in the urban jungle. It is a story of bonding, growing trust and improbable friendship in the face of rivalry and distrust. The interactive component of Season Two of 19-2 includes an online game in which viewers can help write a new side story on Facebook, a webcast of the series and extra content.

Productions Un sur 2 Inc. (Duo Productions Inc.)

- **Un sur 2** (working title) – *Broadcaster: TVA*

After taking off and spending three months with another woman, Michel comes back, hoping to return to his job at the hardware store and to the duplex he shared with Luce. And hoping to win her back. Can their relationship recover? The digital component of *Un sur 2* – an active community, augmented content and a mobile quiz – provides information and practical tips about relationships and breaking up.

Aetios Productions Inc.

- **Unité 9** – *Broadcaster: Société Radio-Canada*

A mother in her late-40's finds herself in jail. After being sentenced to prison for attempted murder, she has to learn to survive in a hostile and unfamiliar environment while tackling the greatest challenge of her life: supporting other women and helping them regain control of their lives. The interactive component delivers a multiplatform immersive experience and lets viewers follow the characters' lives between episodes.

Zone3-XXXIV Inc.

- **Tu m'aimes-tu?** – *Broadcaster: Société Radio-Canada*

A dramatic comedy about relationships and commitment among thirty-somethings that deals with a variety of themes frankly and humorously, but without cynicism. The three central characters, Fred, Mélanie and Dave, are struggling to find their romantic bearings and get their love lives on a new track. The interactive component is organized around one focal point: investigating the state of love in Québec. Like the series, which delves into its characters' relationships, the multiplatform complement will bring together Quebecers' love stories.

TVA Productions Inc.

- **Signé M** – *Broadcaster: TVA*

Each week, Louis-François Marcotte (LFM) and his sous chef Marie-Ève tackle a broad cooking-related theme and explore it through a dozen simple, tasty and accessible recipes. The set is Louis-François' own kitchen. The interactive strategy supporting the LFM brand comprises four complementary platforms: a rich and elaborate website, a tablet app, a Facebook fan page and a Twitter account. All these technologies converge and interact to create a user-friendly and instructive social experience for users.

DATSIT Studios Un Inc.

- **Génial III !** – *Broadcaster: Télé-Québec*

A game show about science, hosted by the one-and-only Stéphane Bellavance. The world of science is explored through experiments that are sometimes elaborate, sometimes spectacular, always entertaining and original. The multiplatform component (Web, mobile, ITV) lets audiences experience the excitement of science through fun interactive activities: visit a virtual science exhibit, enter Dr. Carli's immersive laboratory, play a scientific quest game on their mobile, access exclusive content including an unprecedented "extreme" online experience, interact, and play *Génial!* in real time on the platform of their choice.

Echo Media production Inc.

- **Toopy and Binoo - Vroom Vroom Zoom** – *Broadcasters: Treehouse and Société Radio-Canada*

Toopy and Binoo are a happy duo in a quasi-imaginary universe full of surprises, fantasy, poetry and humour. The engaging, humorous characters explore the world through their emotions and reshape reality in response to situations and events. The interactive concept makes the child the hero of an interactive adventure: children become the masters of the game, finding creative solutions to fantastical situations featuring *Toopy and Binoo* and their colourful friends.

Solofilms Inc.

- **Les Touilleurs III** – *Broadcaster: ARTV*

For years, cooking buffs Sylvain Côté and François Longpré have been gathering master chefs and connoisseurs around the table to talk food and cooking on *Les Touilleurs*. Every week, *Les Touilleurs* focuses on a different theme, teaching tried-and-true techniques and sharing the joy of cooking and eating with the help of guest chefs and food personalities. The interactive component sets *Les Touilleurs* apart from other cooking shows by offering not just recipes but also a transmedia culinary experience on all new platforms, including the Web, iPad and smartphones.

TVA Productions Inc.

- **Boum Théo!** – *Broadcaster: Yoopa (TVA Group)*

Our energetic friend *Théo* is eager get his studio audience of 30 kids to participate in exciting games, fun dances and merry call-and-response songs. The interactive strategy that supports the *Boum Théo* brand will be deployed on three complementary platforms: an online microsite for kids, info on the show on the *Yoopa* parents site, and a tablet app. The technologies converge and interact to offer a fun, educational and entertaining user experience.

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, 2012. The next deadline for applications for funding under the Event and Film Production Assistance Program (EFPAP) is June 11, 2012. For more information, please visit the Quebecor Fund's website at www.quebecorfund.ca.

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