



PRESS RELEASE
For immediate release

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

Montréal, May 31, 2011 - The Quebecor Fund Board of Directors is pleased to announce the names of the 10 production companies that will receive 22nd-round funding under its Main Television Production Assistance Program (MPAP), following April 1, 2011 submissions. In this round, Quebecor Fund will disburse a total of \$2,755,000 to the following production companies: Glacialis Productions inc., Bye Bye RBO inc., Pixcom Productions Inc., Productions SA V inc., Vivaclis inc., La Boîte à Histoire inc., Productions Casablanca Inc., Groupe Télé-Vision inc., ECP Nouveaux Médias inc. and Eurêka! Productions Inc. The selected productions will be broadcast by Société Radio-Canada, RDI, Discovery World HD Canada, Discovery Channel Canada, Télé-Québec, TVA, LCN, ARTV, TFO and TV5.

Since its inception in 2000, Quebecor Fund has supported 134 projects involving 54 production companies, 29 Canadian broadcasters and 8 foreign broadcasters. During this period, the Fund has distributed more than \$36 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 the funding granted to date by Quebecor Fund to support television and multiplatform production, 28% has gone to children/youth programs, 32% 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, the production of 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 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 \$5.7 million annually in broadcasting distribution undertaking (BDU) contributions to the Canadian industry under its Main Production Assistance Program (MPAP).

RECIPIENTS:

Glacialis Productions inc.

- **1000 Days for the Planet** – Broadcasters: Société Radio-Canada, RDI, Discovery World HD
Three years of adventures, stories, wondrous sights and observations about the state of the planet. A thousand days travelling sea and land to explore the extraordinary diversity of life and its fragile balance. The SEDNA IV schooner, a combination research vessel and floating studio, is equipped to broadcast live from anywhere on the planet. Audiences will be able to follow the adventures of these latter-day explorers on the Internet, smartphones, tablet computers, at the office, at home and at school.

Bye Bye RBO inc.

- **RBO 3.0** – Broadcaster: Société Radio-Canada
2011 marks the 30th anniversary of the formation of the enormously successful comedy ensemble Rock & Belles Oreilles (RBO), known for their parodies of mass media and lethal, unerring social satire. The TV series will go back in time to the ensemble's heyday and let viewers relive the period through the lens of RBO's take on the events of the day. The interactive component will consist of a website and mobile apps that deliver a different way to experience the world of RBO.

Pixcom Productions Inc.

- **Airborne Wrecks** – Broadcaster: Discovery Channel Canada
A documentary series about the last individualists of the open skies, the pilots who transport small planes around the world. We follow them from the U.S. to Asia, from Europe to Australia, as they travel distances for which their craft were never designed. The new media component includes a content-packed website inspired by the television series and a multiplatform interactive game in which players take the controls of a small craft and attempt to fly it from one content to another, overcoming a series of obstacles in order to reach their destination, God willing!

Productions SA V inc.

- **Star Académie 2012** – Broadcaster: TVA
On TV, *Star Académie* is a televised adventure in three acts: the auditions, the daily segments, and the galas featuring the selected contestants as well as big-name stars from Québec and abroad. Meanwhile, the *Star Académie* Web and mobile sites, Android tablet app and ITV offerings let viewers participate in a genuinely "interactive" series. By voting for contestants at the auditions and galas, the television audience influences the course of the show. Backstage cameras let audiences follow the contestants at all times on the Internet.

Vivaclit inc.

- **Tactik 4** – Broadcaster: Télé-Québec
Tactik is a dramatic comedy featuring active, engaging kids who like action more than talk. Rose, Dalie, Mikaël, Samuel, Diego and Théo play on a co-ed soccer team under the guidance of Reda, a philosophical coach who knows that winning isn't everything. *Tactik 4* offers kids a new, lively daily Web experience. Fans of the show will be able to watch it online, join a discussion forum moderated by a peppy host, and tackle challenges in the games section.

La Boîte à histoire inc.

- **Le Québec, une histoire de famille** – Broadcasters: TVA and LCN
This series of 52 two-minute capsules tells the history of Québec through family histories. The interactive component is central to the project as a whole. The website will focus on "family communities" and provide a virtual meeting place where visitors can find members of their extended families and share historical and genealogical information. The project's mobile component will feature "history tours" that let users explore the past of certain neighbourhoods through family histories. There will also be an ITV interactive quiz linked to the series.

Productions Casablanca Inc.

- **Les Rescapés 2** – Broadcaster: SRC
For season 2 of *Les Rescapés*, Gérald Boivin will take another trip through time, travelling back to 1980 for a season of surprising twists and turns. The Boivin family will have to fight still harder to stay together and united. The website for season 2 breaks new ground with an original multiplatform experience that converges television, the Internet, ITV and music. The online content includes 10 interactive videos featuring Québec artists performing golden oldies and the new "Intrigue" interactive module.

Groupe Télé-Vision inc.

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

A quiz 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, enter Dr Carli's laboratory, play a scientific quest game, access exclusive content, including an unprecedented "extreme" online experience, interact, and play *Génial!* in real time on the platform of their choice.

ECP Nouveaux Médias inc.

- **ParaGRAFF (Graffiti)** - (working title) – Broadcasters: ARTV and TFO

A captivating journey through the historical, artistic, social, cultural and geographic dimensions of graffiti. Artists and observers trace the development of the controversial movement, which attacks taboos and celebrates individualism while asking universal questions and making powerful statements. The "Tag ta ville" online module provides a creative canvas where visitors can write their own graffiti and disseminate it through different media, just as the cityscape provides a canvas for a multitude of messages.

Eurêka! Productions Inc.

- **Le Sexe autour du monde 2** – Broadcaster: TV5

After its resounding multiplatform success in its first season, *Le sexe autour du monde* is back with eight new naughty episodes that go under the covers to explore sex in a cultural and ethnological context. The series is an inquisitive and intelligent investigation of the intersection between desire, pleasure and culture around the world. This year, the multiplatform component will consist of eight new rooms containing 100 video capsules, quizzes, texts, a new *Sexe populi* section where visitors can express their opinions on the Web or using the new iPad and Android apps, and a series of Web documentaries shot in English Canada.

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, 2011. The next deadline for applications for funding under the new Event and Film Production Assistance Program (EFPAP) is June 3, 2011. For more information, please visit our website at www.quebecorfund.ca.

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