



Independent
Production
Fund

Fonds
indépendant
de production

2015 ANNUAL REPORT

INDEPENDENT PRODUCTION FUND

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PRESIDENT'S MESSAGE



Remember when clouds used to float in the sky, windows had to be washed, traffic was a commuter problem and community was the people at the local park...? It seems that we are actually living in an alternate reality, where everything has been disrupted and buzz words have transformed the way we think and act. Now, clouds are the containers of all knowledge; traffic is people watching stories; windows are where we watch “tv”; community is world-wide access to an engaged group of fans.

We storytellers have vast opportunities to create, to transform our stories with new visual styles and to experiment with new technology. We can bond with our audiences and discover how popular we really are. We depend on digital influencers and engaged audiences who share our content when they like us, and give thumbs down when they don't. Digital storytellers are influencing traditional media and are becoming masters at their own hype.

The IPF believes in the future of original digital drama series storytelling. We have invested over \$9M in 84 of them since 2010. Online “purists” as well as traditional media producers are committing time and energy and talent and resources to figure out just how to make a drama series for online platforms that can be economically and culturally valuable. We are building a knowledge labour base of skilled and experienced content makers. All aspire to achieving the greatest goal of all – a big audience! (And then they can be monetized!) Along the way, there are strategies to design, awards to be won, fan communities to engage, merchandise to sell, Twitter Followers to grow, Facebook Likes to encourage, YouTube Subscribers to expand, brand partnerships to attract... The modern digital producer has many new challenges and an exciting learning curve.

In 2016 the IPF will continue to pursue the promising world of digital original drama series, in order to help you to achieve your storytelling dreams. The lines are blurring as the difference between traditional and online content is becoming irrelevant to audiences. Discoverability will be a target. We will encourage our producers and actors and directors and crews to collaborate with the fans, to participate in conversations about our productions, to build relationships and loyalty, to be authentic and consistent and creative ... a few tips that the IPF shares to enhance your success.

A handwritten signature in black ink, appearing to be 'C. Ohayon', written on a white background with a vertical line to its right.

Charles Ohayon

BOARD OF DIRECTORS



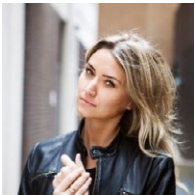
CHARLES OHAYON CHAIR

Charles Ohayon has worked in television, public relations and film since 1979. He produced commercials at Films 24 and Cléo 24 where he was President. From 1994 to 1998 he was the Director General of Programming (Television) for the Société Radio-Canada. In 2005-2006, he was the Executive Director of the Institut national de l'image et du son. Mr. Ohayon was a member of the Board of Directors of the Association des producteurs de films et de télévision du Québec and the Canadian Television Fund as well as the Academy of Canadian Cinema and Television. He joined in 2005 the IPF Board, as well as the Board of Cogeco Program Development Fund in 2007.



DAVE BROWN

Dave oversees Media & Entertainment as well as Corporate Development at Victorious, connecting the world's top creators with their superfan communities. Prior to that he was the head of YouTube Canada and grew the business across Entertainment, Family, Sports and Music, partnerships. Prior to joining Google, he worked on the Corporate Development team at BlackBerry, focusing on M&A and strategic investments in consumer technology. A digital media veteran of more than 10 years, he has also led business development for a mobile media startup before they were acquired, and began his career in Business Development at one of Canada's largest carriers, TELUS Communications. He is also a proud mentor at the startup incubator, INCubes.



KASI BRUNO

Kasi is a bilingual marketing leader with experience both client and agency side. With an eclectic mix of start-up, think tank and big brand experience, Kasi is a savvy trend hunter whose expertise is in cultural insight and brand strategy. She is currently the Executive Strategy Director at 180LA, a creative agency based in Los Angeles. Previously, Ms. Bruno was SVP, Head of Strategic Planning for Y&R. She's the author of 'Who's Your Daddy?' North America's largest study on dads, and has a wide variety of published material. An avid collector of wisdom from the unleashed, she leads the Ladies Looking Back project. Kasi also teaches Consumer Behaviour and New Media at Ryerson University.



STEVEN ORD VICE-CHAIR

Steven Ord is an independent media consultant with more than 25 years of media experience. He held the position of Executive Vice President, Alliance Atlantis Communications, where he was responsible for business and operational aspects of AAC's international television distribution division and content business. Prior to AAC, Steven was Manager of Business Affairs at Telefilm Canada. He previously worked in policy consulting with Paul Audley & Associates. He is also a part-time graduate level instructor at the Schulich School of Business (York University).



VÉRONIQUE MARINO

Véronique Marino is a development and strategy consultant for digital platforms. Since 2004 she has served as Director of the Interactive Media Program at INIS and in 2009 she established her consulting company, Espace Infusion, which specializes in transmedia activities. From 1996 to 1999 she was development and operations associate for Groupe Vidéotron for their portal InfiniT.com and for the first website for the broadcaster TVA. From 1999 to 2001 she continued her career at Nomino Technologies heading their language recognition database. Her qualities as a manager and her understanding of innovation let her to Nurun where she undertook the development of several projects with the Groupe Québecor. She presents workshops and participates in conferences across Canada and France. She was selected by Quebec's Femmes du Cinéma, de la Télévision et des Nouveaux Médias as 2012 Digital Media Personality of the Year.

ADMINISTRATION



ANDRA SHEFFER
Chief Executive Officer



CLAIRE DION
Associate Director



CHARLES ZAMARIA
Financial Director

TORONTO OFFICE



CARLY MCGOWAN
Manager



ELLA MYERS
Administrative Assistant

ANITA BROEKEMA
Bookkeeper

FLORA CHICK
Office and Communications
Coordinator

MONTREAL OFFICE



JOANNE DUGUAY
Manager



LAURENCE BEAUDOIN-MASSE
Project Coordinator and Community
Manager

CATHERINE BEAULIEU
Office and Communications
Coordinator

STATISTICS

INVESTMENTS

WEB SERIES			PROFESSIONAL DEVELOPMENT			TV SERIES / PILOTS		
	#	\$		#	\$		#	\$
2015	14	1,795,725	2015	17	144,000	2015	0	
2010-2014	70	7,382,653	2010-2014	66	723,000	2010-2014	4	475,000
1991-2009	0	0	1991-2009	302	3,848,125	1991-2009	247	46,425,645
TOTAL	84	9.178.378	TOTAL	385	4.729.125	TOTAL	251	46.900.645

Total Investment: \$60,808,148

Note: The IPF began investing in web series in 2010 and continued to fund TV drama series for 2 more years.

The IPF has invested \$60,808,148 since 1991 in 720 projects : 84 web series since 2010, 385 Professional Development projects and 251 television series/pilots (1991-2011).

INVESTMENTS BY LANGUAGE

WEB SERIES					TV SERIES/PILOTS				
ENGLISH		FRENCH		ENGLISH		FRENCH			
	#	\$	#	\$	#	\$	#	\$	
2015	9	1,265,000	5	530,725	2015	0	0	0	0
2010-2014	44	4,876,000	26	2,512,348	2010-2014	3	350,000	1	125,000
1991-2009	0	0	0	0	1991-2009	156	30,382,032	91	16,393,613
TOTAL	53	6.141.000	31	3.043.073	TOTAL	159	30.382.032	92	16.518.613

Web Series:

63% of the 84 web series funded since 2010 is for English-language productions and 37% is for French-Language productions.

67% of the \$9,178,378 invested in web series since 2010 are for English-language productions and 33% are for French-language productions.

TV Series/Pilots:

63% of the 251 television series/pilots funded from 1991 to 2010 was for English-language productions and 37% percent was for French-language productions.

65% of the \$46,900,645 invested in television series/pilots from 1991-2010 was for English-language productions and 35% percent was for French-language productions.

WEB SERIES - ENGLISH



DEMON X

9 x 10 minutes
Frostbite Digital Media Inc.
Producer: Artino Ahmadi
Writer: Jason Fischer

Demon X is a dark, action-heavy, fantasy based digital series with a strong female protagonist. The series will have a graphic novel feel and highly stylized visual look reminiscent of Frank Miller's "Sin City" and "Constantine". The fight sequences will be graphic and gory pushing the boundaries of what a digital series can be. With high end production values, a known cast and a provocative and engaging storyline, Demon X is a digital series to watch for.



DHALIWAL '15

12 x 10 minutes
Vahana Films
Producers: Amita Zamaan, Rute Hailemichael
Writers: Amita Zamaan, Cathryn Naiker, Wendy Litner, Justin Rawana

"Parks and Recreation" meets a lefty "Stephen Colbert" in this mock-doc that follows the misadventures of an inexperienced and idealistic 'left of left' campaign team for 25-year-old Bobby Dhaliwal, who's running for Canada's top job: prime minister, as a nonpartisan independent on October 19th 2015. Through satirical interviews and campaign promise gimmicks, a younger, media savvy generation of Canadian voters and curious international observers engage with global and federal issues in what would've been, until now, a snore-fest of an election.



EPIC STUDIOS

13 x 7 minutes
Farmhouse Productions Ltd., Duopoly Canada
Producer: Kent Sobey
Writer: Josh Gal

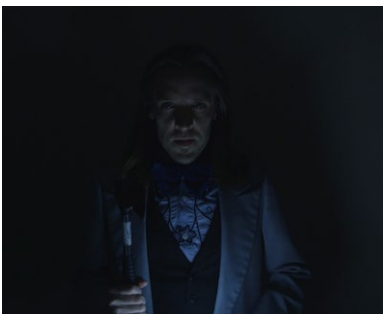
Lloyd Steflan, an adrift loser and closet rapper, inherits Epic Studios, a failing music studio in Toronto, when his estranged heavy metal rock star father dies in a tragic lion accident. When Lloyd discovers that Epic Studios, a bygone hip-hop mecca, has been run into the ground by a group of burnt-out rockers, he vows to restore the studio – and its staff – to their former glory. Epic Studios is a character-driven comedy with music videos embedded throughout. The show will feature rap and hip-hop artists, who will make cameos at the studio alongside the hilarious comedic cast.



HALCYON

10 x 5 min Linear Episodes, 5 x 2 min Virtual Reality Episodes
Secret Location
Producer: Secret Location
Writer: Michael Heneghan

In a world where virtual reality has permeated every aspect of modern life, whoever controls the tech holds the power. When a top executive at the powerful Halcyon corporation is murdered in VR, Detective Julia Dover is pulled down a rabbit hole of corruption and violence across multiple planes of reality. Episodes of the series alternate between linear webisodes and virtual reality experiences, a new format that draws fans deep into the world of the series while echoing its narrative themes. A police procedural that unfolds across multiple planes of reality, Halcyon is Law & Order meets Black Mirror. A story from a future that feels closer to reality every day.



HAUNTERS

15 x 6 minutes
Fauxhemian Films
Producers: Blain Watters, J. Adam Brown, Davin Lengyel
Writers: Blain Watters, J. Adam Brown

Using live vocals, HAUNTERS is a musical-horror-comedy, in the style of Tim Burton meets Disney, that follows a pair of ghosts who haunt life's petty jerks.



MY 90 YEAR OLD ROOMMATE

10 x 5 minutes
My 90 Year Old Roommate Inc.
Producers: Daniel Rattner, Lauren Corber
Writers: Josh Shultz, Ethan Cole, David Lipson

When a broke millennial named Ethan runs out of cash, he is forced to move in with his recently-widowed grandfather, Joe. Soon, Ethan introduces 90 year old Joe to the madness of the modern world and it is not long before the two become deeply intertwined in each other's lives. Eventually rubbing off on each other, Joe learns how to live life again (though it's a very different way to live), while Ethan starts debating if it's time to settle down and start thinking about his future.



PETROL

10 x 10 minutes
N5 Pictures
Producers: Ant Horasanli, Reza Sholeh
Writers: Ant Horasanli, Reza Sholeh

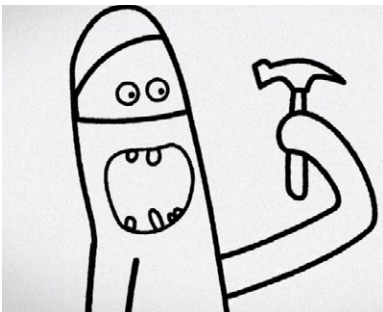
Petrol is a high-octane, story driven series about five daring drivers from all walks of life who work for a mysterious figure known only as "The Employer". The Employer assigns each driver various tasks that require them to use their unique driving skills. Each character has her/his own motivation for taking on these jobs, but the one thing they have in common is the valor to drive with reckless abandon.



SQUADRON 86

30 x 4 minutes
SPACE MOP
Producer: Davin Lengyel
Writers: Davin Lengyel, Mika Collins

A gritty, hyper realistic live-action portrayal of a squadron of space-born fighter pilots set 500 years in the future. The human alliance has been brought to war when an allied system comes under attack. What was expected to be a swift and resolute victory has turned into a stalemate. The human alliance faces trench warfare, and losses are starting to mount. New tactics are called for, and Squadron 86 is tasked with the dangerous mission of breaching the front line and wreaking havoc where it can be wrought. The series follows aging Commander John Chrybek as he leads his two top pilots, the veteran fighter Captain Athea Hudecki and the upstart ingenue Lieutenant Lindsey Chrybek, and the rest of Squadron 86 into battles that will forever change the fate of the human race.



WHITE NINJA

60 x 0.1 minutes
North of Now Films
Producers: Tyler Funk, Jameson Parker, David Kaye
Writers: Scott Bevan, Kent Earle, Peter Carlone, Chris Wilson, Briana Buckmaster, Ivan Decker, Mark Little, Caitlin Howden, Conor Hogan

The first narrative series developed for Vine, "WHITE NINJA" – based on the highly popular webcomic of the same name – stars Paul Scheer as the intellectually restricted and, apparently, pain-impervious eponymous character as he interacts with turtles, peanuts and anything else that operates on the same mental level as he does.

WEB SERIES - FRENCH



ÉCRIVAIN PUBLIC

10 x 7 minutes
Films Babel Inc.
Producer: Marco Frascairelli
Writer : Michel Duchesne

Mathieu is a public writer in a popular neighbourhood of Montreal, where he meets all sorts of people and helps them to express themselves in writing. While the modern world texts and facebooks, who knows how to find the right words to say? Mathieu knows how to help people to be understood by government, by their families and even by strangers who may open doors to new lives for them.



LES MILLIONNAIRES

9 x 6 minutes
Magazine Urbania inc.
Producer: Raphaëlle Huysmans
Writers: Julien Corriveau, Jean-François Provençal et Félix Tanguay

Felix and Jean-Francois are two actors who have long shared the same dream: to become millionaires. Discouraged by the lack of television financing, they decide to abandon their careers in front of the camera and to focus on a new project: social financing crowdfunding. They challenge themselves to submit a new idea each week that will be financed by the community. The idea doesn't matter. That is how they count on becoming millionaires.



MARC-EN-PELUCHE

8 x 8 minutes
Blachfilms
Producers: Vincent Lafortune & Benoit Lach
Writers: Vincent Lafortune & Benoit Lach

Marc, the leader of the "Trio of Death", a gang which bullies the younger students, is transformed into a harmless looking puppet. Without his tough appearance, he will quickly lose his dominance over not only the kids in school, but also on Zach and Theo, the other members of the "Trio of Death", who will reject him from the gang he founded. So follows a painful descent in the hierarchy of the adolescent world for Marc, who will taste his own medicine and will have to learn to survive in the shoes of Marc-en-peluche.



MOUVEMENT DELUXE

11 x 2 minutes
SPORT
Producer: Johannie Deschambault
Writers: Gabriel D'Almeida Freitas, Patrick Evans, Mathieu Handfield, Simon Lacroix

An animated series for adults – and disobedient adolescents – which will not make the world a better place. Five disagreeable people, a magic dog and an old man from Gaspésie, push the limits of the absurd and the impolite through a series of hyperactive sketches presented daily, direct to your internet.



SWITCH & BITCH

5 x 7 minutes
Turbulent
Producer: Marc Beaudet, Sophie Galipeau, Catherine Vien-Labeaume
Writers: Sophia Belahmer, Juliette Gosselin

Julie has big news to announce to her girlfriends. On the occasion of their reunion, the five childhood friends take advantage of the opportunity for a "Switch & Bitch". Simply, each participant brings a piece of clothing from their wardrobe that they no longer wear and an exchange takes place. The five episodes follow the process of each participant: from trying on the clothing, to the pizza dinner, to the famous "Switch & Bitch". Surprise guests interrupt Julie's announcement. Revelations between the friends result in battles over the most coveted clothing. Alcohol brings out old grudges. Nothing is sacred when friendships are twisted.

PROFESSIONAL DEVELOPMENT



ACADÉMIE CANADIENNE DU CINÉMA ET DE LA TÉLÉVISION

Prix Gémeaux 2015
September 18 – 20, 2015
Montréal



ACADEMY OF CANADIAN CINEMA & TELEVISION

2016 Canadian Screen Awards
March 7 – 13, 2016
Toronto



ALLIANCE MÉDIAS JEUNESSE

Gala des Prix d'excellence francophones 2016
May 17, 2016
Montréal



ATLANTIC FILM FESTIVAL ASSOCIATION

Strategic Partners 2015
September 17 – 20, 2015
Halifax



BANFF WORLD MEDIA FESTIVAL FOUNDATION

Banff World Media Festival 2015
June 7 – 10, 2015
Banff



BANFF WORLD MEDIA FESTIVAL FOUNDATION

nextMEDIA 2015
November 9 – 10, 2015
Toronto



CANADIAN MEDIA PRODUCTION ASSOCIATION

Prime Time in Ottawa
February 3 – 5, 2016
Ottawa



CREATIVE WOMEN WORKSHOPS ASSOCIATION

Women In the Director's Chair (WIDC) 2016
November 23, 2015 – June 30, 2016
Vancouver, Whistler, Toronto, St John's, Winnipeg



GREATER VANCOUVER INTERNATIONAL FILM FESTIVAL SOCIETY

VIFF Industry Conference
September 29 – October 3, 2015



IMAGO PROD
Marseille Web Fest
October 9 – 10, 2015
Marseille



INDEPENDENT WEB SERIES CREATORS OF CANADA

T.O. WebFest 2016
May 27 – 29, 2016
Toronto



ISLAND MEDIA ARTS COOPERATIVE

PEI Screenwriters' Bootcamp 2015
June 20 – 24, 2015
Charlottetown



JUST FOR LAUGHS FESTIVAL

Just for Laughs ComedyPRO Conference 2015
July 22 – 25, 2015
Montreal



LE REGROUPEMENT DES PRODUCTEURS MULTIMÉDIA

Numix 2015
May 14, 2015
Montréal



VANCOUVER WEB FESTIVAL PRESENTATION SOCIETY

Vancouver Digital Content Festival 2016
March 18-20, 2016
Vancouver



ST. JOHN'S INTERNATIONAL WOMEN'S FILM FESTIVAL

[Interactive] Film Industry Forum 2015
October 20 – 24, 2015
St. John's



YOUTH MEDIA ALLIANCE

Children, Youth & Media Conference 2015
November 18 – 20, 2015
Toronto