



ANNUAL REPORT

2016-2017



MESSAGE OF THE GOVERNMENT OF CANADA

Welcome to the 2017 Annual General Assembly of the Quebec Film and Television Council (QFTC).

The Government of Canada is proud to support the QFTC, which contributes to the development and competitiveness of the television and film industry.

The arts and culture sector is an important driver of the Canadian economy. It is behind the creation of an impressive volume of Quebec productions that make their mark both in Canada and internationally. Furthermore, it promotes Quebec as a destination of choice for foreign film and television productions. Thanks to the efforts and commitment of the QFTC, Quebec's creativity and innovation are known throughout the world.

In this Canada 150 year, the Government of Canada would like to thank all the artists who have helped shape the unique character of our country — a country that draws strength from diversity, and is innovative and open to the world.

As Minister of Canadian Heritage and Minister of Science, Innovation and Economic Development, we congratulate the Quebec Film and Television Council on its contributions to our country's economic vitality and to the promotion of arts and culture.



The Honourable **Mélanie Joly**
Minister of Canadian Heritage



The Honourable **Navdeep Bains**
Minister of Innovation, Science and
Economic Development

MESSAGE FROM THE QUÉBEC GOVERNMENT

Le gouvernement du Québec est fier de soutenir le Bureau du cinéma et de la télévision du Québec (BCTQ). L'apport de cette instance est essentiel au développement et à la consolidation de l'industrie québécoise et métropolitaine de la production cinématographique et télévisuelle, des effets visuels, du cinéma d'animation, de la réalité virtuelle et réalité augmentée.

Le BCTQ attire des investissements étrangers et facilite la réalisation de projets cinématographiques et télévisuels étrangers de grande envergure, soutenant ainsi la compétitivité du Québec à l'international. Son rôle de catalyseur permet de renforcer le positionnement de la métropole comme pôle majeur de cette industrie.

Nous saluons les membres de la grappe industrielle de l'audiovisuel et nous les félicitons pour leur travail de concertation et de collaboration avec tous les acteurs du milieu. Grâce à eux, le savoir-faire des artistes et artisans québécois est reconnu et exporté à travers le monde.



Luc Fortin

Ministre de la Culture et des Communications et
ministre responsable de la Protection et de la
Promotion de la langue française

Ministre responsable de la région de l'Estrie



Martin Coiteux

Ministre des Affaires municipales
et de l'Occupation du territoire

Ministre de la Sécurité publique

Ministre responsable de la région de Montréal



Dominique Anglade

Ministre de l'Économie, de la Science et de l'Innovation

Ministre responsable de la Stratégie numérique



DENIS CODERRE

MESSAGE FROM THE MAYOR OF MONTRÉAL

The Quebec Film and Television Council (QFTC) is a key player in the economy of Québec and Montréal.

For more than a decade now, the QFTC has been contributing actively to promoting Montréal as an international production centre in the field of movies and broadcasting. Indeed, it succeeds in attracting to Montréal an increasing number of foreign productions and works actively at expanding the development of our industry.

Grouped within a burgeoning industrial cluster, the roughly 500 businesses that make up the Council create 33,000 jobs and generate an average annual volume of activity worth \$1.5 billion, making this a major economic sector for Québec and especially for Montréal, since most of the activity takes place in this city.

The success of Mission Montréal to Los Angeles which took place last March and the explosive growth in the areas of Virtual Reality and Augmented Reality (VR – AR) help position Québec and its metropolis as leaders in the worldwide film and television industry, as demonstrated in the 2016-2017 activity report.

As mayor of Montréal and chair of the Communauté métropolitaine de Montréal (CMM), I thank the team at QFTC for a job well done. Thank you for contributing to the enrichment of Québec and the visibility of Montréal, cultural metropolis and City of Film.

Denis Coderre
Mayor of Montréal

Montréal 


Communauté métropolitaine
de Montréal



RÉGIS LABEAUME

MESSAGE FROM THE MAYOR OF QUÉBEC CITY

A proud partner of the Quebec Film and Television Council (QFTC), Québec City acknowledges the work of a dynamic and devoted team on the occasion of the publication of its 2016-2017 report of activities.

While the value of film and television production has grown remarkably in the capital city in recent years, it continues to be just as important to combine our strengths, at both the local and provincial levels, to increase the vitality of our industry and to promote our talents.

A city that is a showcase of technological innovation and creativity, Québec City intends to continue to develop its specialized workforce and to foster the implementation of developmental projects in the region. The rallying activity of QFTC is therefore essential in order for our efforts to bear fruit.

Régis Labeaume

Mayor of Québec City



MONIQUE SIMARD



MESSAGE FROM SODEC

Once again this year, the Quebec Film and Television Council (QFTC) has worked tirelessly, passionately and enthusiastically to develop and boost Québec's international competitiveness.

Last March, when I took part in a three-day trade mission to Los Angeles organized by the QFTC, I witnessed the fruits of QFTC's labour to favourably position Québec-developed expertise in visual effects and virtual reality. I met with key production and financing decision makers, and I am convinced that this mission will have positive economic impacts not only for our industry, but also for Québec's overall economic growth.

SODEC, the Société de développement des entreprises culturelles, commends the professionalism and diligence demonstrated by QFTC, a partner that embodies Québec *savoir faire*.

Monique Simard

President and CEO





SYLVAIN LAFRANCE

MESSAGE FROM THE CHAIRMAN OF THE BOARD

The audiovisual world has seen it all, so to speak, over the last decade. While the arrival of the digital era definitely started the ball rolling on all the upheaval, the time has come to manage the resulting fundamental changes: the globalization of communication, the reinvention of business models, the emergence of new players and the profound change in consumer habits in response to different broadcasting platforms.

The role of the Quebec Film and Television Council (QFTC) as a convenor is more pivotal now than ever before to permit all stakeholders in the audiovisual industry to share, define, adapt and support new strategies and “force” the creation of a winning environment in this new world.

The strategic orientations document that was developed last year has become a precious guide in this respect and a source of critical “specifications” for the team led by Pierre Moreau to work from.

I would like to acknowledge the contributions of the members of the Board of Directors and the Board of Governors who supported the consultation process and helped to define the ambitious plan’s guidelines for the city of Montréal and the province of Quebec. I would also like to individually thank André Bureau, who agreed to assemble and chair the Board of Governors and contribute his extensive expertise to this project.

As the implementation of this plan progresses, we will invite new players and companies to get involved to ensure that we continue to faithfully represent the entire production and broadcasting ecosystem.

The support pledged by different tiers of government and the enthusiasm of our members drive us to dream even bigger than before about the role we will play in the years to come and the success we will achieve.

Our growth is the result of remarkable mobilization throughout the industry. The entire QFTC team says “thank you” and is eagerly looking toward the future.

Sylvain Lafrance

President



**PIERRE
MOREAU**

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

This past year, which marked our 10th anniversary, the Quebec Film and Television Council (QFTC) passionately committed itself to developing the audiovisual industry in Quebec. Several projects had happy endings, including the VR/AR and sound recording segments of the market, which now have individual tax incentives. We also organized and led large-scale trade missions to increase awareness of our desire to diversify investments made in Quebec. In September, Ms. Channele Routhier joined the QFTC team as National Commissioner, an appointment that was very welcomed by industry stakeholders.

These actions, among many others, showcased Quebec as a world-class audiovisual production centre—a unique North American destination where foreign producers feel welcome in a bustling and open-minded business community, where local entrepreneurs work together to build a supportive creative community to ensure Quebec stands out on major markets.

During summer 2016, the QFTC conducted a major consultation among industry leaders to collect their thoughts and comments. The findings are conclusive. The future of Quebec’s audiovisual sector, a pillar of the creative economy, is built on a strong foundation: a world-class industry that meets some of the most stringent criteria.

The consultation also provided an opportunity to highlight the magnitude of the challenges we still must overcome in order to ensure a lasting reputation for Quebec cultural products, both here and abroad. The competition among big networks and new players stimulates the demand for original, high-quality and distinctive audiovisual content. In a world shaped by globalization, we have to learn to seize opportunities. Several of the leaders consulted submitted potential solutions during the collective reflection. The Strategic Orientations document unveiled to the community in April was the culmination of that reflection process and is considered by the QFTC to be a “program” that highlights the key elements that will guide the implementation of a new three-year plan.

This Annual Report 2016–2017 faithfully reflects the QFTC’s spirit and diversification efforts. In it, you will find a summary of our activities and details about the actions taken to support each of the sectors we represent.

In closing, I would like to thank our public and private partners for their precious trust, our Board of Directors and Board of Governors for their guidance, and all QFTC employees for their commitment and dependability.

Pierre Moreau
Chief Executive Officer

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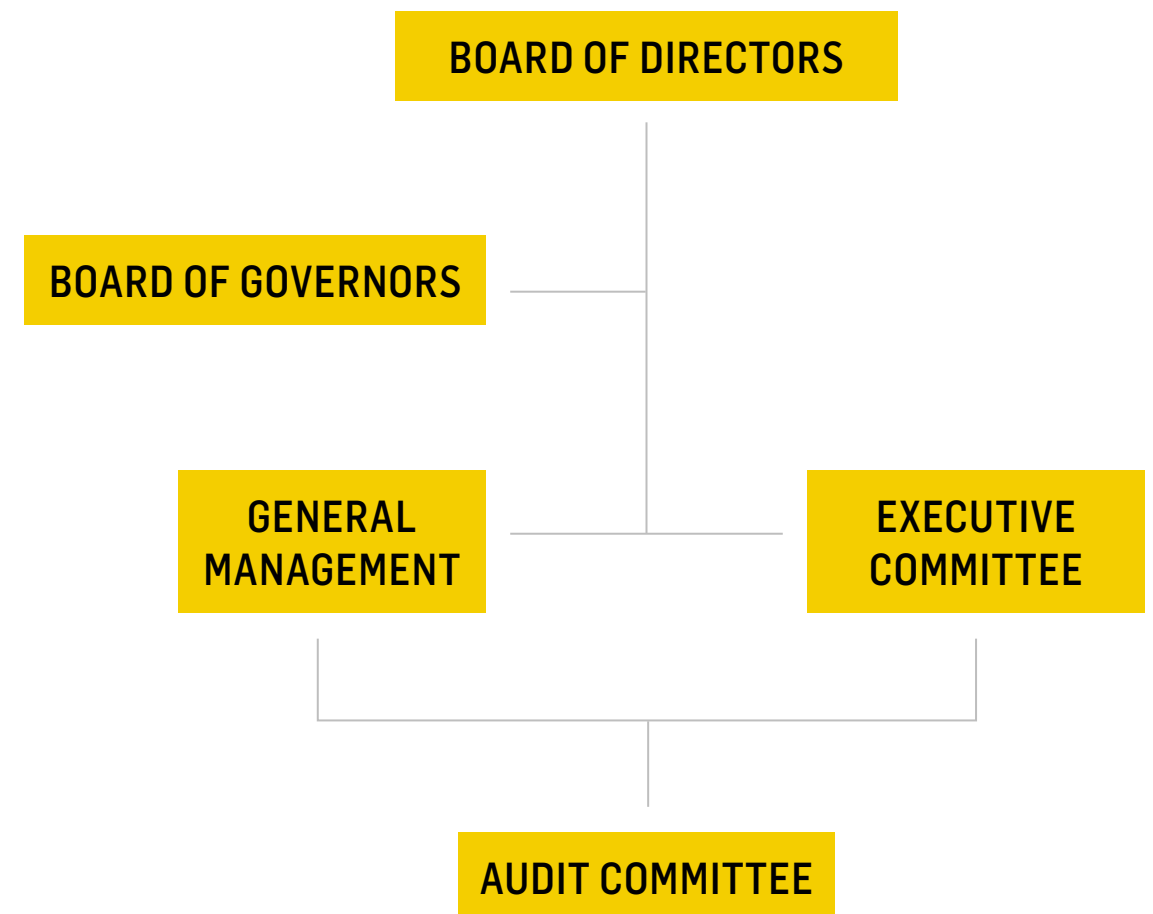
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QFTC'S MISSION

The Quebec Film and Television Council was founded in 2006 with the primary goal of contributing to the development of Quebec as a competitive and world-class multi-screen production centre. The QFTC's members and the representatives on its board of directors work in the main activity sectors that make up the audiovisual production industry in Quebec.

While the name of the QFTC identifies just “film” and “television” as the targets of its activities, in actual fact, the QFTC brings together all professional activities that are part of the audiovisual industry, regardless of the platform or distribution method chosen by creators. As part of its economic mandate, the QFTC is fully involved with its partners in Quebec's audiovisual industry in the process of upgrading business practices and models as required by the evolution of technologies.

ORGANIZATIONAL CHART



BOARD OF DIRECTORS



SYLVAIN LAFRANCE

PRESIDENT

HEC Montréal

ÉMILIE DUSSAULT

VICE PRESIDENT

MPC

MAURICE PRUD'HOMME

TREASURER

Fonds d'investissement de la culture
et des communications (FICC)

Fonds Capital Culture Québec (FCCQ)

DEAN CHENOY

SECRETARY

Miller Thomson

GILLES CHARLAND

Alliance québécoise des techniciens
de l'image et du son AQTIS

CATHERINE CHÉNIER

Ville de Québec - Bureau des grands
événements

ANDREW LAPIERRE

Vidéo MTL

CHRISTIAN LEMAY

I.A.T.S.E - Local 667

JEAN-PHILIPPE NORMANDEAU

Incendo

MARTIN PICARD

Québecor Contenu

MONIQUE SIMARD

Société de développement
des entreprises culturelles (SODEC)

DANIEL BISSONNETTE

OBSERVER

Ville de Montréal - Montréal Film and TV
Commission (MFTC)

BOARD OF GOVERNORS

INITIATED BY **SYLVAIN LAFRANCE**, CHAIRMAN OF THE BOARD OF DIRECTORS, AND CHAIRED BY **ANDRÉ BUREAU**, O.C., O.Q.

The Quebec Film and Television Council (QFTC) Board of Governors was established on September 1, 2015. The board, whose members were chosen from among top leaders in the industry, was established to steer the QFTC and ensure that its primary areas of development are aligned with issues in the industry. The Board of Governors is chaired by André Bureau and plays an advisory role and occasionally advocates on the QFTC's behalf with policy makers and institutional and financial decision-makers, depending on the nature and scope of the projects led by the QFTC in terms of its growth, profitability and recognition objectives. Board members are proud to represent the Quebec audiovisual industry as a whole in both its creative potential and its legitimate ambitions for economic growth.

SAM BERLINER
**EVP OF BUSINESS
AND LEGAL AFFAIRS**

Cineflix

LUC DERY
FOUNDER, PRODUCER

Micro-scope

EMILIE DUSSAULT
CEO

MPC

FRANCIS FOX
STRATEGIC ADVISOR

Fasken Martineau

RENÉ GUIMOND
**VP, PUBLIC AFFAIRS
AND COMMUNICATIONS**

Cogeco inc.

CLAUDE JOLI-CŒUR
**GOVERNMENT FILM COMMISSIONER
AND CHAIRPERSON**

NFB

MICHEL BISSONNETTE
EVP, FRENCH SERVICES

CBC

SYLVIE LALANDE
CHAIRMAN OF THE BOARD

Groupe TVA

SUZANNE LAMARRE
LAWYER

Therrien Couture

FRANÇOIS MACEROLA
CHAIRMAN OF THE BOARD

Frima

**MEMBER OF THE BOARD
OF DIRECTORS**

QuébéComm

MAXIME REMILLARD
PRESIDENT AND CEO

Groupe V Médias

PIERRE RODRIGUE
**VP COMMUNICATIONS, MARKETING
AND INDUSTRY RELATIONS**

Bell Média

PATRICK ROY
PRESIDENT

Les Films Séville et Entertainment
One Canada

CHARLES SIROIS
CO-FOUNDER

Tandem Expansion

RICHARD SPEER
PRESIDENT AND FOUNDER

Groupe Attraction

QFTC'S TEAM



PIERRE MOREAU

Chief Executive Officer

ANNE FOSSIER

Executive Assistant

CHANELLE ROUTHIER

National Commissioner

ROBERT PLANTE

Financial Controller

ROMAIN PAULAIS

Director, Secretariat of the Audiovisual
Cluster & Public Financing

KARL BOULÉ

Director of Business Development

ANDRÉE GENDRON

Director of Communications

ARIANE DAGENAI-PLANTE

Coordinator Production Services
(maternity leave)

PASCALE GUINDON

Coordinator Production Services (interim)

JENNIFER PRICE

Los Angeles Representative

PIERRE-OLIVIER FORTIN

Project Manager



THE AUDIOVISUAL INDUSTRY

THE AUDIOVISUAL INDUSTRY

\$1.5 BILLION

TOTAL **PRODUCTION** VOLUME

\$260 M

GOVERNMENT **REVENUE**

\$177 M

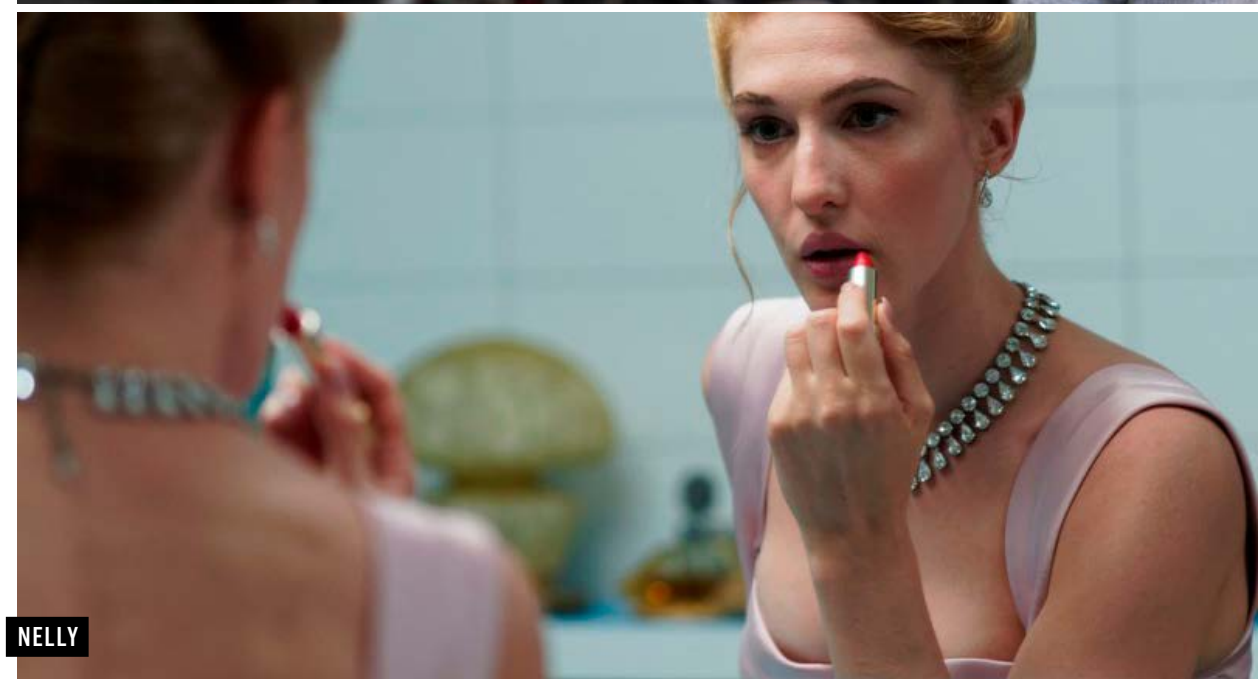
QUEBEC GOVERNMENT

\$83 M

GOVERNMENT OF **CANADA**



L'IMPOSTEUR



NELLY



SMALL CRIMES

THE INDUSTRY SUPPORTS NEARLY 33,000 JOBS IN QUEBEC*

* 2014 estimate, full-time equivalents (FTEs), Quebec

Sources: Simulations using the Institut de la Statistique du Québec model; Nordicity (2012), *The Economic Contribution of the Film and Television Sector in Canada*; Statistics Canada; CRTC; KPMG/SECOR analysis

* Statistics Canada (Table 383-0030)

** Estimated using Canadian data from the Nordicity study

16,270

PRODUCTION ECOSYSTEMS IN QUEBEC

- SERVICES
 - ARTISTS, PROFESSIONALS, ETC.
 - PRODUCTION

11,650

BROADCASTING JOBS

5 500 TELEVISION BROADCASTERS

2 900 MOVIE THEATRES*

3 250 VIDEO EQUIPMENT RETAILERS**

4,280

SUPPLIER JOBS

STUDIOS, EQUIPMENT, FACILITIES, OFFICES, ETC.

500+

SUPPORT JOBS

UNIONS, ASSOCIATIONS, TRAINING,
PUBLIC AND PRIVATE FUNDING

YEAR IN REVIEW

STRATEGIC ORIENTATIONS

Arising from an initial request made by the Minister of Culture and Communications in fall 2015, the QFTC's Strategic Orientations document puts forward a powerful, detailed action plan for the future and prosperity of the Quebec audiovisual industry. It was published on April 12, 2017, and is the product of the tireless work of the steering committee made up of Sylvain Lafrance (QFTC Board Chairman), Suzanne Lamarre (QFTC-contracted consultant), Pierre Moreau (QFTC Chief Executive Officer), Romain Paulais (QFTC Director, Secretariat of the Audiovisual Cluster) and Anne Fossier (QFTC Executive Assistant).

To bring Quebec local and global recognition, the Strategic Orientations document identifies **seven key recommendations**:

1. Increase the volume of foreign investment
2. Strengthen and consolidate domestic production
3. Encourage innovation
4. Improve knowledge of the industry and business intelligence
5. Facilitate the discoverability of Quebec and Canadian content
6. Maintain a competitive fiscal environment in a globalized context
7. Expand the role of the Quebec Film and Television Council to respond to these realities



This action plan, which is a summary of the comprehensive consultation carried out by Suzanne Lamarre in summer 2016 with major industry leaders, will guide the QFTC's actions over the next three to five years as part of its mandate to develop the Quebec audiovisual industry.

For more information, consult the press release.

PRESS RELEASE >

VIRTUAL REALITY AND AUGMENTED REALITY

In 2016, the QFTC presented the industry with an action plan to develop a centre of excellence for virtual reality (VR) and augmented reality (AR) in Quebec. One of the measures to implement was to update the government's fiscal arsenal.

The QFTC contracted the firm PwC to conduct a study detailing the various tax credits offered in Canada and the eligibility of VR/AR content for these tax credits, in order to determine whether it would be better to introduce a new tax credit or change existing credits, and to assess the effects of a tax incentive on jobs, workforce needs and the government's finances.

On March 28, 2017, after several months of meetings and discussions between the Ministère des Finances, the Ministère de la Culture et des Communications, the Société de développement des entreprises culturelles (SODEC) and industry representatives, changes to the refundable tax credit for film production services — based on the QFTC's recommendations — were announced as part of the 2017–2018 provincial budget.

In order to remain at the forefront of new environments and to affirm Quebec's position in the industry, the Quebec government announced on March 28, 2017, that VR and AR projects are eligible for the refundable tax credit for film and TV production services, insofar as these projects meet the standard eligibility requirements.

VR / AR

ELIGIBILITY FOR QPSTC

FICTION FILMS OR DOCUMENTARIES

Eligibility of VR or AR fiction films or documentaries. A VR or AR production offered for free, without being deemed advertising, is eligible for the tax credit if it is an original production or an extension of or a supplement to another production that aims to provide additional information or entertainment for the main production.

\$ 250,000

MINIMUM BUDGET

The required minimum budget is lowered to \$250,000.

SOUND RECORDING

\$1 MILLION

OVER TWO YEARS

FILM, TELEVISION, VIDEO GAMES

The QFTC has been working for the last few months on developing a project to create a music recording ecosystem for audiovisual production in Montréal.

This project is part of economic development efforts being made in Quebec's audiovisual industry and was developed jointly with major players in the field and the valuable assistance of SODEC.

As a fortunate outcome of this work, the new Quebec Economic Plan published in March 2017 announced **the implementation of a pilot project** to encourage film, television and video game productions in granting contracts to Quebec musicians and composers.

The QFTC is pleased with this new measure, which will help decision makers in the audiovisual and video game sectors to take advantage of the internationally recognized services, expertise and talent of Quebec musicians and composers.



HIRING OF A NEW NATIONAL COMMISSIONER

APPOINTMENT OF MS. CHANELLE ROUTHIER

Chanelle Routhier has a specialized graduate diploma in organizational communication from Université de Montréal and over 17 years of experience in management, sales, marketing, and film and television distribution in Canada and abroad. She previously held the position of manager, sales and market development at the NFB, where her duties included worldwide distribution for the territories of the US, Europe and Japan.

AFTER A YEAR :

- Two major trade missions:
 - Live action
 - Montréal mission (vfx/vr/ar/sets)
- Seven promotional activities
- 15 location scouts and fam tours



TWO MAJOR TRADE MISSIONS TO LOS ANGELES

During its 2016–2017 fiscal year, the Quebec Film and Television Council (QFTC) organized two major trade missions to Los Angeles, confirming Montréal's and the province of Quebec's positions as world-class centres for audiovisual production.

LIVE ACTION MISSION

LOS ANGELES

SEPTEMBER 2016

For the mission that took place from September 19 to 23, the QFTC put together an impressive delegation of partners from its Production Services Department. Their primary goal was to introduce Quebec as a leading North American production centre to US production companies and major US studios.

HIGHLIGHTS

- The delegation met with more than 100 key decision makers in production, finance and labour relations representing more than **28 production companies** and studios.
- The delegation had pivotal meetings with representatives from studios such as 20th Century Fox, Amazon Studios, Columbia Pictures, Lionsgate, MGM, MIRAMAX, Paramount Pictures and Paramount Television, Sony Pictures Television, Universal Pictures, Walt Disney Studios / ABC and Warner Bros.
- Relationships were built with video producers like Netflix, Amazon and HBO, as well as independent production companies such as Black Bear Pictures, Silver Pictures and MarVista.



LIVE ACTION MISSION

For more information, consult the press release.

[PRESS RELEASE >](#)

MONTREAL MISSION

LOS ANGELES

MARCH 2017

The QFTC organized its second trade mission to Los Angeles from March 6 to 9 in collaboration with the mayor of Montréal's Cabinet.

Mission delegates had the chance to meet Hollywood production and financing executives. They were able to highlight Quebec's visual and special effects and virtual and augmented reality sectors. The event also gave them the opportunity to promote Quebec's competitive tax incentives and guarantee excellence with regards to financial services to US producers and directors of finance.

HIGHLIGHTS

- In addition to being led by Manon Gauthier, member of the executive committee of the Ville de Montréal responsible for culture, heritage, design, the Space for Life and the status of women, and Ms Marie-José Reid, Senior Advisor to the Mayor, the mission brought together an impressive delegation of partners.
- The **13 delegates** presented Quebec as being the biggest platform for visual effects and virtual and augmented reality in North America and a leading worldclass centre for audiovisual production.
- The mission was also an opportunity to promote the province's wide variety of architecture and position Quebec as one of the most attractive destinations for US producers and directors of finance.
- A networking reception that brought together more than **125 people from the industry**, including representatives from the Ville de Montréal, SODEC, the QFTC's chief executive officer and all the mission's partners, was organized in collaboration with the Quebec Government Office in Los Angeles. This celebratory get-together conveyed to guests a message of unity from the members of the Quebec audiovisual industry.

For more information, consult the press release.

PRESS RELEASE >

“ This mission made us stronger, and we came back with the potential for additional short-term investments valued at \$70 million. ”

– **Pierre Moreau**, CEO of the QFTC

Thank you to the **Consulate General of Canada and the Quebec Government Office** for their valuable support in organizing these two trade missions.

Thank you to our mission partners:

5th Wall, ACTRA, AQTIS, National Bank, BUF, The Laurentians Film & TV Commission, CleAR, Cinepool, DGC, Digital District, Globalex, Hybride, IATSE 514, IATSE 667, MTL Grandé, MELS, Mikros, Mr. X, Raymond Chabot Grant Thornton, Rodeo FX, SODEC, Studios MTL, Technicolor and the **Ville de Montréal**.



Sylvain Lafrance (QFTC), Elizabeth MacKay (Quebec Government Office), Monique Simard (SODEC), Manon Gauthier (Ville de Montréal), Pierre Moreau (QFTC), James Villeneuve (Consulate General of Canada).

2016-2017 DOCUMENTS

- **MEDIA LAB REPORT – *LES MÉDIALABS DANS LES RÉGIONS DE MONTRÉAL ET QUÉBEC*** (Media labs in the Montréal and Québec areas) – delivered on April 6, 2016
- **DIAGNOSTIC DES BESOINS DE MAIN D'ŒUVRE ET D'ADÉQUATION FORMATION-EMPLOI – SECTEUR DES EFFETS VISUELS ET DE L'ANIMATION** (Assessment of labour needs and the suitability of training to employment requirements – visual effects and animation) – officially published on May 24, 2016
- **SUBMISSION** filed with the Ministère de la Culture et des Communications as part of the consultation for the renewal of Quebec's Cultural Policy – filed on August 26, 2016
- **MARKET DEVELOPMENT STRATEGY – PHASE 1** – submitted on September 28, 2016
- **VIRTUAL REALITY/AUGMENTED REALITY – PHASE 2 – Final recommendations for adjusting the tax credit associated with the development of the centre of excellence for VR/AR** and for which the firm PWC was contracted – delivered in December 2016
- **SOUND RECORDING – FINAL RECOMMENDATIONS FOR THE “SCORING IN MONTRÉAL” PILOT PROJECT** submitted to the Ministère des Finances on December 20, 2016
- **SUBMISSION FILED** with the Ville de Montréal as part of the public consultation for the renewal of Montréal's cultural policy on April 7, 2017
- **STRATEGIC ORIENTATIONS DOCUMENT** – released on April 12, 2017

THE QFTC'S PROJECTS

- 1. HOSTING AND PROMOTIONAL ACTIVITIES**
- 2. VISUAL EFFECTS**
- 3. TAX INCENTIVES**
- 4. ANIMATION**
- 5. MARKET DEVELOPMENT STRATEGY**
- 6. INNOVATION**

1. HOSTING AND PROMOTIONAL ACTIVITIES

FOREIGN PRODUCTIONS IN QUEBEC

With 25 productions and 964 days of shooting, 2016 proved to be a very profitable year and saw a 50% increase in the number of shoots compared to 2015. Even without including blockbusters, the variety of foreign television series and feature films shot in Quebec yielded a total of nearly \$300 million in direct spending.

These figures mean that significant growth in foreign production in Quebec over the next five years can be anticipated. Provided the economic climate is stable, the QFTC aims to maintain a growth rate of approximately 30% per year in order to generate annual revenues of approximately \$700 million by 2022.

\$298 M

DIRECT SPENDING IN **QUEBEC**

4,700

CREATED OR
MAINTAINED **JOBS**

964

DAYS OF SHOOTING

25

SHOOTINGS

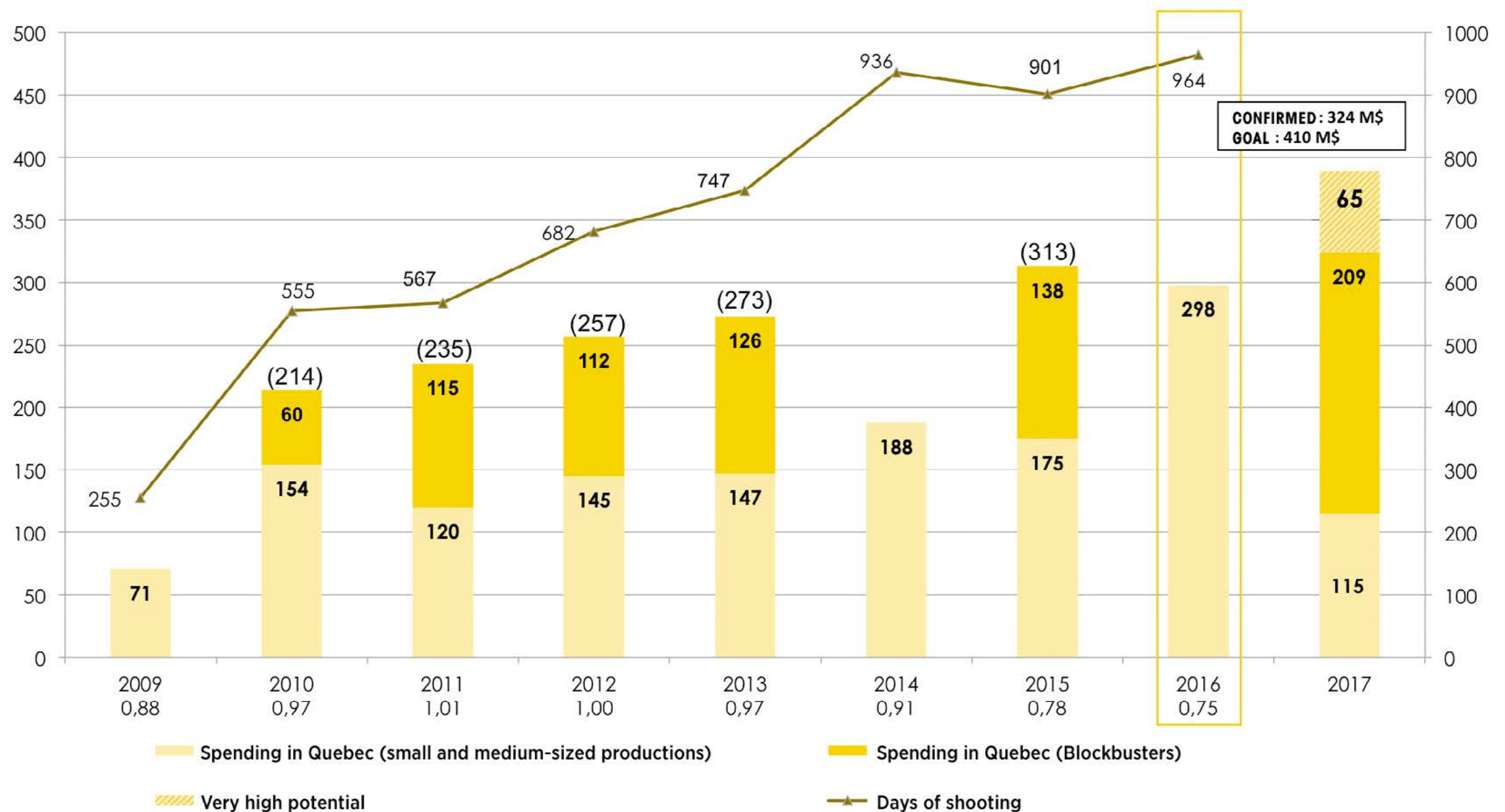


“You don’t have to be fluent in French to find your voice in Montreal.”

— **PAT KIELY**, scriptwriter and director

VOLUME OF FOREIGN PRODUCTIONS

DIRECT ECONOMIC SPENDING IN QUEBEC AND DAYS OF SHOOTING



FOREIGN PRODUCTIONS



PRODUCTIONS SHOT IN QUEBEC

TITLE	PRODUCTION COMPANY	DIRECTOR
<i>Death Wish</i>	Metro-Goldwyn-Mayer, Paramount Pictures	Eli Roth
<i>Mother!</i>	Protozoa Pictures	Darren Aronofsky
<i>The Art of More 2</i>	Muse Entertainment, Laurence Mark Productions, Sony Pictures Television	Chuck Rose
<i>The Death and Life of John Donovan</i>	Lyla Films, Pipeline Entertainment (NY unit), Sons of Manual	Xavier Dolan
<i>Quantico</i>	ABC Studios, The Mark Gordon Company, Random Acts Entertainment	Joshua Safran
<i>Jack Ryan</i>	Paramount Pictures, Skydance Media, Di Bonaventura Pictures, Mace Neufeld Productions, Buckaroo Entertainment, Etalon Film	Kenneth Branagh
<i>Bellevue</i>	Back Alley Film Productions, Canadian Broadcasting Corporation (CBC), Muse Entertainment Enterprise	Jane Maggs, Adrienne Mitchell
<i>Bad Santa 2</i>	Broad Green Pictures, Ingenious Media, Miramax, Dimension Films, The Weinstein Company	Mark Waters
<i>Glass Castle</i>	Lionsgate, Netter Productions	Destin Daniel Cretton
<i>Brad's Status</i>	Plan B Entertainment, Sidney Kimmel Entertainment	Mike White
<i>Zorgamazoo (Animation)</i>	Vanguard Films	NA
<i>Trouble (Animation)</i>	3QU Media	NA
<i>Charming (Animation)</i>	3QU Media, Cinesite, Vanguard Animation, WV Enterprise	Ross Venok
<i>Gnome Alone (Animation)</i>	3QU Media, Cinesite, Vanguard Animation	Peter Lepeniotis
<i>21 Thunder</i>	PMA Productions, Generic Productions, Canadian Broadcasting Corporation (CBC)	Reley Adams, Kenneth Hirsch, Adrian Wills
<i>Belle & Sebastien (Animation)</i>	Groupe PVP, Gaumont Animation	Lionel François
<i>Roadside Picnic</i>	Sony Pictures Television, Tribune Studios	Jack Paglen
<i>He's Out There</i>	Screen Gems, Unbroken Pictures	Dennis Iliadis
<i>Super Singh</i>	Brat Films	Anurag Singh
<i>Birthmarked</i>	Item 7	Emanuel Hoss-Desmarais
<i>John Wick : Chapter 2</i>	Summit Entertainment, Thunder Road Pictures, 87Eleven, Lionsgate, TIK Films	Chad Stahelski
<i>Small Crimes</i>	Rooks Nest Entertainment, Fairmount Films, Rumble Films	E.L. Katz
<i>Song of Granite</i>	Amérique Film, Marcie Films Limited, Roads Entertainment	Pat Collins
<i>Sons of God</i>	Exogene Films	Mathieu Charest
<i>Goblin : The Lonely and Great God</i>	Hwa And Dam Picture, Studio Dragon	Eung-Bok Lee

INTERNATIONAL ACTIVITIES

MIPTV* – GLOBAL TV AND DIGITAL CONTENT MARKET CANNES

APRIL 2016

Pierre Moreau, Chief Executive Officer of the QFTC, attended Europe's biggest gathering of producers and buyers, using the opportunity to develop new relationships with producers looking for coproduction partners and encourage meetings between Quebec and international producers.

AFCI** – LOCATIONS AND GLOBAL FINANCE SHOW LOS ANGELES

APRIL 2016

The QFTC, the Société de développement des entreprises culturelles (SODEC), The Laurentians Film & TV Commission and National Bank attended the Locations Show and Global Production and Finance Conference in Burbank, California. The Quebec delegation visited with several production companies, including **Disney** and **Fox**, and also met **Victor Moyers**, President of **Broad Green Pictures**, who expressed how pleased he was with the shooting of *Bad Santa 2* in Montréal in winter 2015.

CANNES MARCHÉ DU FILM – FOCUS VR QUEBEC AT CANNES CANNES

MAY 2016

On this mission, the QFTC's representative met several international producers in attendance at Cannes. Discussions were started regarding major co-production projects for Quebec with, among others, Element Pictures (*Room*, 2016 Oscar nominee and winner) and Black Bear Pictures (*The Imitation Game*, 2015 Oscar nominee).

In addition to attending the Festival de Cannes, the QFTC partnered with the Phi Centre and SODEC to present Focus RV Québec at the Marché du Film's NEXT Pavilion, an event that showcased the critical role that many Quebec artisans are playing in the ongoing development of virtual reality as a new narrative model.

PRODUCED BY CONFERENCE LOS ANGELES

JUNE 2016

The QFTC's deputy commissioner and Los Angeles representative took part in the eighth edition of the conference. In attending this event in Los Angeles, they were able to meet many executives and producers, including Mary Ann Hughes (Disney), Arianna Eisenberg (Aegis Film Group), Marcy Kaplan and Donna Sloan (Lionsgate).

MIPCOM – THE WORLD'S ENTERTAINMENT CONTENT MARKET CANNES

OCTOBER 2016

While at MIPCOM, Pierre Moreau, Chief Executive Officer of the QFTC, met several key players in the areas of co-production, sound recording and intellectual property management. He also attended several sessions, including "Data-driven Entertainment," "New Ways of Financing Non-scripted Formats" and "Beyond 360: From Passive Viewing to Virtual Interaction."

* MIPTV (Marché international des programmes de télévision)

** AFCI (Association of Film Commissioners International)

INTERNATIONAL ACTIVITIES

(FOLLOWING)

AFM – AMERICAN FILM MARKET & CONFERENCES LOS ANGELES

NOVEMBER 2016

The QFTC's Production Services team and chief executive officer, along with its Prestige Partners, SODEC and the Montréal Film and TV Commission, took part in the American Film Market & Conferences (AFM) in Santa Monica. During the event, the QFTC organized a cocktail party that brought together nearly 200 guests, including key production and financing decision-makers in the audiovisual industry. Then, from November 2 to 11, the Quebec delegation continued its trade mission to Los Angeles by visiting several studios and meeting with more than 40 producers and co-producers.

On November 7, a networking activity in Los Angeles organized by the QFTC provided production and financing executives with an opportunity to chat with business leaders from Quebec's audiovisual industry.

The QFTC wishes to sincerely thank the partners that made this event possible: **Mediabiz**, **Technicolor**, **MTL Grandé** and **the Quebec Government Office in Los Angeles**.

PRIME TIME OTTAWA

FEBRUARY 2017

Once again this year, the QFTC represented Quebec at Prime Time, an event organized by the Canadian Media Producers Association that brought together nearly 700 of the most influential leaders in the Canadian film and television industry. Over three days, representatives from the feature film, television, interactive media, broadcasting and telecommunications industries connected through sessions and networking activities.

TRADE MISSIONS LOS ANGELES

SEPTEMBER 2016 AND MARCH 2017

In addition to participating in these events, the QFTC organized two major trade missions to Los Angeles.

SEE YEAR IN REVIEW



AFM



AFM

HOSTING ACTIVITIES

26

VISITS FROM
FOREIGN
PRODUCERS

12

LOCATION
SCOUTING
VISITS

SERVICES TO PRODUCERS

Since its creation in 2006, the QFTC has been a one-stop shop for foreign producers looking to shoot in the province. It works with municipal and regional film agencies to promote the Quebec audiovisual industry on the world stage. The QFTC's team is involved throughout the various stages of each project and acts as a facilitator from the early location scouting visits to the end of postproduction. In 2016, the QFTC had 12 location scouting visits with foreign production teams, up from 6 the year before.

DELEGATIONS

FRANCE-CANADA MEDIA MISSION

MONTRÉAL

APRIL AND NOVEMBER 2016

Given the success of the 2014 and 2015 editions, the QFTC renewed its partnership with Unterval and Alsago, the organizers of the fourth (April 27, 28 and 29, 2016) and the fifth (November 16, 17 and 18, 2016) France-Canada Media Mission events held in Montréal. These events, which aim to create a space to encourage and build partnerships, gave several French and Canadian companies opportunities to launch joint projects or co-productions. The business-to-business (B2B) meetings were personalized for each member of the delegation, which was made up of French production companies specializing in film, features, TV fiction, documentaries and transmedia.

In addition, the Director of the Secretariat of the audiovisual Cluster gave a presentation to 25 French companies on the QFTC, the industry in Quebec and the province's various assets, introducing Quebec as a centre of production. He also participated in various networking activities that took place during the event. More than 250 business meetings were held during both events.

FOUR FAM TOURS PROMOTING QUEBEC IN 2016!

VISUAL EFFECTS TOUR

JUNE 2016

This was the QFTC's second fam tour devoted to visual effects. From May 30 to June 3, representatives from Warner Bros. (*Kong: Skull Island*) and the Jim Henson Company (*The Jungle Book*), as well as the independent producer of the popular series *Fringe*, visited several visual effects companies in Montréal and met individually with members of the industry during the EffectsMTL conference.

FALL TOUR

SEPTEMBER 2016

From September 13 to 15, the QFTC organized the traditional fall fam tour for three Hollywood producers: Sidney Kimmel Entertainment (*Brad's Status*), Amazon Studios (*Paterson*) and Good Universe (*Don't Breathe*). These producers visited Quebec shooting locations and film facilities as part of a guided tour of Montréal and the Laurentians region. They also met with several members of the QFTC working in various sectors of film and television production in Quebec.

After this tour, the QFTC made up an album of shooting locations for *Brad's Status*, which was filmed in Montréal.

MINI-TOUR

NOVEMBER 2016

The QFTC hosted producers Jeremy Guzowski (Amazon Video) and Elizabeth Urwin (Perfect Storm) from November 2 to 4. With the collaboration of the Montréal and Laurentians film agencies, these producers got to discover a variety of shooting locations in both regions. The fam tour was rounded out with a visit to MELS and MTL Grandé Studios and a meeting with the QFTC's Prestige Partners.

WINTER TOUR

JANUARY 2017

For the first time, the QFTC organized a winter fam tour to showcase the appeal of Quebec's winter season to US producers. From January 16 to 19, representatives from Annapurna Pictures (*Joy*), Focus Features (*Fifty Shades of Grey*) and Amblin Partners (*Ghost in the Shell*) experienced the features of Quebec's snowy landscapes and the talent of Quebec technicians who have filmed in particular weather conditions.

Based on its guests' positive comments, the QFTC plans to hold another winter tour in early 2018.

DIGITAL LIBRARY

THE QFTC'S DIGITAL LIBRARY: AN IMPRESSIVE DATABASE OF IMAGES FOR THE INDUSTRY

6,740

SHOOTING LOCATIONS

119,541

PHOTOS

For 10 years, the QFTC's Digital Library has been the digital image resource used for international and Canadian productions. Today, it holds nearly 120,000 photos, showing major international production companies the richness and diversity of Quebec's territory.

In 2016, 23,500 new photos, 730 new locations and 195 new albums were added to the Digital Library with the collaboration of all of Quebec's municipal and regional film agencies. In addition, a new identification system was created to make it easier to geographically distinguish the locations shown in the albums. Each of the 17 administrative regions of Quebec is now identified with its own colour.

The Digital Library's web interface is available to users 24 hours a day, seven days a week. Depending on their level of access, users can save, edit and classify the location albums they create at any time.

DIGITAL LIBRARY >



TWO LARGE LOCATION SCOUTS IN 2016

LARGE SCOUTING OF QUEBEC'S CAPITAL CITY

The QFTC worked with the Ville de Québec's Tourism Development and Major Events Office to organize a shooting location scout of the Québec city area. Location managers from the Office and the Council came together to determine which locations would enhance Québec's offering to international producers. A total of 70 new proposed locations were added to the Digital Library, strengthening the city of Québec's position as a major centre of production within the province.

LARGE SCOUTING OF THE GREATER MONTRÉAL AREA

As it does every year with the Montréal Film and TV Commission, the QFTC also organized a shooting location scout of the North and South Shores of the city of Montréal. An impressive number of accessible shooting locations in the Digital Library helps position the Greater Montréal area as a top centre of film and television production.

2. VISUAL EFFECTS

VISUAL EFFECTS DONE IN QUEBEC

\$278 M

VOLUME OF **CONTRACTS**

187

LOCAL AND FOREIGN
PRODUCTIONS

In 2016, **88 local productions** and **99 foreign productions** entrusted Quebec businesses with their visual effects, representing **\$278 M** in contracts. More than **21,634 plans** for productions have been made in Quebec, including for *Star Wars : Rogue One*, *Pirates of the Caribbean: Dead Men Tell No Tales* and the TV series *Versailles* and *American Gods*. Business in the sector has been growing an estimated **27%** per year since 2009.

COMPLETE LIST OF PROJECTS >



ALIEN : COVENANT



ARRIVAL



FANTASTIC BEASTS AND WHERE TO FIND THEM

AN ASSESSMENT TO ENSURE THE GROWTH OF THE VISUAL EFFECTS AND ANIMATION SECTOR

In spring 2015, the QFTC approached the Conseil emploi métropole to assess the suitability of training to employment requirements in the visual effects and animation sector.

The report and recommendations were presented on May 24, 2016, to more than 45 professionals, partners and media outlets. They were also submitted to John McCallum, Canadian Minister of Immigration, Refugees and Citizenship, MaryAnn Mihychuk, Canadian Minister of Employment, Workforce Development and Labour, and Kathleen Weil, Quebec Minister of Immigration, Diversity and Inclusiveness.

The QFTC was able to ensure the collaboration of 33 businesses in the sector.

In addition to sharing job growth outlooks for between now and 2020, the report identified four major issues:

- The global imbalance of workforce supply and demand
- The inadequate offerings in initial training and professional development, considering the needs of the labour market
- The difficulties of hiring immigrant workers with temporary work permits
- The composition of the largely contractual workforce

The full diagnosis and summary can be consulted on the QFTC website (in French only):

CONSULT >



TRADE MISSION WITH VFX/VR/AR COMPANIES FROM QUEBEC

LOS ANGELES

SEE THE YEAR IN REVIEW

EFFECTS MTL

MONTRÉAL - JUNE 2016

For the second year in a row, the QFTC was a major partner for effects MTL. The second edition of this event, which took place in June 2016, brought together nearly 1,100 attendees.

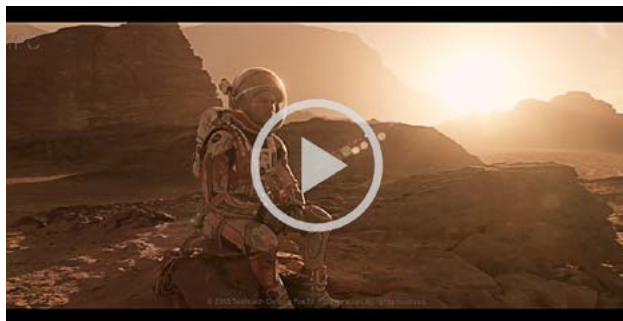
The QFTC also organized a second edition of the presentation entitled “The Art of Pitching to Hollywood,” about best practices and obstacles encountered when doing visual effects for an American blockbuster. This big panel, made up of three participants from the visual effects fam tour — Blanca Lista (JIM HENSON), Lori Nelson (WARNER BROS) and Reid Shane — was hosted by the QFTC’s deputy commissioner.



NEW VFX AND VR PROMO VIDEO

With the financial support of the **Ministère de l'Économie, de la Science et de l'Innovation**, the QFTC has produced a video exclusively to promote Quebec's visual effects and virtual and augmented reality sectors. The video highlights more than 20 productions and shows the talent, creativity and technological advances of Quebec businesses, 22 of which helped make the video.

It was first screened in Los Angeles on March 6 for approximately one hundred Hollywood producers and Quebec visual effects and virtual reality companies taking part in the major trade mission organized by the QFTC in collaboration with the mayor of Montréal's Cabinet. The video was also screened at the South by Southwest (SXSW) Conference and Festivals as part of the Planet Québec initiative organized by the Ministère de l'Économie, de la Science et de l'Innovation, which the QFTC joined for the VR/AR component.



PLAY >

+3,000
VIEWS

THE SITE VFX-MONTRÉAL

23,500

UNIQUE VISITORS

125,000

PAGE VIEWS

The site VFX-Montréal, an initiative of the QFTC and the VFX committee, was launched in September 2014 with the aim of strengthening Montréal's and the province of Quebec's positions as international production centres for visual effects. VFX-Montréal has quickly become one of the top references for industry experts.

With four new visual effects studios added to the site in 2016, VFX-Montréal now lists 25 Quebec studios.

1,600

APPLICATIONS

VFX-MONTREAL.COM >



3. TAX INCENTIVES

TAX CREDITS

In order to ensure the trust of foreign production companies on the basis of predictable tax benefits that are equal to or greater than those in other provinces, the Quebec Film and Television Council (QFTC) is in contact with the various institutions responsible for tax credits and producers.

Tax credit predictability is defined by three parameters:

- **The amount to be paid**
- **The maintenance of eligibility rules that are uniformly interpreted by the agencies that administer them**
- **A reasonable and competitive time frame in which it will be paid**

The QFTC also strategically monitors competing jurisdictions. In 2016, after some discussions with foreign producers, France and the State of Georgia were recommended as two new filming locations to pay special attention to.

20%

ALL-SPEND PRODUCTION COSTS

16%

BONUS FOR VISUAL EFFECTS,
ANIMATION AND SHOOTING OF SCENES
IN FRONT OF A CHROMA-KEY SCREEN

16%

CANADIAN LABOUR

4. ANIMATION

ANIMATION

As part of the consultations held prior to writing its Strategic Orientations document, the QFTC collected several observations from Quebec businesses about strategic issues within the animation sector.

The results of these consultations clearly indicated the need to reconcile efforts to support external supply with internal efforts in order to develop provincial products with a high potential for recognition on the big international markets.

In keeping with its mission, the QFTC takes these recommendations into account in its representation activities at home and abroad.

INTERNATIONAL ANIMATION FILM MARKET

ANNECY

JUNE 2016

For the first time, Telefilm Canada, the Canada Media Fund, the Société de développement des entreprises culturelles (SODEC), the B.C. Producers Branch of the Canadian Media Producers Association, Creative BC, On Screen Manitoba, the Quebec Film and Television Council, Manitoba Film and Music and the Ontario Media Development Corporation came together to organize a business mission under the umbrella of the Canadian Pavilion at the International Animation Film Market. This initiative provided increased visibility for Canadian businesses and emphasized the importance of the animation industry for Canada and Quebec.

From June 15 to 17, no fewer than **45 Canadian businesses in the industry, including 25 from Quebec**, showcased the quality and diversity of their projects before 8,000 industry leaders from around the world. The Canadian delegation organized several networking activities in addition to holding business meetings at the pavilion.



One Territory Focus session entitled “Canada: Spotlight on Creativity, Diversity and Innovation” included a panel on co-production with Canada. François Trudel, Canadian producer and VicePresident of International Affairs for Groupe PVP, took part in this prestigious panel alongside speakers from Australia and France.

CARTOON CONNECTION CANADA

CANADA

OCTOBER 2016

Partnering once again with the Cartoon Connection Canada event in 2016, the QFTC took part in this three-day convention that brought together producers and broadcasters of animated content in sessions and business meetings. The sessions addressed the broadcasters’ programming and the types of projects they are looking for.

More than 165 attendees, 81 of whom came from outside Canada, took part in the activities, and over 1,000 business meetings were held. Cartoon Connection Canada is the biggest Canadian animation gathering for film, television and video game artisans, broadcasters and producers, and a major platform for networking between the most influential producers and broadcasters in the European, Canadian and Latin American industries.

5. MARKET DEVELOPMENT STRATEGY

MARKET DEVELOPMENT STRATEGY

STUDY GIVING AN **OVERVIEW OF THE WORLD TELEVISION MARKET.**

Further to the work performed by the QFTC's marketing committee in 2015–2016, the firm KPMG (SECOR) was contracted to conduct a study on measures to support the marketing and export of Quebec television productions.

Twenty-one television professionals and 14 leading businesses in the Quebec audiovisual industry were consulted, resulting in six recommendations:

- **Develop high-quality and distinctive content**
- **Invest and take financial risks**
- **Develop a critical mass and continuity to interest major buyers on a long-term basis**
- **Develop and share advanced expertise for the benefit of all partners and aim to professionalize the approach to canvassing, representation and negotiation**
- **Develop stable, long-term relationships with major buyers and international distributors**
- **Make the “Quebec” brand known for the quality of its content, its expertise, its creators and its talent**

DEVELOP AND SHARE

This study led to several meetings with representatives from the audiovisual sector. The idea of integrating different organizations' approaches to and insights on marketing issues led to the creation of a new committee, whose mission is to suggest measures to support the marketing of high-quality Quebec television content.

This new committee was formed in 2017 and is made up of representatives from the Quebec Film and Television Council, the Société de développement des entreprises culturelles (SODEC), the Association québécoise de la production médiatique, the Canada Media Fund and six Quebec production companies.

6. INNOVATION

INNOVATION

PROMOTING THE CREATION OF A CENTRE OF EXCELLENCE

In 2016, the Quebec Film and Television Council (QFTC) presented the industry with an action plan to develop a centre of excellence for virtual reality (VR) and augmented reality (AR) in Quebec. The five measures to implement are the following:

- **Develop** significant expertise in VR/AR from our existing industrial pillars: audiovisual production, visual effects, animation and video games
- **Combine** all of Quebec's strengths to present a world-class offer and represent it on external markets
- **Update** the government's fiscal arsenal in order to capture a share of this new global market in which Quebec can come out ahead with quality jobs and an enviable market share
- **Attract** big international companies that are interested in investing in immersive content production, as was recently the case with video games and visual effects
- **Encourage** investment in intellectual property linked to immersive technology, particularly in the sectors of copyright, software and technology

FORMATION OF A VR/AR SELECT COMMITTEE

The QFTC and the virtual reality and augmented reality mobilization table have set up a select committee to oversee the measures proposed at meetings.

Members of the VR/AR committee elected by the representatives from the mobilization table:

- Manuel Badel – Regroupement des producteurs multimédia (RPM)
- Frédéric Guarino – VR Valley
- Valérie Hénaire – Frima Studio
- Awane Jones – Zone3 VR/AR
- Claude McMaster – D-BOX Technologies Inc.
- Stéphane Rituit – Félix & Paul Studios

VR/AR RESOURCE MAPPING

The QFTC has made a map of the virtual reality and augmented reality resources available in Quebec, to assess the diversity of the companies operating in the province and to identify and describe the new jobs that require the existing tax credits for video production services to be reviewed.

Of these new jobs, 22 were identified as requiring the tax credits to be reviewed. Of these identified professions, 19 already existed but involved new duties. Three new positions that do not exist in the other video game and audiovisual sectors were added to this list:

- 360° level designer
- Virtual reality user experience specialist
- Psychologist/neuropsychologist

The map has been reviewed and validated by the members of the VR/AR select committee.



STUDY OF VR/AR TAX INCENTIVES

SEE THE YEAR IN REVIEW

INVENTORY OF EXISTING LABS

Given the multiple forms that different labs take in the audiovisual sector and the variety of ways they operate, the QFTC wanted to compile an inventory and perform an analysis to determine the courses of action to take to support growth in connection with these initiatives.

CONDUCTED IN PARTNERSHIP WITH THE PÔLE MÉDIAS HEC MONTRÉAL, THE STUDY INCLUDED:

1. An inventory of the various labs
2. Interviews with directors
3. Mapping by aspect: field, practices and resources

THE CONCLUSIONS OF THE STUDY ILLUSTRATED THREE KEY FINDINGS:

1. There is a lack of consistent understanding of the role and function of media labs.
2. There is a lack of common requirements for an overarching structure.
3. Existing labs are more for creative than commercial purposes.



SXSW

AUSTIN - MARCH 2017

As part of its project to create a centre of excellence for virtual and augmented reality in Quebec, the QFTC partnered with the Ministère de l'Économie, de la Science et de l'Innovation to organize and recruit a delegation of Quebec businesses to attend the 2017 South by Southwest (SXSW) Conference and Festivals, which was held from March 12 to 15. Brought together under the common banner of Planet Québec, **more than 50 companies** took part in this business mission, the biggest to date to SXSW. This incredible showcase gave Quebec an opportunity to stand out on the world stage as a destination with a strong potential for innovation and creativity, supported by the multifaceted strengths of Quebec entrepreneurs.

Through its partnership, the QFTC was able to stand out and take the floor in the evening, revealing the winners of the 2017 Spotlight on SXSW tour. The purpose of this competition was to give five start-ups their first chance to take part in the Planet Québec mission.

The QFTC actively participated in developing the programming of activities that took place there and in organizing approximately ten panels given by businesses in the delegation on virtual reality, artificial intelligence, big data and the Internet of things.

COMMUNICATIONS

PROMOTIONAL TOOLS

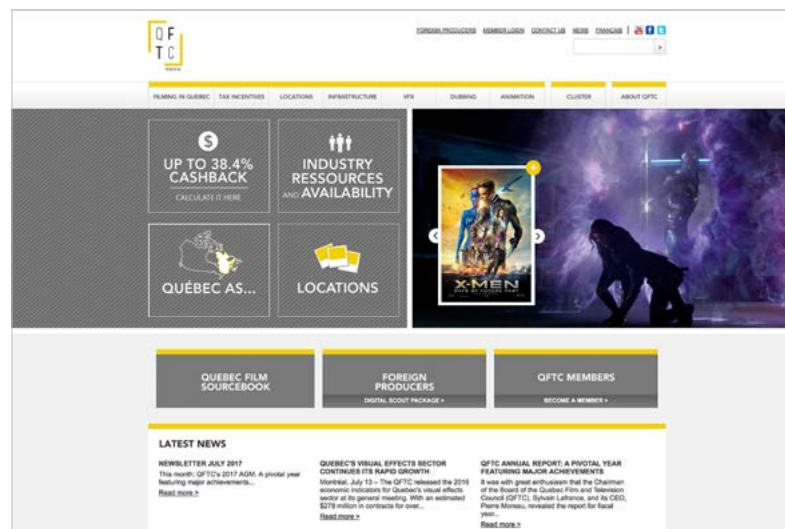
THE QFTC'S WEBSITE

The QFTC's information-rich website is being increasingly consulted by its members and by producers looking for specific information. The site has special sections for foreign producers, members and those seeking help calculating tax credits.

In 2016, the QFTC made a sliding banner on its home page to give its new business partners visibility. **Between April 2016 and March 2017, the QFTC's website received more than 72,500 unique visits, with a total of 182,000 page views.**

72,500
UNIQUE VISITS

QFTC.CA >

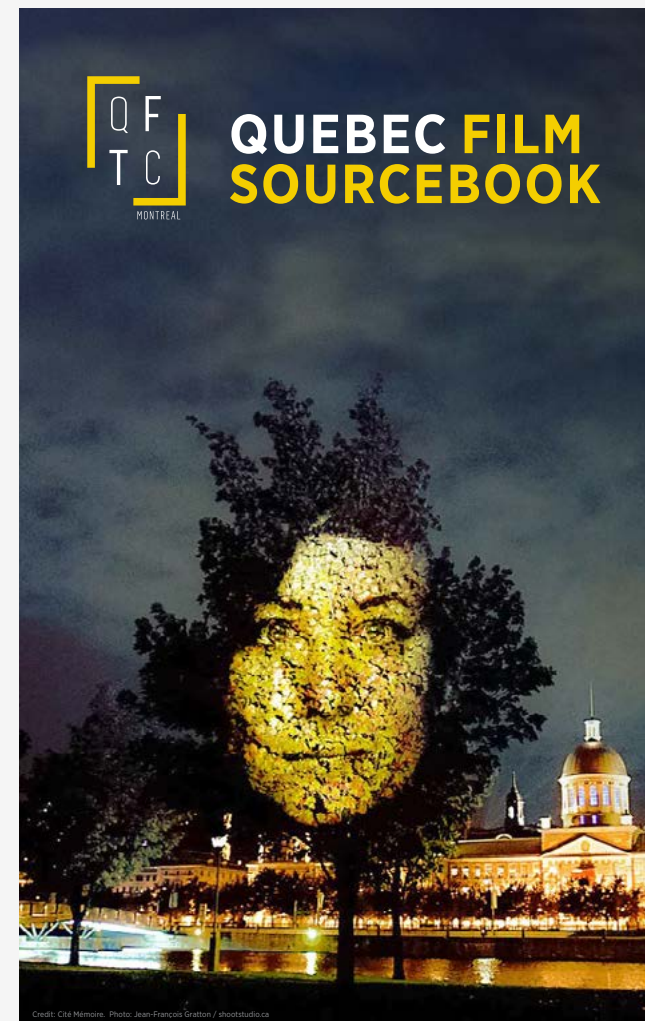


QUEBEC FILM SOURCEBOOK

The *Quebec Film SourceBook*, which has been accessible from the home page of the QFTC's website for the last seven years, is available in three different formats and sent free of charge to more than 3,000 industry decision-makers every year. The QFTC also distributes it at international industry events and during its representation missions to Los Angeles.

In addition to being available in PDF, EPUB and vEdition versions, since 2016, the *Quebec Film SourceBook* has had enhanced functionality for uploading videos, pop-ups and hyperlinks, creating an interactive experience between advertisers and readers. The *Quebec Film SourceBook* is also updated on a monthly basis in order to be a dependable tool for industry leaders.

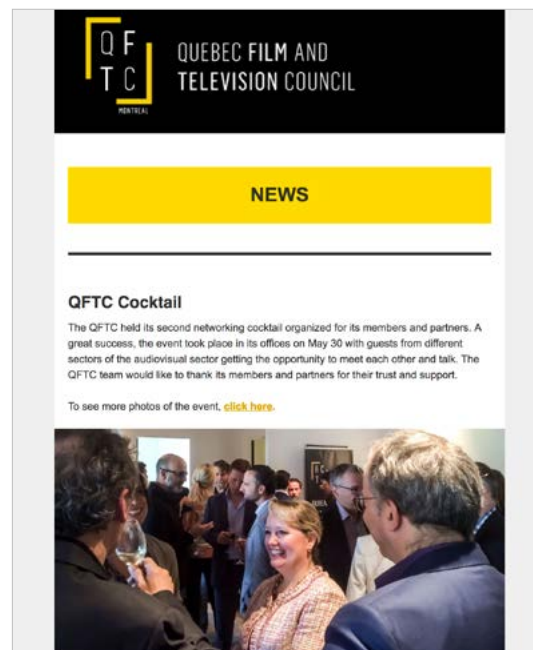
QUEBEC FILM SOURCEBOOK >



NEWSLETTER

To enhance its visibility within the local industry, the QFTC has been publishing a monthly newsletter since fall 2015, highlighting the latest news about its activities and the various events it takes part in. The newsletter is sent each month to more than 1,500 subscribers within the Quebec audiovisual industry and is a way to stay on top of the latest developing issues and get to know the QFTC's new partners and members.

NEWSLETTER >



PROMOTIONAL ACTIVITIES

For its commercial activities, the QFTC creates promotional tools to ensure maximum visibility for Quebec on foreign markets. Promotional documents and tools are downloaded onto a USB key and given to clients (producers and business executives) during each trade mission and international event the QFTC participates in. Banners and posters are also displayed in spaces with the most traffic. The QFTC encourages environmentally responsible behaviour, which is why its promotional missions are designed with ecologically sound waste management in mind.

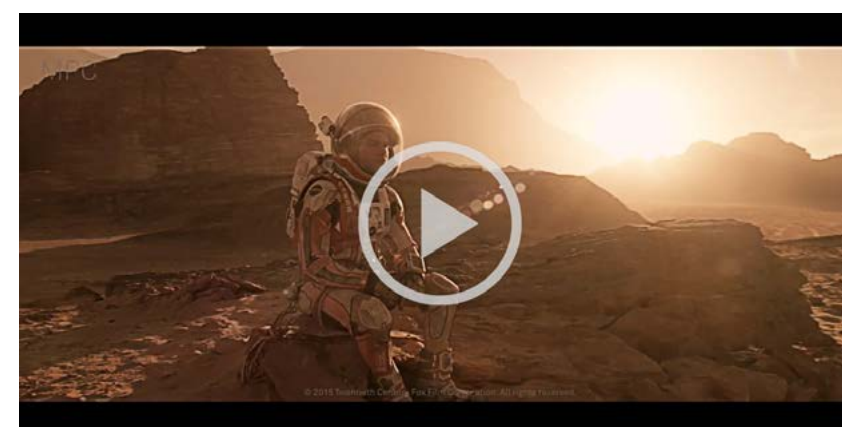


Advertisement in the *Beyond Cinema Magazine*, Winter 2017 edition. 30,000 copies of this magazine are distributed during the Cannes Festival and the Trade Show in Los Angeles.



To help showcase players in the audiovisual industry, the QFTC shares businesses' success stories through ads in specialized industry publications.

NEW VFX AND VR PROMO VIDEO



SEE VISUAL EFFECTS SECTION

OUTREACH

MEDIA COVERAGE

IN 2016, THE QFTC WAS MENTIONED IN THE MEDIA MORE THAN **112 TIMES**.

MARKETS	
International press	Playback, The Hollywood Reporter, MovieMaker, Broadcaster, KFTV
Local press and several specialized media outlets	La Presse, Le Devoir, The Montreal Gazette, Canoë, Journal de Montréal, Journal de Québec, Agence QMI, Argent, TVA-Nouvelles (web), Radio-Canada.ca, Les Affaires, Qui Fait Quoi, CTVM, Lien Multimédia, Infopresse and several specialized medias.
National television and radio	Radio-Canada, TVA, V, RDI, and specialized channels

« Armé de son étude, le BCTQ a promis de mener une campagne auprès du gouvernement provincial afin d’obtenir des conditions fiscales qui favoriseraient le développement d’un pôle d’excellence québécois, un peu comme dans les jeux vidéo. »

— La Presse

« Mission à Los Angeles : la Ville de Montréal accompagnera le BCTQ »

— Qui fait Quoi

« Ayant accueilli au cours des derniers mois plusieurs productions hollywoodiennes dont Death Wish, John Wick 2 et Bad Santa 2, Montréal a connu une autre année faste pour les tournages étrangers. »

— Journal de Montréal

MovieMaker

BIG CITIES: 11. MONTREAL, QUEBEC

You don’t have to be fluent in French to find your voice in Montreal. According to Someone Else’s Wedding writer-director Pat Kiely, “SODEC [Société de développement des entreprises culturelles] and Telefilm Canada in Quebec have a mandate to support auteur filmmakers. If you’re lucky enough to get funding, there’s a lot of freedom that comes with it. They provide an opportunity to make your movie.”...



Bad Santa 2 was one of many films that shot in Montreal last year. Photograph by Jan Thijs / Courtesy of Broad Green Pictures and Miramax

READ THE ARTICLE >

LOCAL ACTIVITIES AND PUBLIC RELATIONS

Each year, the QFTC partners with several major events in the province to both strengthen established relationships and develop new ones within the Quebec audiovisual industry. In keeping with its Strategic Orientations document, the QFTC prioritizes the development of new alliances in the digital, television and film production sectors.

- JUNE 2016: **Academy of Canadian Cinema & Television**
- Party des 1000 de l'industrie
- JULY 2016: **Speech by Claude Gagnon**, an internationally renowned entrepreneur and consultant in the entertainment sector, that presented a current portrait of the industry and new challenges in distribution to QFTC members during the 2016 General Assembly.
- JULY 2016: **Fantasia International Film Festival**: activity held in collaboration with all regional and municipal film agencies
- SEPTEMBER 2016: **Prix Géméaux**
- NOVEMBER 2016: QFTC member networking **reception**
- JANUARY 2017: **Ciné-Québec**, activity held in collaboration with all regional and municipal film agencies. On January 26, Pierre Moreau, the CEO of QFTC, was also on the panel for the workshop entitled “Les tendances en matière d'expérience au cinéma” (trends in the cinema-going experience), presented by Technicolor.



- DECEMBER 2016: **Advantages of Filming in Québec City**
Around fifteen producers, production managers and shooting location managers attended the information session on the advantages of filming in the Québec city area. The event was organized by the Ville de Québec's Tourism Development and Major Events Office and the QFTC.
- MARCH 2017: **Association québécoise de la production médiatique congress**
- MARCH 2017: The QFTC sponsored the first edition of the **Forum Culture + Numérique** in Shawinigan, organized by the Regroupement des producteurs multimédia (RPM) and the Société de développement des entreprises culturelles (SODEC). Sylvain Lafrance, Chairman of the QFTC's Board of Directors, presided over the event, which brought together Québec's major industry players to discuss the primary issues of the digital era.



Sophie Roy (Québec City), Pierre-Olivier Fortin (QFTC), Catherine Chenier (Québec City), Jasmine Thériault (Québec City) and Romain Paulais (QFTC)

THANKS
TO OUR PARTNERS

PUBLIC PARTNERS



Développement
économique Canada
pour les régions du Québec

Canada Economic
Development
for Quebec Regions



Communauté métropolitaine
de Montréal



PREMIER PARTNER



PRESTIGE PARTNERS



MISSIONS PARTNERS



THANKS TO OUR MEMBERS

1976 Productions inc.	Charron, Michel	Folks Vfx	Les Productions Troublemakers inc.	Savard, Nancy
5 th Wall Agency	Chikhani, Mark	Fonds de solidarité FTQ	Lorri Faughnan Media	Servomax inc.
A.Q.T.I.S.	CLEAR inc./Miralupa	Frame Studio	Lussier & Khouzam	SHED
Abat-Jour Illimités	Cinéfilms & Video Productions	Gamache - Milaine	Magasin Général	Sisto, Joe
Affiliated Agents en douane Ltée.	Cinepool Inc.	Garda World	Mathematic.tv	Skyway Int.
Alliance Médias Jeunesse	Cinesite inc.	Gault Hotel	Mathieu, Benoit	Sly & Co.
Alsago inc.	Cogeco inc.	Gautier - Ségolène	MCP Productions	Smartcut Agency
Andrea Kenyon & Ass. Casting	Connection Events	Gestion Deloitte senc	Mediabiz Int.	Société du Vieux-Port de Mtl
AQPM - Association Québécoise Production Médiaque	Corporate Stays	Globalex	Micro-Scope	Solo Films
Artothèque	Corriveau, Michel	GMMQ	Miller Thomson LLP	Spiegel Sohmer inc.
Association Nationale des Doubleurs Professionnels	CTRL	Gowling WLG (Canada) LLP	Montreal International	Squeeze Studios
Attraction Média	Curry, Kristjana	Granite au sommet	New Sky Studios	Starno.net
Auclair, Daniel	Dahan, Alain	Groupe PVP	NGenius Studio	Strob Fx
Banque Nationale du Canada	D-Box Technologies inc.	Guillard, Ginette	Oasis Animation Inc.	Studio Digilaog
Berardelli, Martin	Demers-Beaulne	HEC Montréal	ON Animation Studios Montréal	Studios Framestore inc.
BFL Canada	Destination Sherbrooke	Hôtel 10	Palais des congrès	Téléfiction Productions
Blah Blah Studio	DGC Québec	Houle, Mélanie	Parco Maître enr.	Télé-Québec
Blue Bug Entertainment	Digital Dimension	Hybride Technologies inc.	Parcs Canada - Canal Lachine	Tomaro, Lucio
Bonin, Nathalie	Digital District	IATSE 514	Paré, Jean-François	TouTenKartoon
Boulay, Hélène	Dossier Media Enr.	IATSE 667	Perrotta, Josette	Tsunoda, Minoru
Bureau du cinéma et de la télévision de Lac-Brome	Drone Studio	Incendo Productions	PMT	UDA
Bureau du cinéma et de la télévision de Longueuil	E.D.Films	INIS	Premiere Executive Suites	Vidéo Mtl
Bureau du cinéma et de la télévision de Montréal	Ecole de cinéma et télévision de Québec	ITEM 7	Productions Audio Z	Villeneuve, Pierre
Cabinet Juridique St-Lawrence	École des Arts numériques de l'UQAC	Kids Cave Entertainment	Productions Toondraw inc.	Vital Productions
Campus ADN	Edward, Jim	La Hacienda Creative inc.	Promotion Saguenay inc.	W Montreal Hotels
Centre PHI	Entreprises Ronald Gilbert inc.	Lalande, Guy	Publicité Les Enfants	Walter Lighting & Grip
Chambre de commerce du Montréal Métropolitain	Estrie Hélicoptère	Lamajeure	Raynault VFX	Wolf, Kathy
	F.A.D.A.	Lanterne Digitale	Raymond Chabot Grant Thornton	
	Félix & Paul Studios	L'Atelier Animation	Rodeo FX	
	FICC	Lavery	Rognie, Lauriane	
	Finalta Capital	Leclerc Dumont inc.	Ross,Hélène	
			Rousse, Hélène	



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