

2019 - 2020

ANNUAL REPORT



QUEBEC FILM AND
TELEVISION COUNCIL

MONTREAL

MOT DU GOUVERNEMENT DU QUÉBEC

Votre gouvernement est fier de soutenir le Bureau du cinéma et de la télévision du Québec (BCTQ). Son apport est fondamental à l'essor de l'industrie québécoise et métropolitaine de la production cinématographique et télévisuelle.

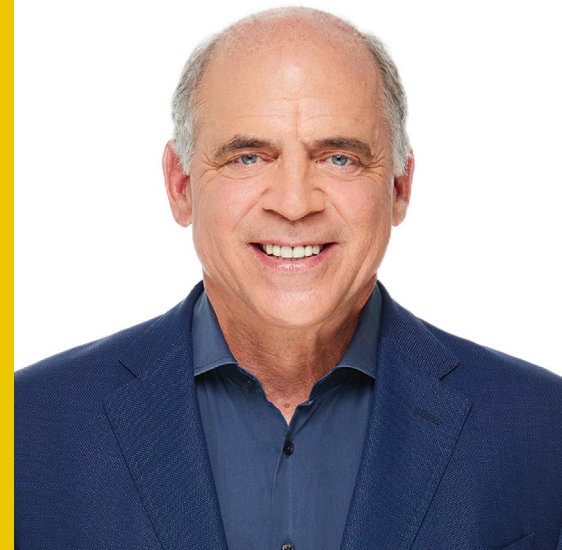
Au cours de la dernière année, les secteurs des effets visuels et de l'animation ont permis une fois de plus au Québec de rayonner et de maintenir une place de choix sur la scène internationale, générant ainsi des retombées économiques importantes pour le Québec, tout en faisant briller les talents et les industries d'ici.

En cette période d'incertitude liée à la présente crise sanitaire, tous les acteurs économiques sont amenés à revoir leur façon de faire et à innover. L'industrie cinématographique et télévisuelle ne fait pas exception. Les organismes comme le BCTQ nous aideront assurément à relancer les divers pans de l'économie et à les rendre encore plus forts.

Nous levons notre chapeau à l'équipe du BCTQ et à tous ses membres pour le travail accompli. Sachez que votre gouvernement est à pied d'œuvre pour assurer un retour au travail sécuritaire et réussi.

Votre
gouvernement

Québec



Pierre Fitzgibbon

Ministre de l'Économie et
de l'Innovation

Ministre responsable de
la région de Lanaudière



Chantal Rouleau

Ministre déléguée aux Transports

Ministre responsable de la Métropole et
de la région de Montréal



Nathalie Roy

Ministre de la Culture et
des Communications



VALÉRIE PLANTE



MESSAGE FROM THE MAYOR OF MONTRÉAL

Much like everywhere else in the world, the film and television industries have been greatly impacted by the current health crisis.

Having seen the stakeholders of this flagship industry hard at work during a mission abroad, I know that they are all ready to spring back into action and to continue to promote our city and contribute to its economic vitality.

Montréal is a hub for the film industry and we are proud to be working with the Bureau du cinéma et de la télévision du Québec to enhance its appeal and accessibility.

As Mayor of Montréal and chair of the Communauté métropolitaine de Montréal, I would like to express my deepest admiration and gratitude for the work carried out by this team over the course of the past year as much locally and nationally, as internationally.

I would further like to reiterate that you can count on the CMM to support your efforts. We must come together locally and on a metropolitan level to ensure the success of our industries and to showcase our talent.

I would also like to thank all artisans who contribute to building Montréal's character, making it the diverse, innovative and open metropolis that it is.

Thank you all!

Valérie Plante

Mayor of Montréal

President of the communauté
métropolitaine de Montréal

Montréal



Communauté métropolitaine
de Montréal



RÉGIS LABEAUME

LOUISE LANTAGNE



MESSAGE FROM THE MAYOR OF QUÉBEC CITY

Last year brought us a wealth of big projects. The Québec Film and Television Council did an extraordinary job in promoting platforms outside Greater Montréal—a big deal for us here when you consider the windfall a film or TV shoot represents.

Who'd ever have thought that shooting a South Korean TV series in the Petit-Champlain Quarter would turn a humble red door there into a headline attraction? They call that the power of the small screen.

Québec City's historic and contemporary urban landscape, distinctive French flair, and highly qualified workforce draw projects from around the world.

I'd like to thank the Québec Film and Television Council for being a beacon and guide for the actors, technicians, and artisans of the industry.

The imagination of the people in film and television, special effects and animation are always working, even when the cameras aren't rolling...

Régis Labeaume
Mayor of Québec City



WORD FROM SODEC

The Société de développement des entreprises culturelles (SODEC) acknowledges the excellent work of the QFTC in showcasing the talent and expertise of Québec's audiovisual industry and explaining the benefits of shooting in Québec. I would especially draw attention to the professionalism and dedication of CEO Pierre Moreau and his entire team, to whom we owe a debt of gratitude.

Last but not least, SODEC would like to express appreciation to all the local teams who distinguished themselves in serving the many foreign productions choosing to film in Québec. They are our most valuable calling card!

Louise Lantagne
President and CEO





ÉMILIE
DUSSAULT

MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS

Even though we've been in lockdown for several weeks now, let's not let the health crisis overshadow the QFTC's accomplishments and results for 2019-2020. More dynamic, innovative, strategic and unifying than ever, the Quebec Film and Television Council has successfully fulfilled its two-fold mission: to allow the audiovisual production sector to thrive in Quebec through its film office and to develop the industry and its international competitiveness through its industrial cluster.

But more than ever, in a time of great upheaval and adaptation, the industry needs a unifying place like the QFTC. Its crucial position allows it to combine the expertise of its members, partners and all stakeholders essential to the success and growth of Quebec's film, TV, animation and visual effects activities. The future will certainly hold many challenges, some of which will be complex, and competition in international markets will only intensify. However, with everyone's support, participation and collaboration, the QFTC will be able to meet these challenges, implement innovative strategies, change our ways of doing things and maintain our status as a leader.

I want to thank the members of the Board of Directors for their passion, rigour and participation, dedicated to developing a strong and successful industry. I would especially like to recognize the work of the members involved in the different committees, namely the audit, governance, human resources and personal income committees. Your collaboration is valuable and your commitment is a source of inspiration.

Lastly, I want to congratulate the permanent QFTC team, who does a fantastic job ensuring support for its members and overseeing the progress and completion of projects that will help the industry develop. In recent weeks, the team has worked twice as hard, without counting their hours, to support and ensure the reopening of the industry. In the hands of such a dynamic team, we can say, "mission accomplished."

Emilie Dussault

Chair of the Board of Directors



PIERRE
MOREAU

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

Greetings,

As I write these lines, 2019 already seems like ancient history. With our industry in the midst of a major health crisis, we have never, as a group, communicated and brainstormed so much about our practices and related health issues. The challenges of reopening require us to make unprecedented adjustments. Throughout this unparalleled time, the QFTC and its partners have been working relentlessly to develop solutions that immediately allow us to imagine emerging from this health crisis alive, more mature and stronger. My sincere appreciation goes out to the companies and their employees who have had to demonstrate considerable much-needed resilience under these circumstances. I hope that we all enjoy an orderly, speedy recovery marked by a spirit of good will.

2019 brought to light two very different economic realities. First, the film industry ended the year with an economic impact of \$360M, slightly below the previous year (\$378M). As you recall, the year got off to a historically slow start. But, most importantly, we won't forget the very dynamic second half of the season, where almost all of 2019's business activity occurred over a 35-week period, which provides a good indication of our capacity in terms of production volume. Beyond \$450M, we would need additional infrastructure!

Second, there's the visual effects sector, which continues on its outstanding trajectory. In 2019, its economic impacts reached a record high, closing at \$622M, a spectacular \$129M increase over the previous year (\$493M). Despite the huge challenges posed by labour market issues, the visual effects sector is still booming and is among one of the most successful hubs in the world. Together, the visual effects and animation sectors have generated nearly 6,000 quality, well-paid jobs over the years.

Among the major 2019 projects is the tax credit enhancement project for filming done outside the Greater Montreal Area, which we submitted to the Ministère de la Culture et des Communications, the Ministère de l'Économie et de l'Innovation and the Ministère des Finances. Unfortunately, the proposal was not included in the last provincial budget, but the tremendous unanimity on the part of all industry components with respect to this project has encouraged us to continue our work and support the implementation of this developmental incentive, fundamental to our industry's development, and of this shared desire to put the beautiful and varied landscapes of Quebec regions on screens around the world.

This 2019-2020 Annual Report faithfully reflects the spirit and commitment of the QFTC towards Quebec's audiovisual sector. It contains a summary of our activities, as well as details concerning action taken in each of the sectors we represent.

Lastly, I would like to thank our public and private partners for their invaluable confidence, our Board of Directors for its guidance, as well as the QFTC employees for their commitment and determination to move our industry forward.

Pierre Moreau

Pierre Moreau, Chief Executive Officer

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THE QUEBEC FILM AND TELEVISION COUNCIL

The Quebec Film and Television Council (QFTC) is a non-profit organization founded in 2006. Its primary mission is to contribute to the development and competitiveness of Quebec as a world-class multi-screen production centre.

It generates investments in Quebec by relying on competitive tax incentive programs, the expertise of the members of the industry, the province's geographic and architectural diversity, the quality of its infrastructure and the industry's ability to export its products to foreign markets.

Today, this mission focuses on two key areas:

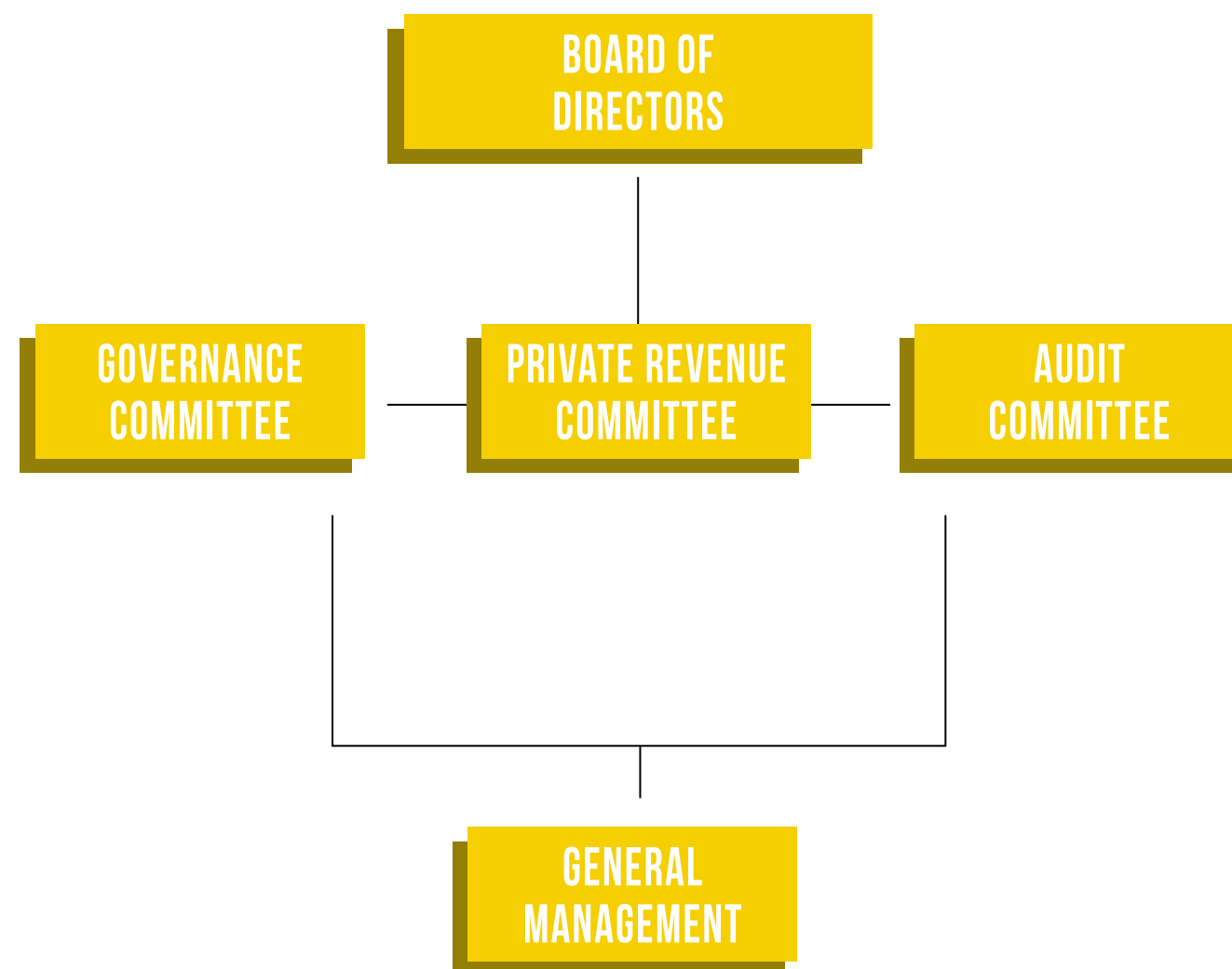
Production services (Promotion) – They highlight the advantages of filming in Quebec: the exceptional architectural diversity, a qualified labour force, world-class infrastructure, an upscale professional environment and, lastly, a visual effects ecosystem unlike any other in the world.

Sectoral development (Cluster) – The Council also aims to be a place for discussion, reflection and cooperation where the focus is on concrete action aimed at supporting market growth. It occasionally oversees large study and consultation projects that will allow it to measure, guide and better document the industrial development of the industry.

Lastly, the QFTC conducts lobbying and provides strategic advice to government agencies.

The members of the QFTC, their representatives on the Board of Directors and the public and private partners of the Council all help raise the visibility of Quebec's audiovisual sector here and beyond our borders.

ORGANIZATIONAL STRUCTURE OF THE QFTC



BOARD OF DIRECTORS

ÉMILIE DUSSAULT

CHAIR

Technicolor Canada

NICOLAS SAVOIE

VICE CHAIR

Difuze

ALEXANDRE LATURAZE

TREASURER

Demers Beaulne

DEAN CHENOY

SECRETARY

Miller Thomson

GILLES CHARLAND

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

LOUISE LANTAGNE

Société de développement
des entreprises culturelles (SODEC)

CHRISTIAN LEMAY

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

PHILIPPE MONTEL

Productions Belzébuth

MARIE-CLAUDE POULIN

MCP Productions

FRANÇOIS SANSREGRET

Tonic DNA

CATHERINE CHÉNIER

OBSERVER

Ville de Québec - Bureau des grands
événements

THOMAS RAMOISY

OBSERVER

Ville de Montréal - Bureau du cinéma et de la
télévision de Montréal (BCTM)

QFTC TEAM



PIERRE MOREAU

Chief Executive Officer



CHANELLE ROUTHIER

Quebec Film and TV
Commissioner



ROMAIN PAULAIS

Director of the Secretariat of the
Audiovisual Cluster and of Public Funding



CHARLES-HENRY GUILLAUME

Financial Controller



MARIE MANSON

Executive Assistant



ARIANE DAGENAIS-PLANTE

Coordinator, Film Commission Services



ANNE FOSSIER

Project Manager



AUORE LAGONOTTE

Communications Officer



PASCALE GUINDON

Coordinator, Film Commission Services

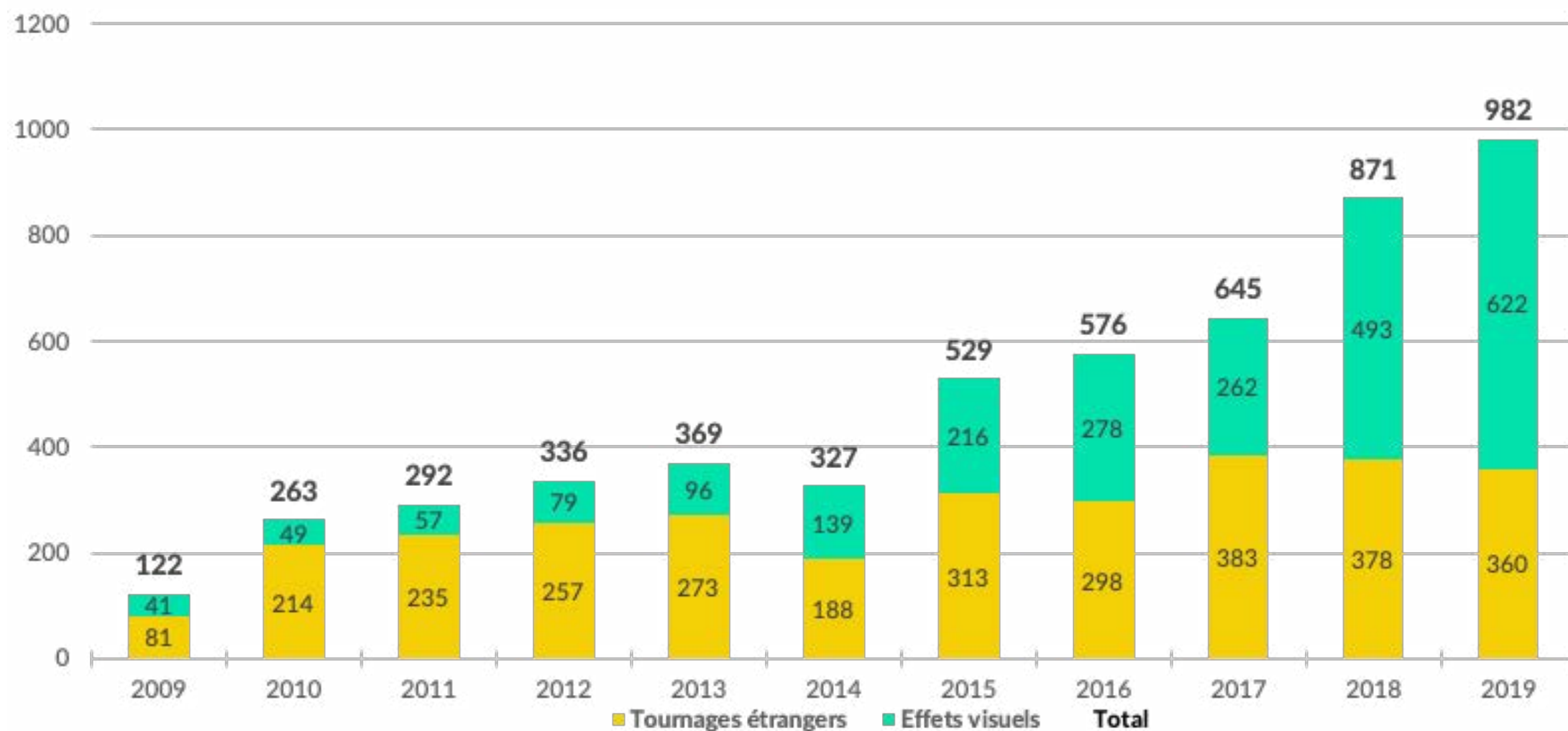


JENNIFER PRICE

Los Angeles Representative

DIRECT ECONOMIC IMPACTS IN QUEBEC

FOREIGN PRODUCTION AND VISUAL EFFECTS INDUSTRIES
2009 to 2019 (in millions of CAD)



Sources: QFTC, SODEC, PwC

UPDATE ON THE COVID-19 SITUATION

2019-2020 brought an abundance of projects to the QFTC.

However, it is still important to emphasize **the dual impact of the COVID-19 crisis** on its **own business** as well as **on that of its members**, with the audiovisual sector being severely affected by lockdown and physical distancing measures.

Among the projects this year that had to be postponed at the QFTC:

- VFX and Post-production Trade Mission to Los Angeles accompanied by 9 member businesses;
- QFTC Fundraising Gala;
- Training for female artists holding, or wanting to hold, a supervisory position (“Unleash Your Creative Talent” project);
- Mentoring program for young graduates (“Unleash Your Creative Talent” project);
- Launch of the promotional video to attract foreign productions to Quebec.

The resumption of filming in the province of Quebec was announced on June 8, 2020, subject to the application of a sanitary standards guide published by the CNESST.

We have also seen a gradual resumption of filming internationally (e.g.: Sweden, Iceland, New Zealand), but no major production has yet resumed filming as of the time of writing this report.

It is expected that production in its pre-COVID-19 form will not be able to resume until there is confirmation of a treatment or vaccine. Also, border crossings by production crews will probably be reduced to a minimum. Until then, smaller crews, sanitary measures and greater use of post-production services will be the norm for the entire audiovisual industry worldwide.



HOSTING AND PROMOTIONAL ACTIVITIES



- FOREIGN PRODUCTIONS
- VOLUME OF FOREIGN PRODUCTIONS
- PRODUCTIONS SHOT IN QUEBEC
- HOSTING ACTIVITIES
- INTERNATIONAL ACTIVITIES
- VFX AND POST-PRODUCTION TRADE MISSION (POSTPONED)
- CANADIAN FILM COMMISSIONS NETWORK
- NEW NATIONAL PHOTO LIBRARY

«The opportunity to shoot our period series in the exact region where our story takes place brought an authenticity that can't be rivaled. When you couple that with **the amazing cast and crew from throughout the province, including the local Indigenous population, the support we received from the Quebec Film Offices**, and the astounding world-class restaurants - our experience was made that much better. Hope we have the chance to return!»

– Richard Middleton, Co-executive producer, **Barkskins**, Fox 21 Television Studios

“We had a great experience filming FATHERHOOD in Montreal during the Summer of 2019. We benefitted from **a top tier locally based crew who filled many of our key positions** with their expertise. The City of Montreal was responsive and supportive.”

– Columbia Pictures

«I love Montreal! I want to move to Montreal. I want to shoot everything in Montreal. I love the gorgeous architecture, the restaurants, the food is outrageously good, the local shops, but most of all, I love the people. **We had the kindest, most talented, hardest working crew.** We tell all of our friends to shoot there!”

– Ashley Levinson, Producer, **Pieces of a Woman**, Bron Studios



FOREIGN PRODUCTIONS

With 31 productions, 2019 was a year of stability in terms of direct spending in Quebec by foreign productions. Despite the year getting off to a start a few months late, production volume reached \$360M in terms of direct spending by foreign productions in Quebec in 2019, compared to \$378M in 2018.

With 5 U.S. television series shot in Quebec, 2019 was a record year! Two of them were back to continue shooting here, having renewed their commitment for a new season. The year also marked a turning point for Quebec City, which attracted its first U.S. TV series, Barkskins, which made its TV debut on May 25, 2020, on the National Geographic channel. Also noteworthy is the filming of Netflix's first Quebec film, The Decline (Couronne Nord), which was met with resounding success since its release, having been viewed in over 21 million homes.



As described in the following pages, throughout the year, the QFTC promotes Quebec as a production hub offering a full suite of services, from pre-production to post-production. It also emphasizes the importance of having competitive, stable tax incentives that encourage producers to choose Quebec for their shoots and to return for future productions.

\$360M

DIRECT SPENDING
IN QUEBEC

5,580

JOBS CREATED OR
MAINTAINED

701

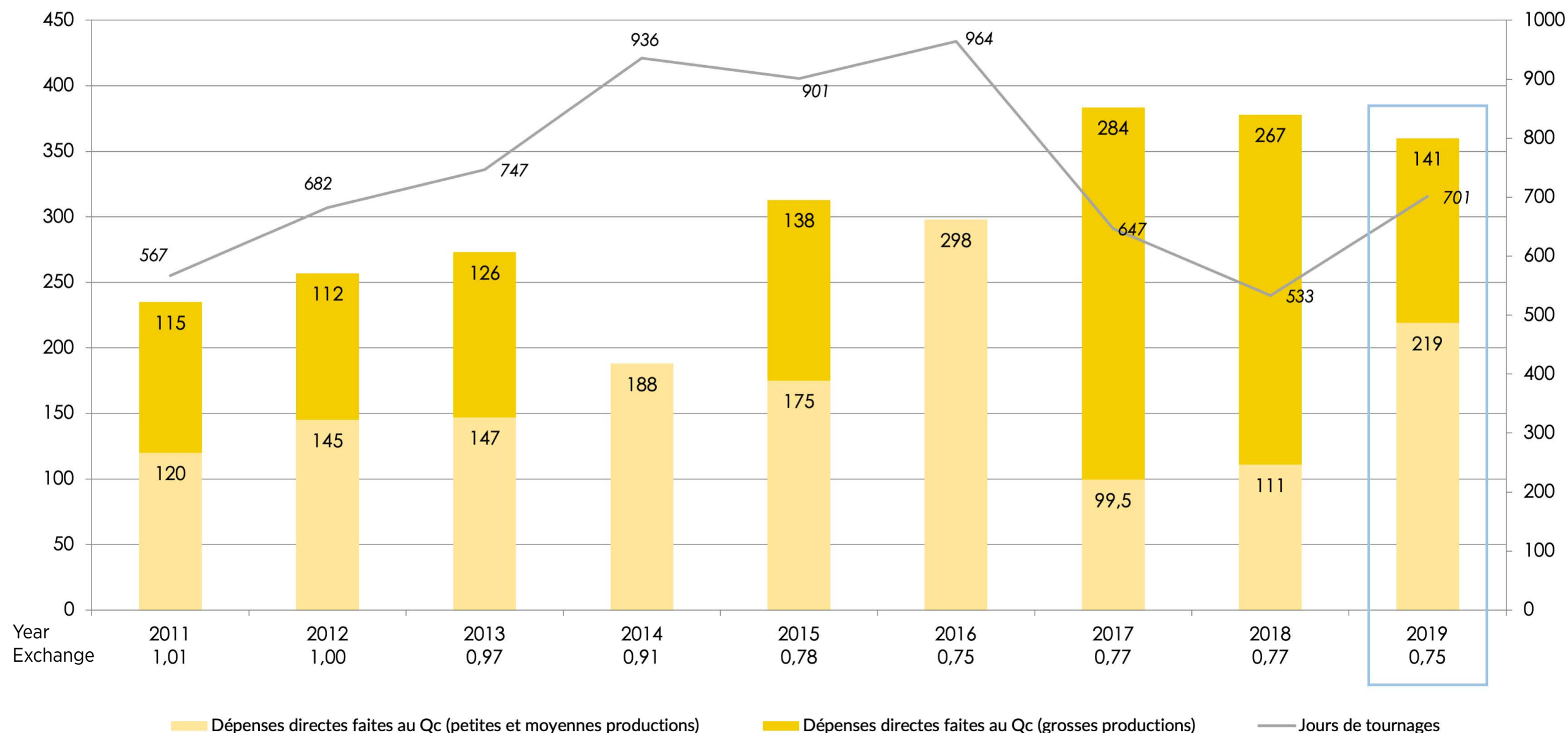
DAYS OF FILMING

31

SHOOTS

FOREIGN PRODUCTION VOLUME

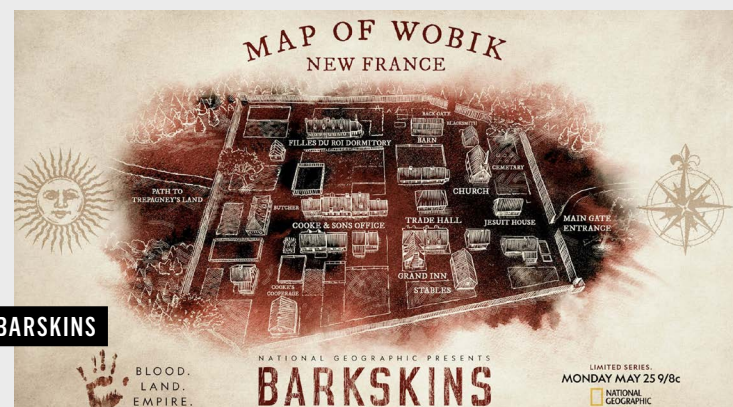
DIRECT SPENDING IN QUEBEC AND DAYS OF FILMING



FOREIGN PRODUCTIONS

PRODUCTIONS SHOT IN QUEBEC

PRODUCTION TITLE	PRODUCTION STUDIO(S)	DIRECTOR
<i>Home</i>	Kinetic Film Group / Delirium	Adam O'Brien
<i>The Moodys</i>	CBS TV Studios	Bob Fisher Rob Greenberg
<i>A Trip With Your Wife</i>	Good Films Workshop	Gavin Lin
<i>Barkskins</i>	FOX 21 Television Studios	David Slade Lukas Ettlin Daniel Attias Louise Friedberg Darren Grant
<i>Best Sellers</i>	Transfilm	Lina Roessler
<i>The United States vs. Billie Holiday</i>	Tooley Entertainment	Lee Daniels
<i>Blood & Treasure S2</i>	CBS TV Studios	Steve Boyum Guy Norman Bee Holly Dale Tawnia McKiernan
<i>Bloodshot (reshoot)</i>	Sony Pictures	Dave Wilson
<i>Capsules humoristiques (TV)</i>	LOL & CW via Just for Laughs	
<i>Clouds</i>	Camp Tiki / Warner Brothers	Justin Baldoni
<i>Dreamland</i>	Black Bear/Elevation Pictures	Nicholas Jarecki
<i>Death of a Ladies' Man</i>	MCP Productions	Matt Bissonnette
<i>Fatherhood</i>	Sony Pictures	Paul Weitz
<i>French Exit</i>	Rocket Science, Elevation Pictures	Azazel Jacobs
<i>Future Man S3</i>	Sony Television Studios / Hulu	Michael Weaver Jonathan Watson
<i>Home Alone</i>	Disney +	Dan Mazer
<i>Jill</i>	Quiet Revolution, Pictures Inc.	Steven Michael Hayes
<i>Jusqu'au déclin</i>	Couronne Nord/Netflix	Patrice Laliberté
<i>La vraie vie d'Aline Dieu</i>	Caramel Films	Valérie Lemercier
<i>Le loup et le lion</i>	Transfilm	Gilles de Maistre
<i>Les cahiers</i>	Micro_scope (copro)	Joana Hadjithomas Khalil Joreige
<i>Little America (Dream)</i>	Universal TV/ Apple	Tze Chun Sian Heder Aurora Guerrero
<i>My Salinger Year</i>	Micro_scope	Philippe Falardeau



FOREIGN PRODUCTIONS (CONT'D)

PRODUCTIONS SHOT IN QUEBEC (CONT'D)

PRODUCTION TITLE	PRODUCTION STUDIO(S)	DIRECTOR
<i>Pet Semetary - Reshoot</i>	Paramount Pictures	Kevin Kölsch Dennis Widmyer
<i>Pieces of a Woman</i>	BRON Studios, Little Lamb Productions, Creative Wealth Media	Kornél Mundruczó
<i>Publicité</i>	American Express	
<i>Spinning Gold</i>	The Boardwalk Entertainment Group	Timothy Scott Bogart
<i>The Amazing Race Canada</i>	Fearless Productions	
<i>The Bold Type S4</i>	Universal TV Productions	Victor Nelli Jr. Jamie Travis Anna Mastro Geary McLeod
<i>The Name Engraved In Your Heart</i>	Parce que Films	Kuang-Hui Liu
<i>The Voyeurs</i>	Amazon Film	Michael Mohan



HOSTING ACTIVITIES

4

FAM TOURS

6

LOCATION
SCOUTING
TOURS

30+

PRODUCERS
HOSTED

PRODUCER SERVICES

Since its creation in 2006, the QFTC has played the role of a “one-stop shop” for foreign producers wanting to shoot in Quebec. In collaboration with the municipal and regional offices, it is responsible for promotional activities for the Quebec audiovisual industry on the international level.

For every project, the team steps in during the process’s different stages and plays the role of facilitator from the initial location scouting tours to the end of the post-production stage.

In 2019-2020, the QFTC organized six location scouting tours for foreign production crews with potential projects in Quebec.

It also hosted twelve foreign producers and directors to show them what Quebec had to offer, with respect to a specific project that they wanted to carry out in the province.



THE VFX 2019 FAM TOUR PARTICIPANTS



THE SPRING 2019 FAM TOUR PARTICIPANTS

HOSTING ACTIVITIES

4 FAM TOURS TO PROMOTE QUEBEC

SPRING TOUR – APRIL 2019

The QFTC welcome team, in collaboration with the regional film offices, was visited by producers from Sonar Entertainment, Hulu and the Ambi Group. With a packed itinerary, they visited a series of potential shooting locations in Montreal and the Laurentians. They also had a chance to meet nine of the QFTC's Prestige Partners.

VFX TOUR – JUNE 2019

The QFTC organized its VFX Fam Tour in partnership with Effects MTL to allow foreign producers to become aware of the local companies' expertise specializing in visual effects. For three days, the producers visited different studios and met representatives of 23 companies and partners.

FALL TOUR – SEPTEMBER 2019

The QFTC hosted six producers for its fall Fam Tour. They toured Quebec City and Montreal, whose respective mayors, Régis Labeaume and Valérie Plante, reserved a special welcome for them. Thanks to the producers of Fox 21, they were also able to attend the shooting of the series Barkskins, seeing the local artisans and technicians' work with their own eyes. They also met over a dozen QFTC partners.

WINTER TOUR – JANUARY 2020

The first of the four familiarization tours of 2020 took place in January, accompanied by three U.S. producers, who met with more than fifteen QFTC partners. The QFTC also collaborated with the City of Montreal's and Quebec City's film offices to introduce the producers to the province's outstanding architecture and scenery.



PARTICIPANTS OF THE FALL 2019 FAM TOUR WITH MRS. VALÉRIE PLANTE, MAYOR OF MONTREAL



PARTICIPANTS OF THE FALL 2019 FAM TOUR WITH MR. RÉGIS LABEAUME, MAYOR OF QUÉBEC CITY



THE WINTER 2020 FAM TOUR PARTICIPANTS

HOSTING ACTIVITIES

FOREIGN DELEGATIONS

INTERVAL - RENDEZ-VOUS D'AFFAIRES ET COPRODUCTIONS FRANCE-CANADA – APRIL AND NOVEMBER 2019

The QFTC was a partner of the 12th and 13th editions of the Rendez-vous d'affaires et coproduction France-Canada organized by INTERVAL in Montreal. Thanks to this partnership, all of the province of Quebec's regional offices were invited to showcase their respective regions. The event provides an opportunity for B2B meetings and discussions to facilitate the development of co-productions between Canada and France.

MARSEILLE DELEGATION – JULY 11th

The QFTC and the coordinators of the City of Marseille's Economic Mission jointly organized a networking session at the Hotel Monville in Montreal on July 11th.

FANTASIA/FRONTIÈRES MARKET – JULY 11th TO AUGUST 1st

As part of its annual partnership with the Fantasia Film Festival (Frontières Market), the QFTC met with more than fifteen representatives of foreign productions interested in what Quebec had to offer in terms of film shoots.

BRAZIL DELEGATION – OCTOBER 29th

The QFTC and SODEC presented what Quebec has to offer in terms of film shoot destinations to a delegation of Brazilian producers visiting Quebec for the Brazil Film Festival of Montreal.

WALLONIA/BRUSSELS DELEGATION – NOVEMBER 5th

The QFTC and SODEC presented the different types of assistance and services available in Quebec for film shoots to a delegation of audiovisual industry professionals from Belgium.



THE QFTC WITH THE DELEGATION FROM THE CITY OF MARSEILLE'S ECONOMIC MISSION



THE QFTC, THE MFTC AND FILM LAURENTIDES AT THE FANTASIA FESTIVAL (FRONTIÈRESMARKET)

INTERNATIONAL ACTIVITIES

Every year, the QFTC takes part in a dozen national and international markets and conferences. These outreach activities allow us to promote the province of Quebec as a multi-screen production centre to producers present and to develop business relationships with the most influential leaders of the international film and TV industry.

During these key events, the QFTC promotes all the areas of expertise available in Quebec, draws attention to the talent of our local professionals and artisans, encourages business opportunities for its partners and members and assesses industry trends.

Every year, we meet with over 200 decision-makers working in the production, co-production, post-production, finance, visual effects, animation, audio recording, VR/AR and other sectors of the audiovisual industry.

The QFTC also uses these trips to thank producers who had come to Quebec in recent years to shoot, discuss their filming experience and build long-term relationships with them.

CHANELLE ROUTHIER AND JENNIFER PRICE AT THE MGM OFFICES IN LOS ANGELES



VFX AND POST- PRODUCTION MISSION (POSTPONED)

The QFTC had planned to hold a trade mission devoted to the VFX and post-production sector from March 16 to 19, 2020. Less than a week from the departure date, during an extraordinary meeting of the Board of Directors on March 12, 2020, **the decision was made to postpone the mission due to safety risks related to the COVID-19 virus.**

The nine companies that confirmed their participation were:

- AA Studio,
- Cinesite,
- Difuze,
- Hybride,
- Kaibou,
- MELS VFX & postproduction,
- RodeoFX,
- Folks VFX
- Studio St-Antoine.

In addition to a meeting with the Quebec Delegation in Los Angeles and an evening in a box at the Staples Center sponsored by our Prestige Partner Entertainment Partners, a schedule of meetings, including more than ten U.S. studios, had been organized.

The QFTC's goal is to hold this mission by March 31, 2021.

CANADIAN FILM COMMISSIONS NETWORK

Thanks to the Canadian Relations Support Program of the Secrétariat du Québec aux Relations Canadiennes, the QFTC received the support needed to organize and carry out four summits across three different Canadian provinces. The goals of these meetings were, among others, to promote Canada's competitiveness as a multi-screen production centre, to initiate dialogue and knowledge transfer among Canadian Film Commissions and to increase business volume from the United States.

Canada's film and television commissions now have a common identity, which will allow them to promote all of Canada as a prime destination for film shoots.



RESULT: FOUR CANADIAN FILM AND TELEVISION COMMISSION SUMMITS

9 Canadian provinces and territories participating

47 Film & TV Commissioners participating, including **11** from Quebec

- **1st SUMMIT, JANUARY 2019, GATINEAU, QUEBEC**
- **2nd SUMMIT, MAY 2019, VANCOUVER, BRITISH COLUMBIA**
- **3rd SUMMIT SEPTEMBER 2019, TORONTO, ONTARIO**
- **4th SUMMIT, JANUARY 2020, OTTAWA, ONTARIO PRIME TIME OTTAWA**

➤ Since January 2020, on a quarterly basis, the QFTC has organized an invitation to all Canadian film and television commissions to discuss important issues for the audiovisual sector.



NEW NATIONAL PHOTO LIBRARY

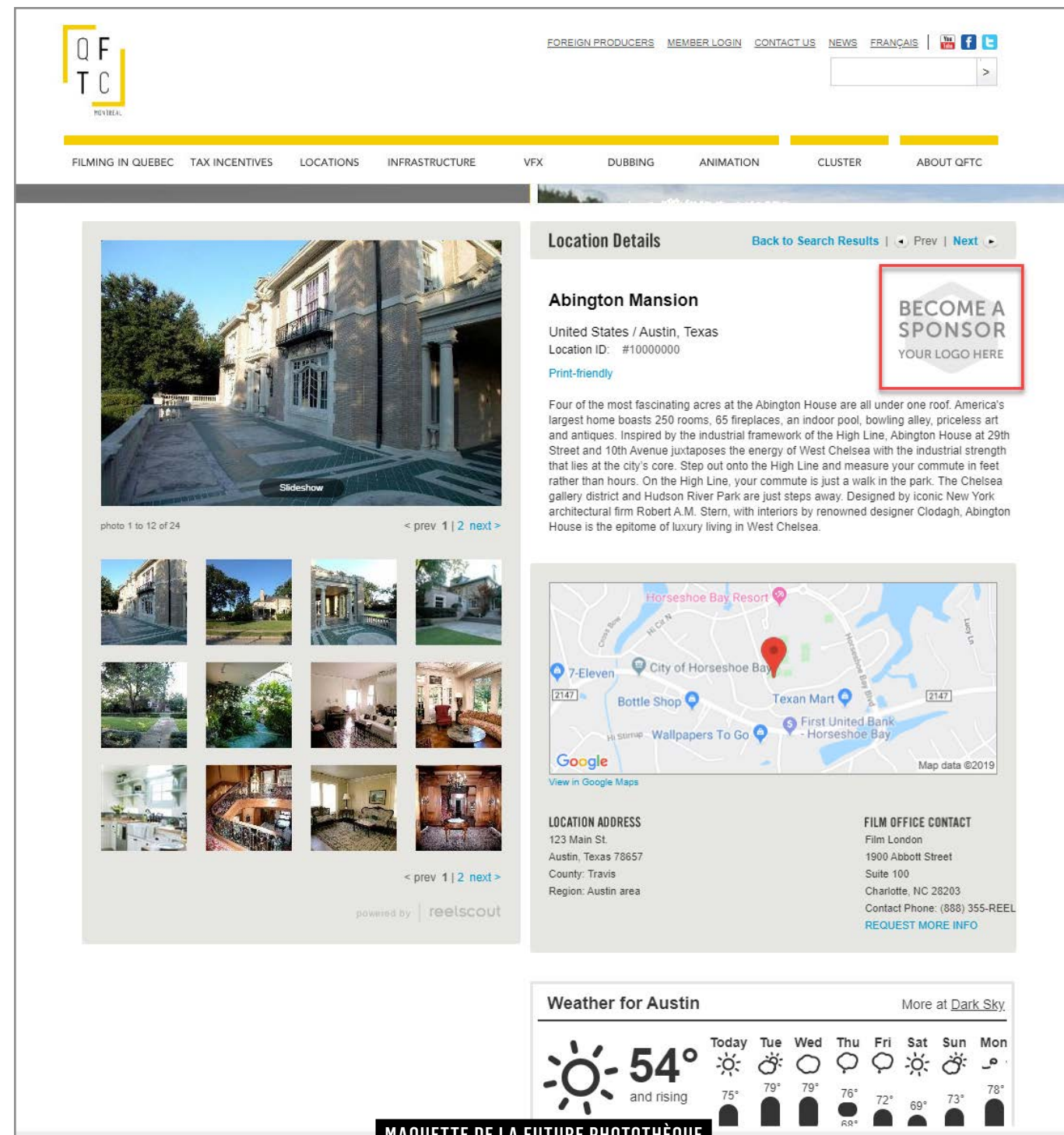
To attract more film and TV productions to the province of Quebec and to provide competitive services to foreign producers, the QFTC has redesigned its national photo library.

The new platform Reel Scout is a very popular tool used by over a hundred film commissions in the United States, Canada and elsewhere in the world. This interface, which our target audience is familiar with, will greatly enhance our visibility, make it easier for people to search for and view albums and provide a smoother, more pleasant user experience.

The QFTC received funding confirmation from the Canada Economic Development (CED), the Ministère de l'Économie et de l'Investissement (MEI) and from SODEC to implement this new system. Its team is currently working on transferring the entire database from its former platform. The new tool's bilingual version should be ready by summer 2020.



Canada Economic
Development
for Quebec Regions



CLUSTER ACTIVITIES

- INDUSTRY REPRESENTATION
- TAX INCENTIVES
- INTELLECTUAL PROPERTY
- VISUAL EFFECTS AND ANIMATION
- LIVE-ACTION PROJECT
- ROLLING GREEN
- BUSINESS INTELLIGENCE

INDUSTRY REPRESENTATION

INDUSTRY REPRESENTATION

As the following pages show, in 2019-2020, the QFTC continued its cluster work through **six projects** that allowed it to **engage** businesses and other stakeholders, propose projects and ensure **international recognition**.

Through the interactions generated by the dynamic of the cluster, we were able to establish complementary relationships and connections vital to the sector's growth and competitiveness on world markets.

APART FROM ITS PRIVATE REVENUES, IN 2019-2020, THE INDUSTRY'S SUPPORT CAN BE SUMMED UP AS FOLLOWS:

644 NUMBER OF HOURS
INVESTED BY THE INDUSTRY

137 NUMBER OF PEOPLE
PARTICIPATING

95 NUMBER OF BUSINESSES AND
ORGANIZATIONS REPRESENTED



INSTITUTIONAL MEETINGS

In its role as representative of its members and the Quebec audiovisual industry in general, the QFTC takes part in numerous meetings throughout the year with the different government levels and institutions to advocate for the interests of its members.

In 2019-2020, the QFTC met with:

AT THE FEDERAL LEVEL:

- Canada Media Fund | CMF
- Innovation, Science and Economic Development Canada | ISED
- Ministry of Employment, Workforce Development and Labour
- Ministry of Immigration, Refugees and Citizenship | IRCC
- Canadian Heritage
- Telefilm Canada

AT THE PROVINCIAL LEVEL:

- Premier's Office
- Export Québec
- Investissement Québec
- Ministère des Affaires municipales et de l'Occupation du territoire | MAMOT
- Ministère de la Culture et des Communications | MCC
- Ministère de l'Économie et de l'Innovation | MEI
- Ministère de l'Éducation et de l'Enseignement supérieur du Québec | MEES
- Ministère de l'Environnement et de la Lutte contre les changements climatiques | MELCC
- Ministère des Finances du Québec
- Ministère de l'Immigration, de la Francisation et de l'Intégration | MIFI
- Ministère des Relations internationales et de la Francophonie | MRIF
- Ministère du Travail, de l'Emploi et de la Solidarité sociale | MTESS
- Radio-Canada/CBC
- Recyc-Québec
- Secrétariat à la région métropolitaine | SRM
- Société de développement des entreprises culturelles | SODEC

AT THE MUNICIPAL LEVEL AND OTHER ORGANIZATIONS:

- The Chamber of Commerce of Metropolitan Montreal | CCMM
- Montreal Urban Community | MUC
- Quebec Delegation in Los Angeles
- Délégation du Québec en France
- Montréal International
- Observatoire de la culture et des communications du Québec | OCCQ

CITY OF MONTREAL

- Film and TV Commission
- Bureau des relations internationales
- Mayor's Office
- Service de la culture
- Service du développement économique
- Service de l'environnement

QUEBEC CITY

- Office of Major Events
- Department of Economic Development
- Round Table on the Film and Television Industry

ECOSYSTEM MEETINGS

Another QFTC role involves representing its members to other components of the industry, such as associations and the education and professional services sectors.

In 2019-2020, the QFTC met with:

ASSOCIATIONS:

- International Alliance of Theatrical Stage Employees, Local 514 | IATSE 514
- Alliance numérique
- Alliance of Canadian Cinema, Television and Radio Artists | ACTRA
- Alliance Québec Animation | AQA
- Association québécoise de la production médiatique | AQPM
- Alliance of Image and Sound Technicians | AQTIS
- Laurentians Film and Television Commission | BCTL
- Canadian Film Center | CFC
- The Chamber of Commerce of Metropolitan Montreal | CCMM
- Conseil Emploi Métropole | CEM
- Quebec District Council – Directors Guild of Canada | CQGCR
- Fonds d'investissement de la culture et des communications | FICC
- Grand Costumier
- Guilde des développeurs de jeux vidéo indépendants du Québec
- Guilde des musiciens et musiciennes du Québec | GMMQ
- International Cinematographers Guild, Local 667 | IATSE 667
- Québec Cinéma
- Regroupement des producteurs indépendants de cinéma du Québec
- Union des artistes | UDA
- Digital Experiences Producers Association Xn Quebec

THE EDUCATION SECTOR:

- Campus Pivaut
- Cégep de Jonquière – Arts et technologie des médias | ATM
- Cégep de Matane
- Cégep du Vieux-Montréal
- Lost Boys School
- École des arts numériques, de l'animation et du design | NAD-UQAC
- École Rubika
- École Supérieure des Métiers Artistiques | ESMA
- HEC Montréal
- INIS
- ISART

THE PROFESSIONAL SERVICES SECTOR:

- National Bank of Canada | BNC
- BFL Canada
- NATIONAL Public Relations Firm
- Demers Beaulne
- Globalex/Front Row Insurance
- KPMG
- PricewaterhouseCoopers | PWC
- Raymond Chabot Grant Thornton | RCGT
- Royal Bank of Canada | RBC
- St. Lawrence Law Firm
- Smart & Biggar



TAX INCENTIVES

TAX INCENTIVES

TAX CREDIT ENHANCEMENT FOR FILMING OUTSIDE THE GREATER MONTREAL AREA

In the fall of 2019, the QFTC, in consultation with film industry organizations and associations, launched a new proposal for a tax credit enhancement for filming done outside the Greater Montreal Area, granted on the basis of the number of days of non-studio filming done outside the Greater Montreal Area and applicable based on total eligible expenses.

OBJECTIVES OF THE MEASURE:

- > To make the fiscal arsenal, available to the film and television industry throughout Quebec, competitive at the Canadian level.
- > To transform business opportunities estimated to be worth \$80M annually into realities.
- > To allow a significant portion of these additional revenues to be deployed to the regions of Quebec in order to encourage:
 - Positive economic benefits for municipalities;
 - The development of a better-qualified and more abundant labour force;
 - Strengthening of the currently precarious regional employment situation in the audiovisual field.

To see the details of the accreditation areas and criteria recommended, refer to the documentation submitted by the QFTC to the Ministère des Finances, the Ministère de la Culture et des Communications and the Ministère de l'Économie et de l'Innovation in December 2019 as part of the pre-budget consultations.

LEARN MORE

However, the proposal was not included in the 2020-2021 budget. Given the industry's unanimity regarding this matter, the QFTC has decided to pursue its efforts to see this measure implemented in 2021-2022.



PROJECT PARTNER



LIST OF ORGANIZATIONS SUPPORTING THE PROJECT:



Table
de Concertation
de l'Industrie
du Cinéma
et de la Télévision
de la
Capitale-Nationale



RPICQ
Regroupement des producteurs
indépendants de cinéma du Québec



「INTELLECTUAL PROPERTY」

INTELLECTUAL PROPERTY

In 2017, the QFTC commissioned PwC to conduct a study whose aim was to develop an additional catalyst for economic growth in Quebec that will facilitate the structured transition.

“FROM A SERVICE ECONOMY TO AN OWNERS’ ECONOMY”

by modifying the fiscal arsenal currently available for animation and video game production so that intellectual property is either kept in Quebec or brought back to the province. In the medium term, this would favour the development of a culture of international marketing and development in Quebec companies.

In May 2018, the study was presented to the Ministère des Finances, which, in turn, sent the QFTC a series of five questions aimed at measuring the impact and scope of implementing such a measure. Our responses were submitted to the Ministry on February 15, 2019.

Since this date, the QFTC, in collaboration with **Alliance Québec Animation** (AQA), **the Association Québécoise des Producteurs Médias** (AQPM), **the Guilde du Jeu Vidéo** (formerly known as Alliance Numérique) and **the Quebec City Round Table on the Film and Television Industry**, has continued its advocacy efforts before the Ministère des Finances, the Ministère de l'Économie et de l'Innovation and the Ministère de la Culture et des Communications.



Table
de Concertation
de l'Industrie
du Cinéma
et de la Télévision
de la
Capitale-Nationale



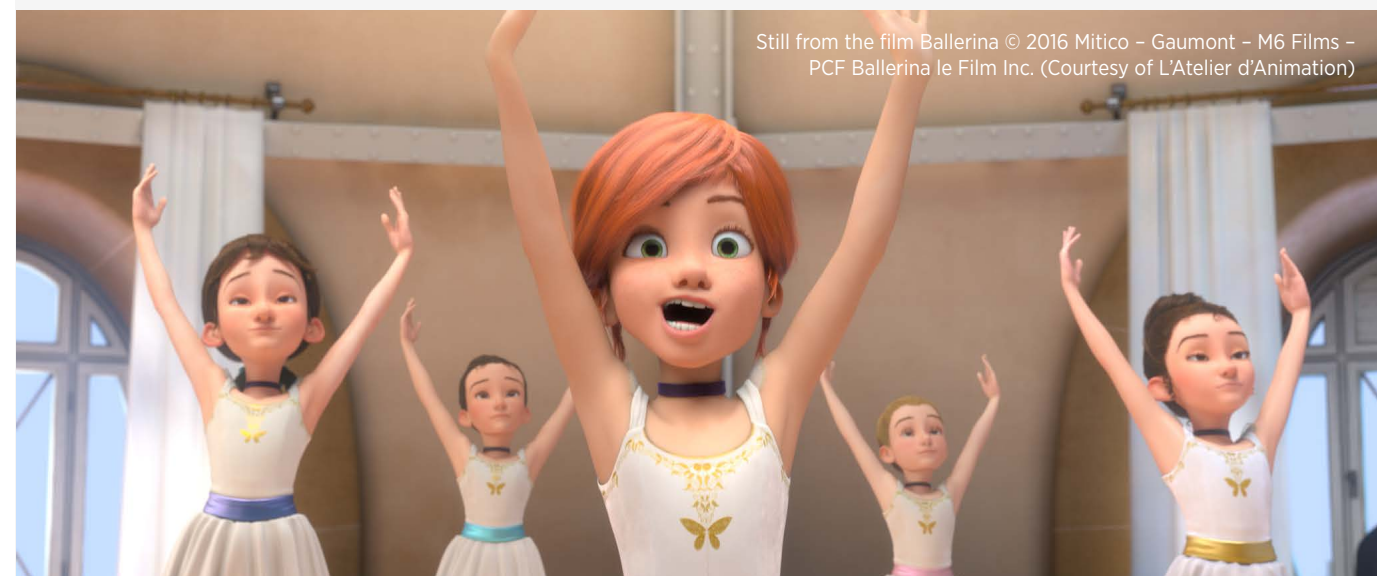
On July 23, 2019, **Alliance Québec Animation** (AQA), **the Association Québécoise des Producteurs Médias** (AQPM) and **the Quebec City Round Table on the Film and Television Industry** jointly sent an official letter of support for the project.

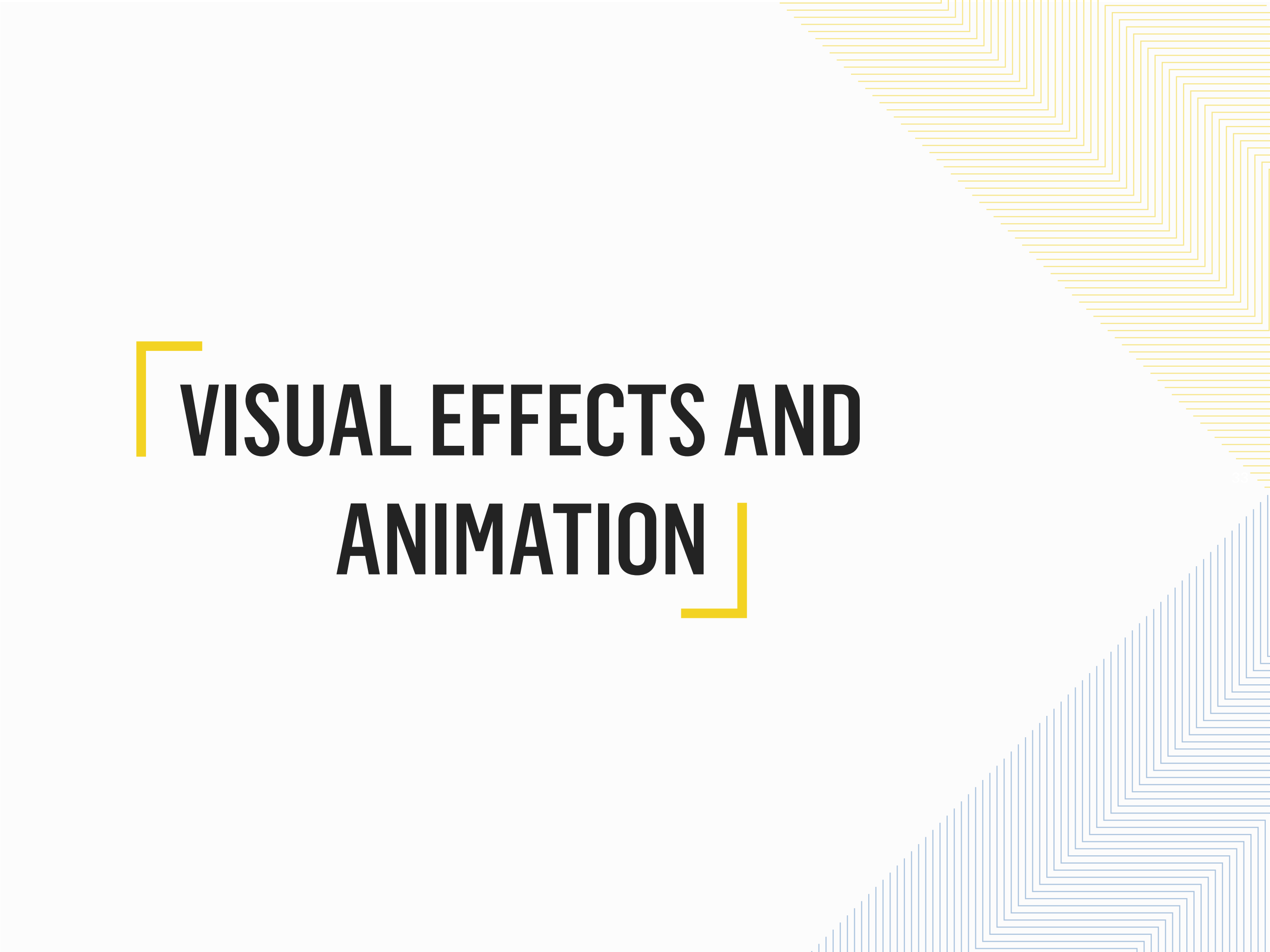
This priority issue was added to the recommendations made to the Quebec government during the 2020 pre-budget consultations.

Two intellectual property measures were announced in the Quebec government's 2020-2021 budget:

- To promote the development of high-potential television productions and their distribution to local and international markets so that the Quebec sector is better able to compete with bigger players and stand out, particularly by relying on the commercialization of intellectual property.
- To support the development and production of French-language feature films and the creation and production of animated films and series, and to provide help with the procedures involved in exporting them (prototyping).

The information currently available to us is similar to the recommendations of the study submitted by the QFTC during the consultations. However, the details of these initiatives will be disclosed by the Ministère de la Culture et des Communications at a later date.





「VISUAL EFFECTS AND ANIMATION」

IMPACT OF COVID-19 – VISUAL EFFECTS

The visual effects sector was hard hit by the COVID-19 crisis. Within a few months, the interruption in filming led to a sharp **drop in the number of contracts** offered to studios.

Indeed, unlike animation, visual effects depend on a smooth-running filming process.

The QFTC surveyed its members twice, once in early April and again on May 1st. The survey results showed the mounting **impact of the stoppage of filming on jobs and on the revenues of Quebec's visual effects studios.**

With filming only gradually resuming, and given that the super, big-budget productions (which are often those requiring the most visual effects) are still looking for solutions that will allow their crews to return to work, it is expected that the biggest impact of the crisis will be felt during the **second half of 2020.**

In this context, the QFTC is taking steps with the federal and provincial governments to inform them of these priority issues and enable an **extension of the financial assistance measures for the sector.**

It is important to take action to support businesses during these difficult times so that they can resume their dramatic pre-pandemic growth that had shown no signs of slowing down.



IMPACT DE LA COVID-19 SUR LE SECTEUR DES EFFETS VISUELS ET DE L'ANIMATION

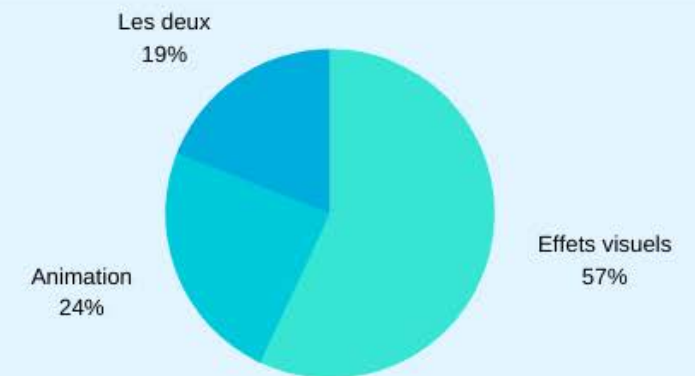
RÉSULTATS 1er mai 2020 - MISE À JOUR

21 studios d'effets visuels et d'animation ont répondu au sondage

représentant **4403** emplois

avant la crise, soit **75 %**

de la main-d'oeuvre du secteur.



67% (+22%) des studios ont dû mettre à pied des employés **contractuels**

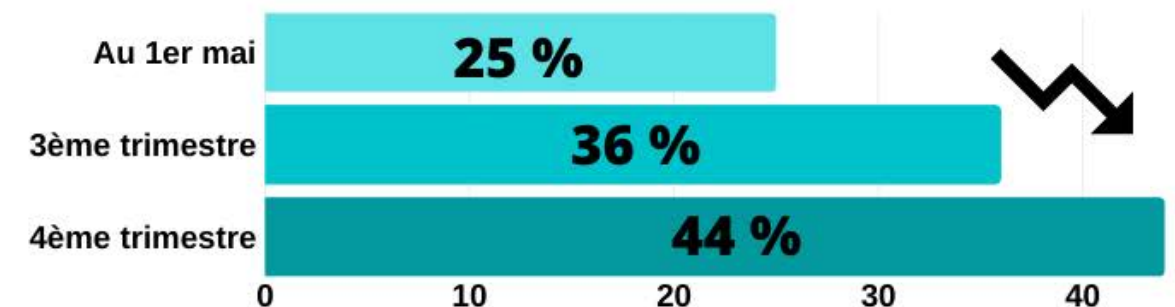
67% (+45%) des studios ont dû mettre à pied des employés **permanents**

LES STUDIOS NOTENT UN IMPACT MOYEN OU IMPORTANT SUR :

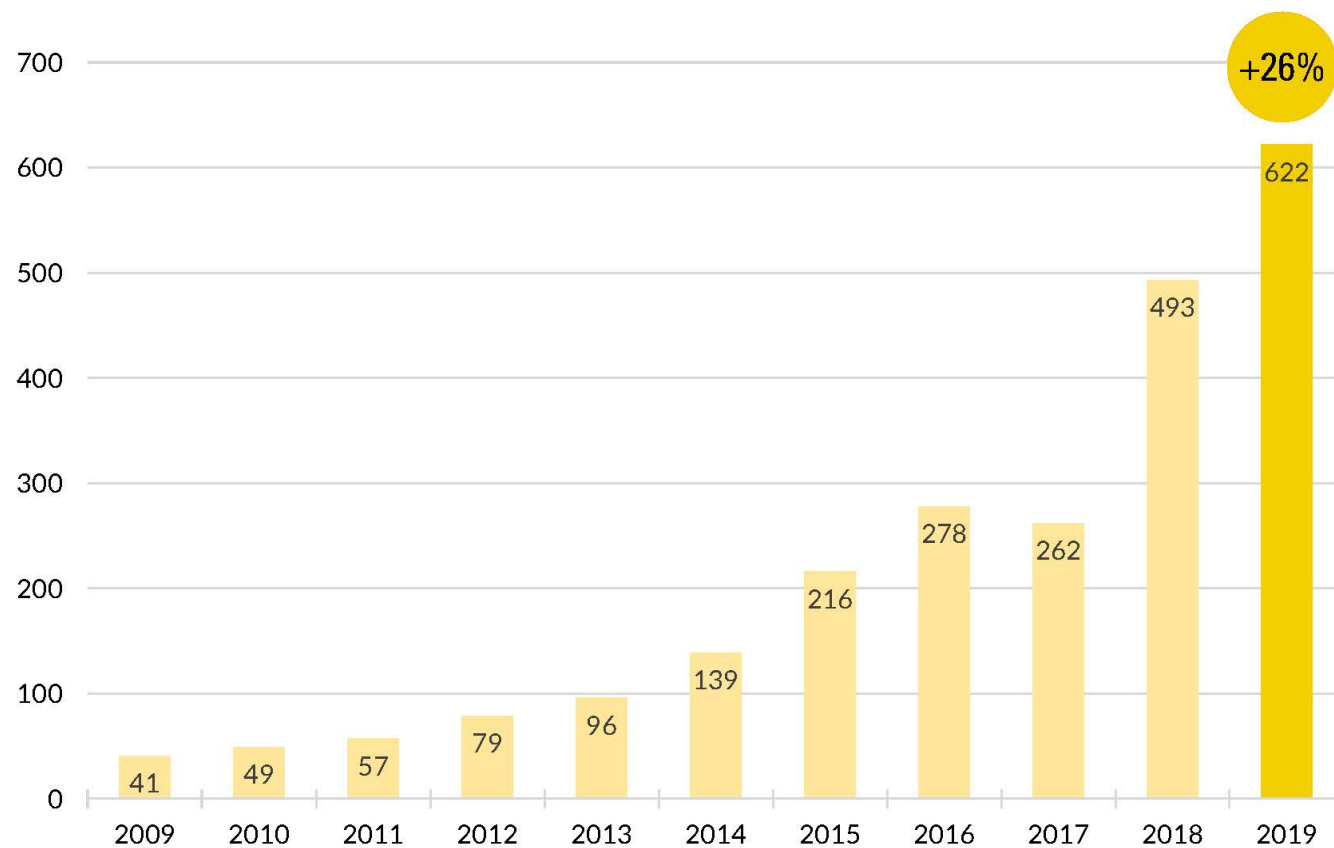
71 % (+28%)	Baisse de revenus
68 % (+27%)	Baisse de liquidités
90 % (+32%)	Baisse de la demande-client
67 % (+24%)	Contrats suspendus ou annulés
67 % (+22%)	Report ou annulation des plans d'investissement
62 % (-11%)	Report ou annulation des plans de recrutement
29 % (+6%)	Difficultés à payer les charges fixes

BAISSE DES REVENUS 2020

(moyenne - avérée et anticipée)



TRENDS IN BUSINESS VOLUME FOR THE QUEBEC AUDIOVISUAL SECTOR (IN MILLIONS OF CAD)



Sources: QFTC and SODEC

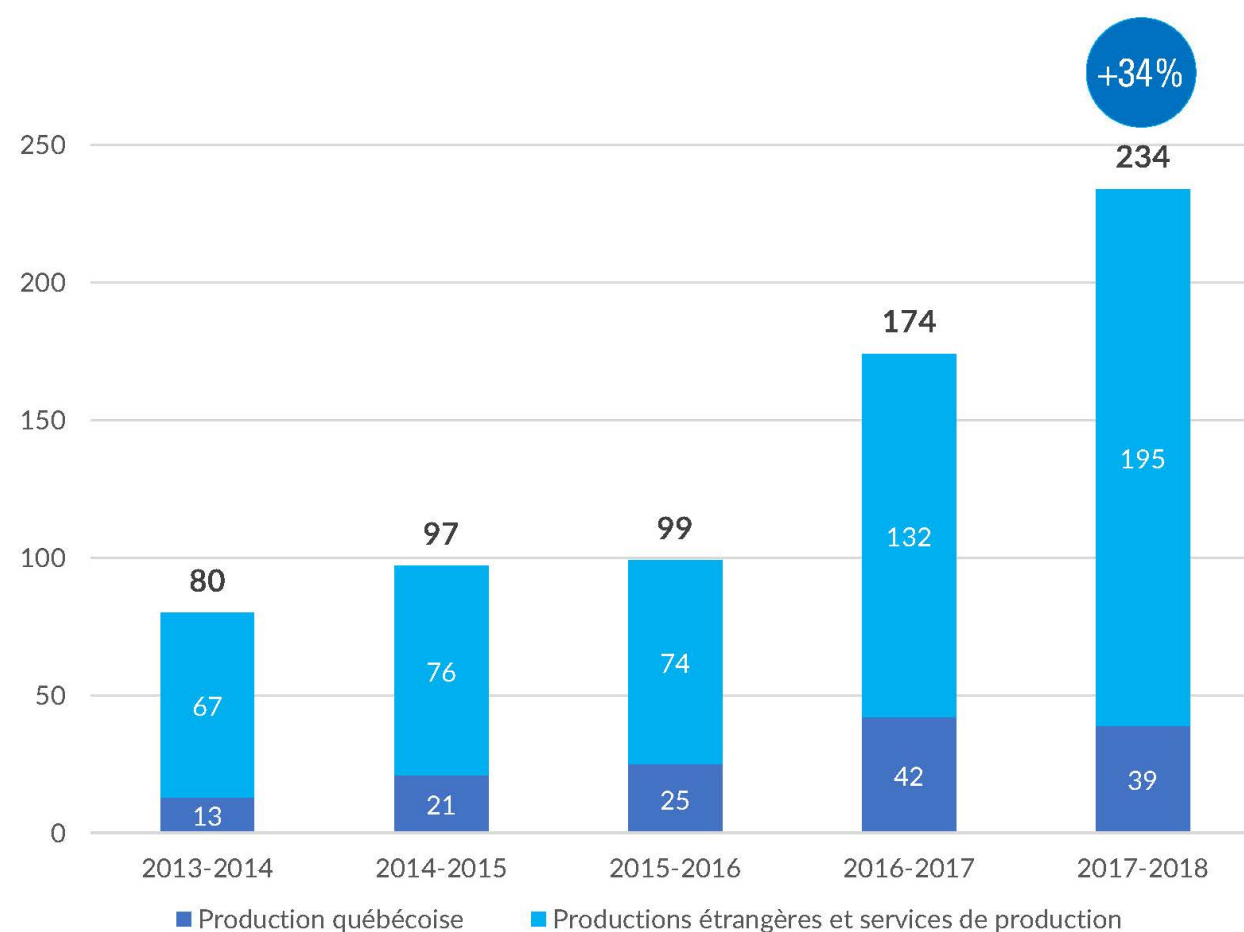


Big Little Lies - Courtoisie de REAL by FAKE



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TRENDS IN BUSINESS VOLUME FOR THE QUEBEC ANIMATION SECTOR (IN MILLIONS OF CAD)



Source: Profile of the Audiovisual Industry in Quebec in 2018, Observatoire de la culture et des communications du Québec



2019 SURVEY – COMPENSATION AND JOBS

The QFTC has compiled certain economic indicators for the visual effects (VFX) and animation sector every year since 2012 to highlight its importance to public decision makers, the industry and the general public.

This year, at the studios' request, our survey focused on compiling statistics concerning job numbers, wages, social benefits, gender parity and immigration.

Note that the data was collected in 2019, prior to the start of the COVID-19 crisis in Quebec.

**26 STUDIOS PARTICIPATED
REPRESENTING 90% OF THE LABOUR FORCE**

16 VFX STUDIOS/10 ANIMATION STUDIOS



225+

PROJECTS
COMPLETED IN
QUEBEC

5,900

FULL-TIME EQUIVALENT JOBS

72/28

MALE/FEMALE RATIO – ARTIS-
TIC POSITIONS

32

MEDIAN AGE

\$73,000

MEDIAN YEARLY SALARY

67/33

MALE/FEMALE RATIO –
ALL POSITIONS

UNLEASH YOUR CREATIVE TALENT PROJECT

The Unleash Your Creative Talent project, slated to run for two years, was developed as part of the City of Montreal's "Accélérer les talents" strategy. Dedicated to talent attraction and retention in the visual effects and animation sectors, it consists of 4 components:

> Training program for female artists aspiring to become managers

Leadership and team management training to increase the ratio of women holding supervisory positions (currently only 12%). Training was scheduled to begin on March 26th, but it was postponed to a later date because of the COVID-19 situation. The training sessions will be delivered online. Participants receive a certificate at the end of the training program.

> Mentoring program for young graduates

Support provided for 9 months to facilitate the school-to-studio transition and increase the retention of graduates and junior-level employees at their first job. The program was scheduled to start at the end of April, but was postponed to a later date because of the COVID-19 situation. The program will also be entirely transferred to an online format. Participants will receive a certificate at the end of the training program.

> Workplace health and well-being

Development of workshops and creation of tools to be made available to all studios and artists on an array of themes: work/family balance, stress management, mental health, etc.

> Inclusion and diversity

Development of training programs and creation of tools to be made available to all studios and artists to encourage inclusion of all identities.



THE PROJECT IS SUPPORTED BY:

Montréal 

 CARIBARA
MONTREAL

ONEG

 FRAMESTORE

 REEL FX
ANIMATION

METHODSTUDIOS

 MPC MRX MIKROS
technicolor 

 CYBERCAP

ÉCOLE
NAD
UQAC

TALKS AND ACTIVITIES

TALK GIVEN BY PHIL TIPPETT – MONTREAL STOP MOTION FESTIVAL

The QFTC partnered with the **Montreal Stop Motion Festival** to organize a special talk on September 20, 2019, intended for the visual effects and animation artists of its member studios.

58 tickets were sold for this exclusive Q&A session with **Phil Tippett**, a member of the V.E.S. Hall of Fame. A two-time Oscar winner, Tippett has worked on productions such as *Star Wars*, *Jurassic Park*, *Starship Troopers* and *Robocop*.

EFFECTS AMERICA

Partnership for the 5th consecutive year

The QFTC was a major partner of the event, during which it organized a VFX FamTour, accompanied by five producers.

The QFTC also offered its members a discount on their registration. The event was another opportunity for the Council to come out and meet its members to strengthen relationships with them at talks and networking events.

HUB MONTREAL

Partnership for the 3rd consecutive year

As part of its mission of supporting the growth and visibility of the industry, the QFTC partnered with Hub Montreal for the third year in a row, sponsoring the panel entitled “On screens around the world” dedicated to the visual effects sector and presented by 4 of its member studios.

Aaron Fickling (**DNEG**), Yvon Jardel (**Rodeo FX**) and Olivier Rakoto (**ON Animation**) each presented the work done by their studio on the productions *Men in Black: International*, *Stranger Things* season 3 and *Playmobil*. The panel also had Lilly Vogelesang, Head of Studio at Mill Film, Montreal, as its moderator.



PARTICIPATION IN SYNTHÈSE – PÔLE IMAGE QUÉBEC

THE PÔLE'S MISSION:

SYNERGY BETWEEN INDUSTRY, TEACHING, RESEARCH AND DESIGN

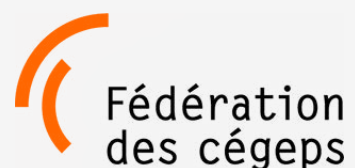
An organization that allows key players in teaching, research and design to interact with digital creation businesses in pursuit of common goals:

- to advance knowledge,
- to provide quality training,
- to foster all forms of artistic, scientific and technological innovation,
- to maintain the vitality of our industry in Quebec.

MAIN ACHIEVEMENTS OF 2019:

- Execution of the 2019-2022 strategic plan
- Launch of the survey on the transformation of jobs and creation of the Expertise and Jobs Committee
- Creation of the academic tent and industry/school networking event at MIGS2019
- Development of the business plan and preliminary design plans for the Ilot Balmoral facility project.
- Development of a virtual showcase to highlight jobs and R&D work and to promote training programs

MEMBERS OF THE GOVERNANCE COMMITTEE:



Lady and the Tramp (2019) – Courtoisie de Framestore

Umbrella Academy – Courtoisie de Folks VFX

VFX AND ANIMATION COMMITTEE

The VFX and Animation Committee is made up of representatives of the visual effects sector who are QFTC members. They meet three or four times a year to discuss topical issues related to their area of business and to organize concrete projects that will increase their competitiveness. Thanks to this committee, several projects have been launched: production of promotional tools, organization of trade missions, assessment of training needs and intercompany collaboration.

The QFTC also conducts strategic monitoring and keeps the committee informed throughout the year of news related to their industry. It organizes ad-hoc committees and initiatives.

- IMMIGRATION AND INTERNATIONAL TALENT
- INITIAL AND CONTINUED TRAINING
- GOVERNMENT REPRESENTATION
- ATTRACTIVENESS
- BUSINESS PLAN – PROFESSIONAL EVENTS COMMITTEE
- NEW TECHNOLOGY AND INNOVATION MONITORING
- BUSINESS RELATIONSHIP-BUILDING AND ESTABLISHING CONTACTS
- COVID-19: SURVEYS ON REVENUE AND JOB IMPACTS

NEW PROJECTS

PROJECT TO CREATE A TERMINOLOGY LEXICON FOR THE VISUAL EFFECTS AND ANIMATION TRADES

PROJECT APPROVAL:

As this industry uses many terms borrowed from English, it could significantly benefit from an online resource guide that would allow users to find the correct French terminology for the specific terms related to their day-to-day work.

The existence of the lexicon will encourage the proper use of French terms when composing official documents and even during discussions among employees.

With the financial contribution of:

**Office québécois
de la langue
française**

Québec 

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Courtoisie de Hybride



VFX-MONTRÉAL: NEW SCHOOL SECTION

In 2019, the QFTC published the new **SCHOOL** section of the VFX-Montréal.com website, which is dedicated to the promotion of Quebec's visual effects and animation sector.

Thanks to this new section, Quebec schools that provide training specific to this industry can promote their academic programs, their open-house days and their graduating students' portfolios in video and photo formats.

Five schools signed up the very first year that the section went live:



The QFTC will continue working to ensure that the site accurately represents all the initial and professional development training programs available in visual effects and animation in Quebec.

The VFX-MONTRÉAL website, an initiative of the QFTC and the VFX committee, was launched to strengthen Quebec's and the City of Montreal's positions as international visual effects production hubs. VFX-MONTRÉAL quickly became an important reference for experts in the sector.

With two new visual effects studios and five schools joining the site in 2019-2020, VFX-MONTRÉAL now includes a total of **39** Quebec visual effects, animation and virtual reality studios and schools.

The objectives of the site:

- To provide information about the advantages of working with studios in Quebec
- To provide information about Quebec's studios, their different services and all the solutions they provide
- To provide information about the job openings available in Quebec's studios
- To present a dynamic and innovative image of the Quebec and Montreal visual effects sector
- To present news, studio activities and events

196,000

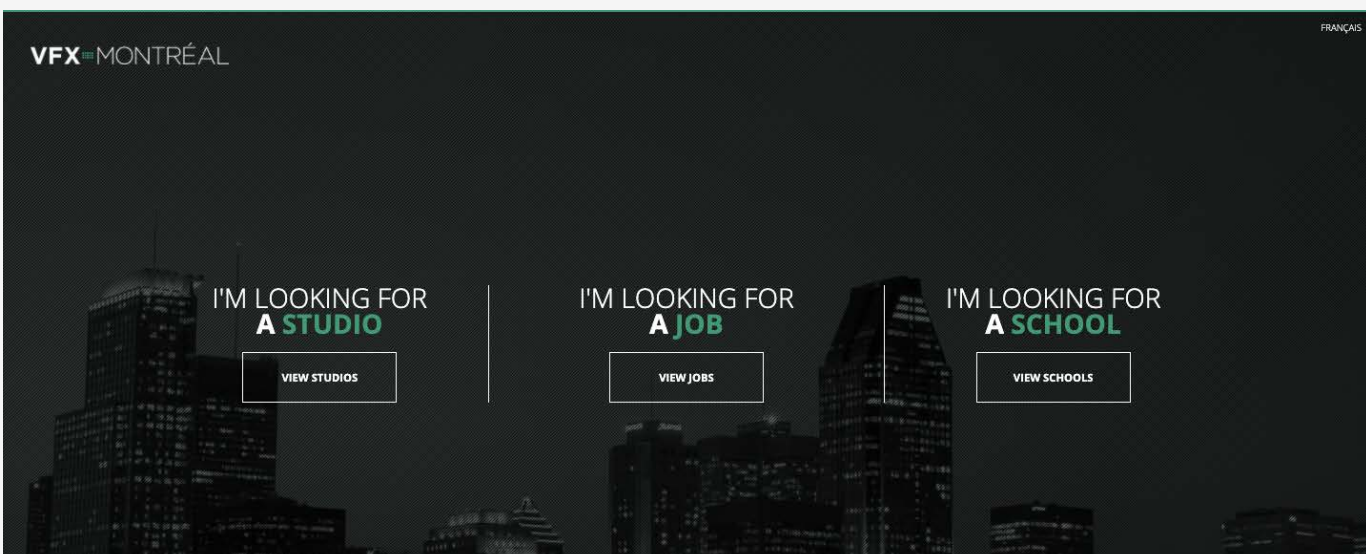
PAGE VIEWS

42,800

UNIQUE VISITORS

4,400 (+15%)

APPLICATIONS SUBMITTED





「LIVE-ACTION PROJECT」

LIVE-ACTION PROJECT

The **live-action project** was initiated at the request of, and in collaboration with, major players in the live-action type foreign production industry (excluding animation and visual effects). It is headed by Pierre Roy (former president of both the Astral and the City of Montreal's film committee) and made up of some fifteen actors representing the different areas of business related to foreign productions. Its first component consisted of **consulting with foreign producers** to identify their perception of the services currently available in Quebec.

The committee met eight times in 2019-2020.

DOSSIER ON TAX CREDIT ENHANCEMENTS FOR FILMING DONE OUTSIDE THE GREATER MONTREAL AREA

The members of the live-action committee were consulted throughout the year to put together the dossier recommending the establishment of a tax credit enhancement for filming done outside the Greater Montreal Area.

SUPPORT FOR ORGANIZING THE PREMIER'S MISSION

The QFTC was called upon several times by the government to provide documentation and business intelligence in preparation for the Premier's mission to Los Angeles.

JOINT LETTER TO THE MINISTRE DE L'ÉCONOMIE ET DE L'INNOVATION

In the aftermath of the Premier's mission to Los Angeles in December 2019, the QFTC provided information and recommendations to the Ministère de l'Économie et de l'Innovation (MEI) for the development of a foreign production hub in Quebec.

In light of this, all the members of the live-action project jointly sent a letter demonstrating their desire to form an advisory committee whose purpose is to recommend solutions to facilitate the creation of a world-class foreign production hub in Quebec.

Discussions were also held in this regard with the Quebec Delegation in Los Angeles.

PROMOTIONAL VIDEO

At the request of the members of the live-action project, the QFTC began production of a promotional video showing the **expertise and advantages of Quebec as a location for the shooting for foreign producers**.

This 2-minute video includes images of shooting locations, studios, workforce members, costumes, film sets, visual effects and animation done here, as well as film and TV series excerpts shot in Quebec.

The video was finalized and its official launch was scheduled for March 12th, the date of the QFTC's Benefit Gala, which unfortunately had to be postponed due to the lockdown measures imposed in response to COVID-19. A new promotional strategy is currently being developed.

The video was produced with the support of the live-action committee and the following partners:

SPECIAL THANKS TO



20TH CENTURY FOX — CAPITALE MEDIAS — CARIBARA
CENTROPOLIS ENTERTAINMENT — CINESITE
COMMUNAUTÉ MÉTROPOLITAINE DE MONTRÉAL
DESTINATION SHERBROOKE — DNEG — ROLAND EMMERICH — FILMS LAURENTIDES
FOLKS VFX — FRAMESTORE — GOUVERNEMENT DU QUÉBEC
GOUVERNEMENT DU CANADA — GRANDÉ STUDIOS — HAVEN CREATIVE STUDIO
HYBRIDE TECHNOLOGIES — L'ATELIER ANIMATION — LE GRAND COSTUMIER
LIONSGATE — MIRAMAX — MELS STUDIOS, VFX AND POSTPRODUCTION
PHILIPPE MONTEL — MARK MORAN — MR. X — MPC
MUSE ENTERTAINMENT — NBC UNIVERSAL — NETFLIX
PARAMOUNT PICTURES — CLAUDE PARÉ — PARTICIPANT MEDIA
QUÉBEC CITY TOURISM — QUÉBEC ORIGINAL — REAL BY FAKE
REEL FX ANIMATION — RODEO FX — TOURISME MONTRÉAL
UNION DES ARTISTES (UDA) — VILLE DE MONTRÉAL
VILLE DE QUÉBEC — WARNER BROS. PICTURES — ZONE3

LIVE-ACTION PROJECT

COVID-19 – IMPACT ON THE FOREIGN PRODUCTION SECTOR

At the request of the live-action committee, the QFTC undertook to gather a full complement of information about businesses in the sector to be able to send key messages to institutions establishing support measures. In fact, several steps had already been taken within the industry, but they did not include production services, and the QFTC wanted to ensure that this segment was also taken into consideration.

The priorities identified during discussions with the committee were as follows:

- Ensure, most importantly, that tax credits will be stable and will be maintained;
- Draw up a list of cancelled or postponed foreign productions;
- Collaborate with unions to facilitate the speedy drafting of a sanitary standards guide to enable the resumption of filming;
- Conduct monitoring of other guides implemented worldwide;
- Survey businesses in the sector to measure how the crisis has impacted revenue and jobs.

In addition, the QFTC made sure that it would be included in the Canada-wide COVID-19 task force led by the CMPA and the CMF (Production Industry Task Force) to contribute to representation and information efforts.





「ROLLING GREEN」

ROLLING GREEN

Over the last several years, film producers have shown increasing interest in their contribution to the fight against climate change. In 2018, the QFTC embarked on a sustainable development initiative entitled “**Rolling Green**” to attract more foreign investment to Quebec.

In 2019-2020, the QFTC further developed the project:

- **Drafting of the Environmentally Responsible Production Guide** in collaboration with the industry:
 - **Establishment of an advisory committee** consisting of the Association québécoise des producteurs médiatiques (AQPM), production managers, art directors, etc.
- **Website preparation:** architecture, content, page layout.
- **Finalization of signage** for film sets.
- **Meetings with environmentally responsible service providers** to promote the project.
- **Accompaniment during a production** by our partner, the Conseil québécois des événements écoresponsables (CQEER), in the form of a pilot project for data collection purposes.
- **Survey of caterers** used most frequently by productions to identify already existing environmentally responsible practices and to announce the project.
- Beginning of work for the **development of a certification process**.



4 PRIORITIES FOR ACTION



Provide the industry with tools by creating resources to facilitate the adoption of environmentally responsible initiatives



Continually and transparently engage players in the Quebec audiovisual sector



Educate and raise the awareness of industry players about the environmental impacts of productions



Communicate and share resources, information, activities and best practices adopted abroad

PARTNERSHIPS - EVENTS

SUSTAINABLE PRODUCTION FORUM (Vancouver)

The QFTC was a partner of the Sustainable Production Forum 2019, which was held in Vancouver, British Columbia.

During the event, Romain Paulais, Director of the Secretariat of the Audiovisual Cluster, presented the **“Rolling Green”** project to participants, including U.S. studios involved in environmentally friendly initiatives for their productions in Canada.

We also had discussions with **Creative BC** to explore the possibility of collaborative projects to accelerate the incorporation of good practices on film sets. The QFTC also took advantage of its visit to Vancouver to give **an interview on ICI Radio-Canada Première** on environmental issues in the film industry.

RENDEZ-VOUS QUÉBEC CINÉMA

The QFTC organized a round table on February 27, 2020, with the theme **“Raising Awareness... And Changing Practices”** as part of the 5@7 des Rendez-vous Québec Cinéma.

The Council also organized and moderated an **environmentally responsible production** clinic on March 6th at the Rendez-Vous Pro. The goal was to present concrete solutions for undertaking a 100% environmentally responsible production.

The panellists were:

- Romain Paulais, BCTQ
- Caroline Voyer, CQEER
- Anne-Catherine Lebeau, Ecosceno
- Robin L'Houmeau, Acteur (*La Déesse des mouches à feux, Fugueuse*)



Image courtesy of Green Spark Group

INDUSTRY SUPPORT: MEMBERS INVOLVED IN THE ROLLING GREEN PROJECT





「BUSINESS INTELLIGENCE」

BUSINESS INTELLIGENCE

TALK: FOREIGN EXCHANGE RISK MANAGEMENT

In collaboration with Western Union, the QFTC organized a breakfast talk on May 28, 2020, entitled *“Foreign exchange risk management: tools to keep your projects from turning into horror movies”*.

The talk targeted CEOs, chief financial officers, financial controllers, treasurers and vice presidents of finance. **43 professionals attended the event.**

INFORMATION SESSION – TAX CREDIT FOR PRODUCTION SERVICES

In collaboration with SODEC, the QFTC organized an information session for its members on December 17, 2019, concerning the refundable **tax credit for film or TV production services**.

The session was led by Sophie Labesse, SODEC’s general manager of financing and tax credits. **49 professionals** participated in this event.

The information session was held on the premises of the QFTC’s Prestige Partner, Hôtel Place d’Armes.



NETWORKING EVENTS FOR MEMBERS

In 2016, the QFTC began organizing regular networking events for its members to allow them to meet, discuss industry best practices and trends and develop business opportunities.

In 2019, the QFTC organized three networking events for its members:

- April 23rd
- June 20th (Annual General Assembly)
- November 27th

These proved to be very popular, with an average of over 60 members in attendance at each event.

The networking events are held at the Council’s partner hotels.

“Many thanks for this enjoyable evening that allowed us to cultivate valuable professional relationships. A warm welcome, an impeccable venue and, above all, a brilliantly organized event! Well done!”

- The STARNO Team



BUSINESS INTELLIGENCE

POSTPONED: THE QFTC'S 1ST BENEFIT GALA

The QFTC had scheduled its very first **benefit gala** for March 12, 2020, to raise funds to internationally **promote Quebec** as a filming destination and for **different projects carried out by the Audiovisual Cluster** to deal with industry challenges such as labour shortages, the environmental impacts of film shoots and intellectual property.

The theme of the evening was a tribute to world-renowned director, producer and writer **Roland Emmerich, who was scheduled for a special Q&A session.** A Montreal regular, Roland Emmerich shot most of his most recent feature films here, including *Midway*, released theatrically on November 8, 2019. He will be back in Montreal to film *Moonfall*, his next big-budget film.

More than 150 people were expected to attend this first edition.

However, the event had to be postponed on the very day it was to be held because of the initial lockdown measures implemented for the COVID-19 pandemic.

The QFTC will determine a new date as soon as events with 150 participants or more are once again authorized by the Quebec government.

GALA-BÉNÉFICE

BUREAU DU CINÉMA ET DE
LA TÉLÉVISION DU QUÉBEC

MONTREAL



INVITÉ D'HONNEUR
ROLAND EMMERICH



「COMMUNICATIONS」

PROMOTIONAL TOOL

WEBSITES

QFTC.CA

Thanks to its information-rich content, the QFTC's website is frequently visited by all its members and by producers in search of specific information. The website contains different sections specifically devoted to foreign producers, members and tax credit calculation assistance.

It is bilingual (French and English), and the vast majority of visitors are from Canada and the United States. We have noted a significant increase in the use of the site via mobile devices (a 10% increase compared over 2018).

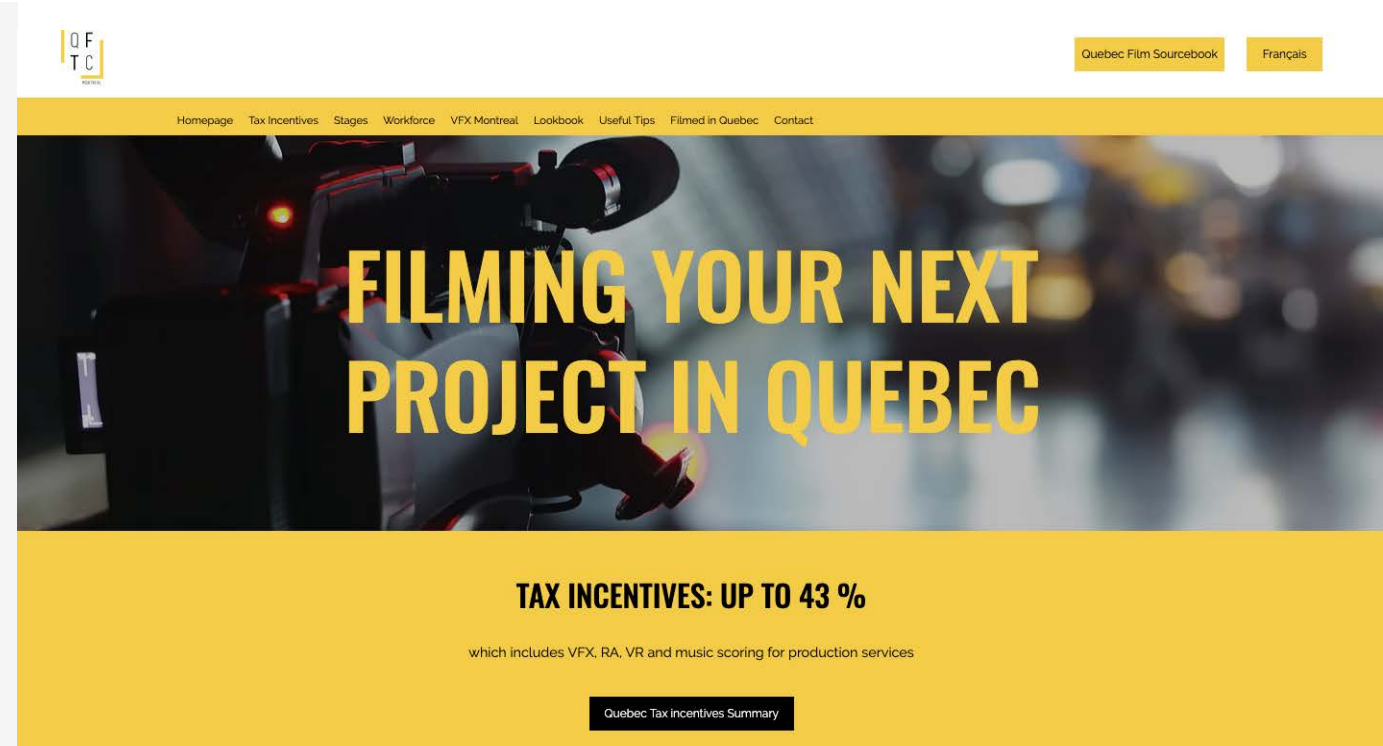
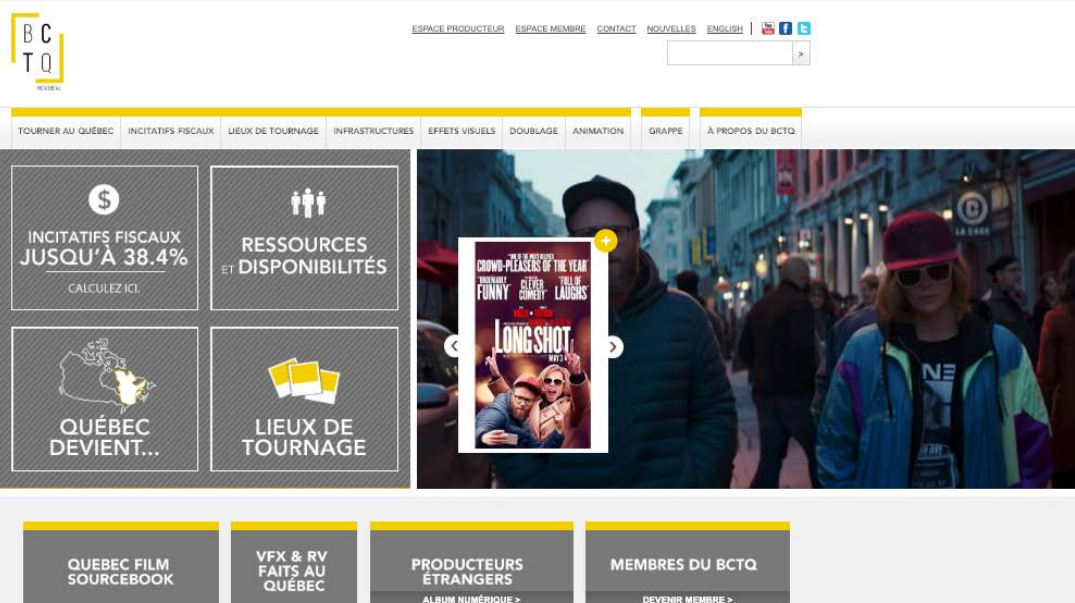
BCTQ.CA >

45,137

USERS

145,883

PAGE VIEWS



FILMINGINQUEBEC.COM

In July 2018, the QFTC launched the online platform filmingquebec.com, which provides foreign producers with all the essential information they need in a condensed format.

Information is added and updated regularly. The platform includes information on tax credits, filming infrastructure, labour and visual effects, as well as helpful advice and testimonials.

FILMINGINQUEBEC.COM >

QUEBEC FILM SOURCEBOOK

Adopted by international clients and highly appreciated by QFTC members, the Quebec Film Sourcebook (QFSB) is an invaluable marketing tool intended for foreign producers wanting to film in Quebec. It also serves as a guide for the local film industry.

This content-rich compendium contains all the essential information needed for a successful project: professional resources, the province's regions, tax incentives, infrastructure, etc.

Every foreign producer receives a copy of the QFSB during discussions aimed at attracting productions to Quebec and during international markets and business trips.

In addition to being entirely responsible for the production of the directory, the QFTC updates it monthly in order to provide foreign producers with a top-quality tool. The Quebec Film Sourcebook is available in **PDF** and **HTML5** flipbook formats.



QUÉBEC FILM SOURCEBOOK >

2,000

HTML5 FLIPBOOK VIEWS

4,000

VIEWS ON THE QFSB PAGE
OF THE QFTC WEBSITE

EMAIL COMMUNICATIONS

To enhance its visibility among the local film industry, the QFTC began sending out a **monthly newsletter** in the fall of 2015, highlighting the latest news about its activities and the different events it takes part in. This newsletter is a way of regularly engaging with QFTC members and with potential future members. It is published in both French and English.

The implementation of an **automated contact management and marketing software program** in the spring of 2019 also allowed us to establish regular communications with target groups such as film commissions and Prestige Partners and to run invitation campaigns for events and projects organized by the QFTC (e.g.: Phil Tippet's talk, organizing the VFX mission to Los Angeles, November networking event).

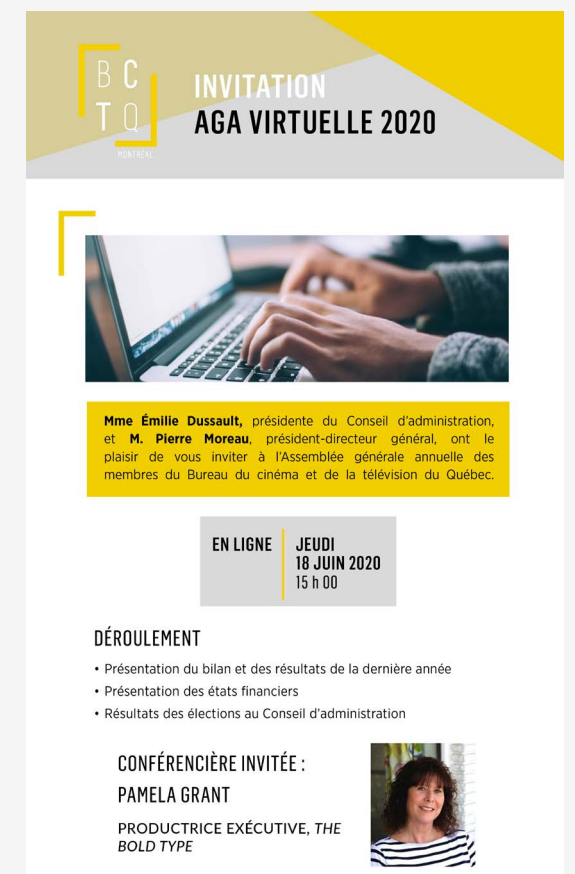
QFTC NEWS >

10%

AVERAGE CLICK RATE

1,140

NEWSLETTER SUBSCRIBERS



SOCIAL NETWORKS

The QFTC is present on the three main social networks for B2B digital communication: Facebook, LinkedIn and Twitter. Through its online presence, the QFTC seeks to strengthen its relationships with its members and partners, inform them of the organization's activities and position itself within the industry.

Between April 1, 2019, and March 31, 2020, the QFTC made 3 to 5 posts per week on each platform. The goal is to keep up this frequency in order to be a reliable and regular news source about the Quebec audiovisual sector for our members and followers.



3,195

TOTAL SOCIAL MEDIA
FOLLOWERS

489

POSTS PUBLISHEDS

6.28%

AVERAGE FACEBOOK
ENGAGEMENT RATE

5.35%

AVERAGE LINKEDIN
ENGAGEMENT RATE



VISIBILITY

MEDIA COVERAGE

209

QFTC MEDIA MENTIONS
IN 2019-2020

12

PRESS RELEASES SENT
TO JOURNALISTS

14M

POTENTIAL AVERAGE
REACH PER MONTH



ICI Radio-Canada.ca
CA | Dec 9, 2019 • 10:35 PM

Cinéma : Legault tente de séduire les producteurs américains

ce moment-ci. Pierre Moreau, PDG **Bureau du cinéma et de la télévision du Québec** Mais l'aide supplémentaire que le gouvernement...



Le Journal de Montréal
CA | Nov 12, 2019 • 12:30 AM

Montréal, capitale des effets visuels

t-il. D'autant que, selon les projections du **Bureau du cinéma et de la télévision du Québec (BCTQ)**, le nombre de...



Le Devoir • Sarah Boumedda
CA | Jun 29, 2019 • 12:27 AM

Claude Paré, ou le Québec à Hollywood

conférence-surprise de Claude Paré à l'assemblée générale du **Bureau du cinéma et de la télévision du Québec (BCTQ)**, le 20 ...



Le Lien Multimédia • Sophie Bernard
CA | May 6 • 7:18 AM

Le BCTQ travaille sur plusieurs fronts, dont une reprise raisonnée des activités

Quoi a discuté avec le président-directeur général du **Bureau du cinéma et de la télévision du Québec (BCTQ)**, tous les...



Broadway World • TV News Desk , News Desk
US | Mar 3 • 10:21 AM

Roland Emmerich To Be Honored at the Quebec Film and Television Council Benefit Gala

This coming March 12th, the Montreal Museum of Fine Arts' Cinema du Musée will be hosting the very first Fundraising Gala of the Quebec...

Museum of Fine Arts' **Cinéma** du Musée will be hosting the very first Fundraising Gala of the **Quebec Film and Television Council (QFTC)**. Funds



LaPresse.ca
CA | Jan 16 • 8:30 AM

Près d'un milliard investi au Québec en tournages étrangers et effets visuels

] », dit Pierre Moreau, PDG du **Bureau du cinéma et de la télévision du Québec (BCTQ)**, l'organisme responsable des...



LOCAL AND NATIONAL ACTIVITIES

Every year, the QFTC partners with several major events on the national scene allowing it to not only strengthen already existing relationships, but also to develop new collaborations with the entire Quebec audiovisual industry.

APRIL 2019 — Gatineau: **AQPM Convention**

APRIL AND NOVEMBER 2019: Mission Média France-Canada – The QFTC was a partner of the 12th and 13th missions of the “rendez-vous d’affaires et coproduction France-Canada” organized by Unterval.

APRIL 2019 — Montreal: networking event for QFTC members

MAY 2019 — Montreal: Breakfast talk entitled “Foreign Exchange Risk Management”

MAY 2019 — Montreal: **C2 Montréal**

MAY 2019 — Vancouver: **Second Canadian Film Commission Summit**

JUNE 2019 — Montreal: **effects MTL** For the 5th year in a row, the QFTC renewed its partnership with effects MTL.

JUNE 2019 — Montreal: **AGA of the QFTC**

JULY 2019 — Montreal: **Delegation hosting- Marseille Economic Mission to Montreal**

JULY 2019 — Montreal: **Frontières Market – Fantasia**

SEPTEMBER 2019 — Toronto: **Second Canadian Film Commission Summit**

SEPTEMBER 2019 — Quebec City: **Quebec City Film Festival**

SEPTEMBER 2019 — Montreal: **Stop Motion Festival**

The QFTC partnered with the Montreal Stop Motion Festival to organize a special talk on September 20, 2019, aimed at artists of its member visual effects and animation studios.

SEPTEMBER 2019 — Montreal: **Visual Effects Society event**

OCTOBER 2019 — Montreal: **2019 Vivats Ceremony**

NOVEMBER 2019 — Montreal: **Hub Montreal** The QFTC was a partner of the third edition of Hub Montreal, sponsoring the panel entitled “On screens around the world,” dedicated to the visual effects sector.

NOVEMBER 2019 — Montreal: **Xn Forum** For the second year, the QFTC was a partner of the Xn Forum in Shawinigan.

NOVEMBER 2019 — Montreal: **Cinemanía**

NOVEMBER 2019 — Montreal: **Networking event for QFTC members**

JANUARY 2020 — Ottawa: **4th Canadian Film Commission Summit**

JANUARY 2020 — Montreal: **Ciné-Québec**

FEBRUARY 2020 — Montreal: **RV Pro – Rendez-Vous Québec cinéma**
The QFTC was an RV Pro 2020 partner, where it held a round table and an environmentally responsible production clinic with Rolling Green.

MARCH 2020 — Montreal: **QFTC Benefit Gala** (postponed)



「ACKNOWLEDGEMENTS TO OUR PARTNERS」

PUBLIC PARTNERS



Développement
économique Canada
pour les régions du Québec

Canada Economic
Development
for Quebec Regions

Canada

Québec



Communauté métropolitaine
de Montréal

Montréal



VILLE DE
QUÉBEC



*l'accent
d'Amérique*

MAJOR PARTNERS



AIR CANADA

Fairmont
LE REINE ELIZABETH

PRESTIGE PARTNERS



**BANQUE NATIONALE
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BFL
CANADA

CORPORATE STAYS
— BEYOND BUSINESS —

demersbeaulne



difuze



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HYBRIDE
A **UBISOFT**® Division

MELS



MILLER THOMSON
AVOCATS | LAWYERS

GRANDE
STUDIOS



**Raymond Chabot
Grant Thornton**

R O D E O
Visual Effects Company

VOX
POPULI
[STUDIOS]



WILLIAM GRAY

ACKNOWLEDGEMENTS TO OUR MEMBERS

45 Degres Nord inc.	Communications TSUNODA International	Groupe Star Suites	Marriott - 2045 Rue Peel	Raphael Reed	Studio SRV
AC Marriott Montréal Centre	Copilot Productions	HEC Montréal (Media Management Hub)	Mathematic Studio	Raynault VFX	Reel FX Animation Studios, Inc.
Acme Decors	Corporate Stays	Hélène Boulay	MCP Productions	Rayon FX	Studios Saint-Antoine
Air Canada	Corporate Travellers	Hotel Gault	MELS	RBC	Sunflame production
Alchemy 24	Deedra Films	Howlin'Blue Productions	Method Studios	RCGT	Syon Media
Annex Pro	Demers Beaulne	Hybride Technologies	Michel Corriveau	Real by Fake	Technicolor Canada, inc
AQPM	Dépanneur Films	IATSE 514	Michel F. April	Regie des installations olympiques	Total Casting
AQTIS	Destination Sherbrooke	IATSE 667	Mikros Animation Montreal	Rhum - ressources et humains inc.	Crew Call Catering, Inc.
Arrow Location	DGC	Image Communication Conseils Ltée	Miller Thomson	Rigbox Studio	Transfilm International
Attraction Images	Difuze	ISART Digital	Montreal international	Rodeo FX	Triana
Audio Z	Digital Dimension	Item 7 Inc.	Montreal Photography Production	Roger Guerin	Troublemakers
Avanti Cine Video inc.	Digital Domain	Jacky Lavoie	MPC	Rouge Cayenne / Rouge Capital Films	UDA
National Bank of Canada	Dossier Media	Jean Ducharme	Mr X FX	Ruth Arseneault	UNLTD
BDO Canada LLP.	Double Negative Montreal Productions Ltd	Kaibou Production	MTL Grande	Sailor Productions	V Interactions inc.
Benoit Mathieu	Ecole NAD	Kim Beaudoin	Muse Entertainment Enterprises	Salle Privée	City of Longueuil
BFL CANADA	Ronald Gilbert Enterprises, Inc.	Kinemuse Productions inc.	NGenius Studio	Scanline VFX	City of Montreal
Blue Bug Entertainment	EP Canada	L'Atelier Animation	On Animation Studios Montreal	Ségoène Gautier	Quebec City
Blue Tongues Production Inc.	Exogene Films	La Maison de Mom	OOKPIK World	Servomax	Villeneuve Venne LLP
Bria Health	Fairmont Hotels	Lauriane Rognie	Outan	SHED	Voyage Regence
BUF	FICC	Lavery	Oxford Properties	Sinocan Groupe Media	Walter Lighting & Grip Inc.
Brome Lake Film Commission	Film Laurentides	Le Grand Costumier	Palais des congres	Sisto Entertainment & Business Law Services Inc.	Western Union Business Solutions
Bureau du cinéma et de la télévision de la Chaudière-Appalaches	FILMharmonique	Le Mount Stephen	Parcs Canada	SLYKID & SKYKID	Xn Québec
Bureau Estrien de l'audiovisuel et du multimédia	Folks VFX	Leclerc Dumont inc.	Pierre Blondin	The Old Port Corporation	
St. Lawrence Law Firm, LLP	Four Seasons Montreal	Les Enfants	Pixomondo	Sonomar	
Caribara Montreal	Framestore	Les Films Breakaway Inc	Premiere Suites	Squeeze Studio	
Cegep de Jonquiere	Gavin Fernandes	Lise Grégoire	Premium Sound Inc.	Starno	
Cegep de Matane	Ginette Guillard	Lost Boys	10 th Ave. Productions	Studio Digilog / Netpostproduction	
Phi Centre	GRF Audio	Louise Hansenne	Productions Belzébuth	Studio Element	
Cinesite inc.	Groupe de Mossi	Luna Productions Inc.	Guy Lalande Production Designer	Studio Notre-Dame	
	Groupe Fair-Play	Madame Brown Inc.	Promotion Saguenay		
	Groupe PVP	Mallette			
		Mark Chikhani			



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