

For immediate release



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The Cogeco Program Development Fund supports the development of cross-platform content

The Cogeco Fund is extending its mandate to support the development of drama series and MOW's, by encouraging producers to also develop their content for multiple platforms. In recognition of the demand for content for alternate platforms such as websites, mobile and handheld devices or interactive television, the Cogeco Fund will provide up to \$5,000 for research, concept and design development of original content based on a television program.

There is no other funding available in Canada specifically for this early stage of cross-platform development. Producers and broadcasters have determined that the success of multi-platform content often depends on a coordinated effort to create content for all platforms, and that content for alternate platforms should not be undertaken as an after-thought. By participating in this very early stage of digital content development, the Cogeco Fund is providing vision and financial support for this sector of the evolving new media production industry. Producers can take advantage of this new funding to explore and maximize the possibilities of cross-platform content, at the early stages of script development of their television programs.

The Cogeco Program Development Fund has funded the development of Canadian dramatic television series and MOW's since 1992 with approximately \$500,000 generated by a \$6 M endowment established by COGECO Inc. It also provides production financing for MOW's, mini-series and pilots with \$2M annually. It is administered by the Independent Production Fund.

Deadlines for application are March 1, July 1 and October 1.

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