



**FONDS COGECO DE DÉVELOPPEMENT D'ÉMISSIONS
COGECO PROGRAM DEVELOPMENT FUND**

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Cogeco Program Development Fund expands drama funding mandate

The Board of Directors of the Cogeco Fund has approved a three-year commitment to support Canadian television drama series. For the past 20 years the Cogeco Fund has financed the production of movies-of-the-week, mini-series and pilots for drama series. This new commitment makes it the only private Fund in Canada to focus on drama production of all formats for all Canadian broadcasters.

In 2010 the Cogeco Fund entered into an agreement with the Independent Production Fund (IPF) which had been mandated to fund television drama series for 18 years. As the IPF turned its focus of support to web drama series production, the Cogeco Fund agreed to experiment on a temporary basis with the funding of drama series. In the past two years it invested over \$6.4 M in the production of 37 series, MOW's and pilots. As the IPF has decided to fund web drama series for the next three years, the Cogeco Fund will provide the television industry with the additional financial support it has relied on from the private Funds. With contributions of over \$3 M a year, Cogeco Cable has renewed its commitment to Canadian television drama and will celebrate 20 years of industry support in 2012.

"Evolving, adapting and responding to the needs of the industry, while also respecting the creative process and paying attention to the tastes of our audiences, represent a challenge that we proudly undertake year after year" remarked Yves Mayrand, Chairman of the Board.

Deadlines for application to the Production Fund are March 1, May 1, July 1 and October 1, 2012.

In addition to production financing, the Cogeco Fund also provides development advances to drama productions, and created an innovative pre-development program that provides support to projects that have not yet obtained a broadcaster commitment. This program has been highly successful with well over 100 applications in the past three years. The Cogeco Fund also created a special Theatrical Feature Film Development Program which has provided corporate financing to 55 feature film companies in the past 13 years.

The Cogeco Program Development fund has invested \$32.8 M in the development and production of dramatic projects since 1992. It receives annual BDU contributions from Cogeco Cable which are used for its production program and also has a \$6 M endowment established by Cogeco Inc. which generates interest used for its development program.

- 30 -

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