

TELEFILM
C A N A D A

TALENT
FIRST

2012-2013
ANNUAL REPORT

HIGHLIGHTS OF THE YEAR

HIGHLIGHTS

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OF THE YEAR

OF THE YEAR

In 2012-2013, the Canadian audiovisual industry achieved **great success** and further raised our country's reputation, both at home and abroad.

Telefilm is proud to put **talent first** by supporting, promoting and partnering with these dynamic creators.

A large, bright yellow decorative shape on the right side of the page, consisting of a vertical bar with rounded ends and a horizontal bar at the top, forming a stylized 'L' or '7' shape.

60

Over

**international prizes and mentions
for Canadian talent.**



War Witch

**nominated for the Best
Foreign Language Film Oscar,
marking Canada's
third consecutive year
in this category at
the Academy Awards.**







Canadian films

Vic+Flo Saw a Bear,
Inch'Allah and
Barefoot

won five awards at the
**63rd Berlin International
Film Festival.**



Canada selected as
Country of Honour
at MIPCOM 2012,
the world's leading market
for entertainment content
across all platforms.



Inaugural **Birks Canadian Diamond award**

presented in Cannes to
**Canadian actors Sarah Gadon
and Emily Hampshire**
in honour of their talent
and international success.



**High-profile screenings
of Deepa Mehta's
Midnight's Children
held at the Calgary
International Film Festival
and the St. John's
International Women's
Film Festival.**



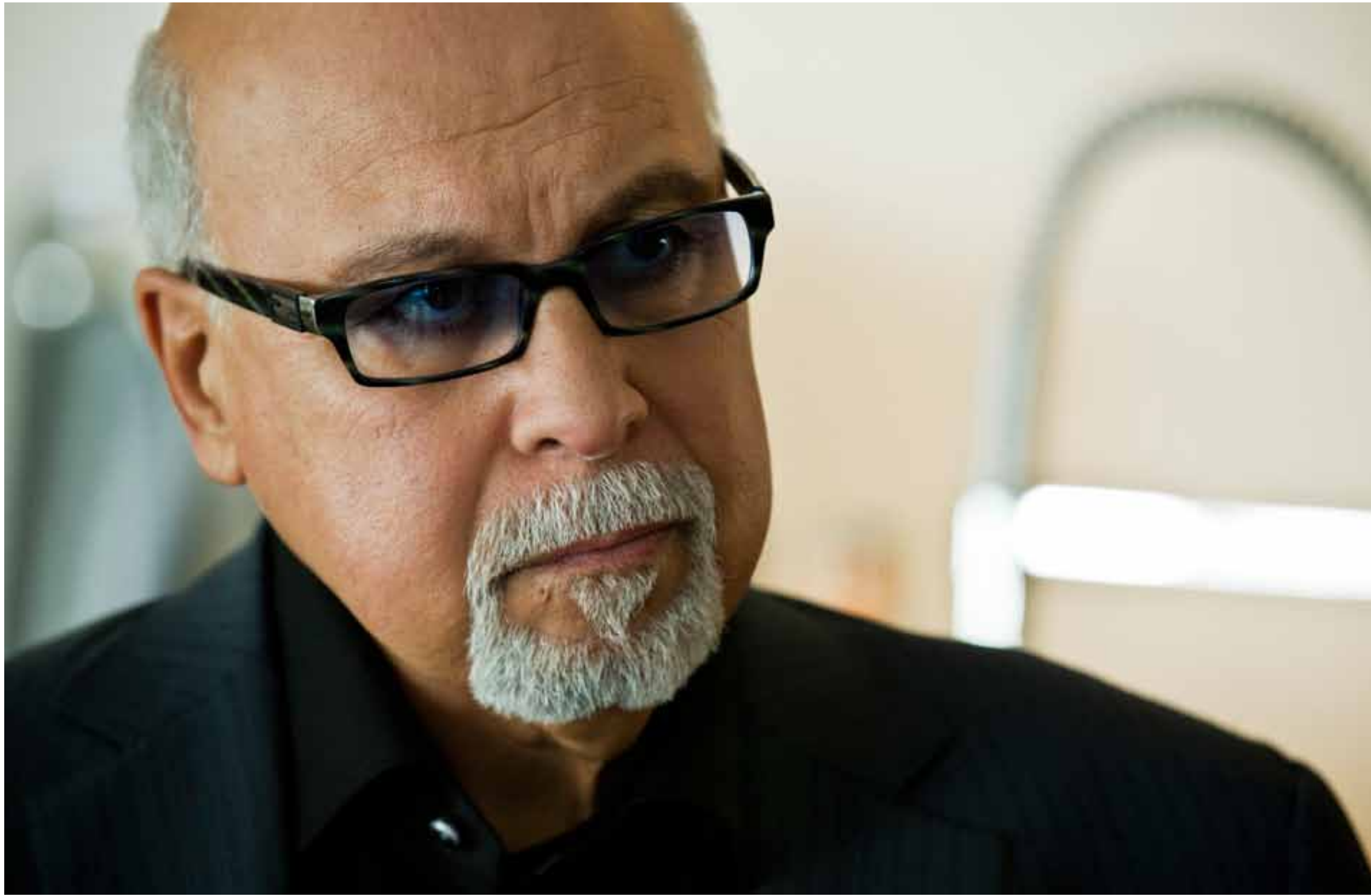
Starbuck

**released on more than
2,000 screens in the
Chinese market and
being remade by studios in
Hollywood and France.**



Goon

**grossed \$4.1 million
at the domestic box office
in 2012 and won Telefilm's
Golden Box Office Award.**



Telefilm's Guichet d'or
awarded to *Omertà*,
the highest-grossing domestic
French-language film in 2012,
with \$2.8 million in
box-office sales.



**Yan England, director
and writer of *Henry*,
nominated for the Oscar
for Best Short Film
(Live Action) in 2013.**

**ABOUT
US**



Audiences everywhere
demanding **screen-based**
content created by Canadians—
accessible anywhere,
anytime and on any
platform.

**OUR
VISION**

Foster and promote the development of the Canadian audiovisual industry by playing a leadership role through financial support and initiatives that contribute to **the industry's cultural, industrial and commercial success.**

**OUR
MISSION**

**WEHAT
WE DDO**

- **Provide financial support** to Canadian production and distribution companies.
- **Promote Canadian productions and talent** at festivals, markets and events— regionally, nationally and around the world.
- **Administer programs** for the Canada Media Fund, which totalled \$372 million.
- Recommend the **certification of audiovisual treaty coproductions** to the Minister of Canadian Heritage.

Telefilm's offices



T
● **Vancouver**

T
Toronto ●

T
Montreal ●
Head office

T
Halifax ●

Message from the Chair

“Through consultations with our clients and by collaborating closely with our stakeholders, we were able to carry out major changes, which included consolidating our development and promotion assistance programs as well as creating new funding initiatives. All these changes were gradually phased in to ensure an efficient transition for the industry, and the Board is pleased with the progress made so far.”

Michel Roy

Chair of the Board



Message from the Executive Director

“Let’s be boldly ambitious: why shouldn’t the industry aim to become one of the largest independent producers of audiovisual content in the world? [...] Of course, a number of steps still need to be taken, both at home and abroad. We must continue striving to win over more and more Canadians by making content available on a greater number of platforms. In addition, we need to build a true “brand” for Canadian productions, and make sure the brand succeeds here at home first of all. Success elsewhere will follow if we deploy the right efforts and the appropriate supporting tools.”

Carolle Brabant
Executive Director





(L-R): G. Grant Machum, Yvon Bélanger, Elise Orenstein, Michel Roy, Tom Perlmutter, Marlie Oden, Ram Raju

During the fiscal year, the Board—made up of directors from across Canada—addressed a number of key topics, including the implementation of the corporate plan, the redesign of funding programs, the Success Index and the international promotion strategy.



(L-R): Dave Forget, Michel Pradier, Sheila de La Varende, Denis Pion, Jean-Claude Mahé, Carolle Brabant, Évelyne Morrisseau, Stéphane Odesse

The Management Committee is the Executive Director's primary instrument for discussing strategic, planning and organizational matters. The Committee addresses all issues pertaining to the Corporation's policies and directions.

OUR
ACHIEVE-
MENTS

OUR ACHIEVEMENTS
ACHIEVE-
MENTS

Our funding enabled
financial backing for the:

**Production
of 72
feature films**

**Marketing of
94 films**

**Promotional
support for
Canadian films
at 39 interna-
tional festivals**

**Support for
44 Canadian
film festivals
and 83
industry events**

We successfully launched redesigned and new programs

Development Program

Providing greater autonomy and flexibility for clients

Promotion Program

Accelerating decision turnaround times

Micro-Budget Production Program

Enabling emerging talent leveraging digital technologies

We developed and maintained partnerships

The Talent Fund welcomed six distinguished Honourary Committee members.

The Canada Media Fund renewed its services agreement for a **seventh** consecutive year.

CBC presented fifth edition of the Short Film Face Off to increase the profile for emerging filmmakers.

We increased our promotional efforts

Movie Nights in Canada recognized by Maclean's magazine as one of the "Five events that matter most to Ottawa's power brokers."

Talent to Watch and **Not Short on Talent** events were held at international festivals such as Cannes and Berlin.

Social media presence was increased with the launch of our **Facebook** fan pages featuring an exclusive video profile series, *Off the Wall*.

Industry-wide **Symposium** on the promotion of Canadian films and television programs, hosted by Telefilm, the CMF and the CRTC.

TELEFILM CANADA

TELEFILM CANADA is on Facebook.
To connect with Telefilm Canada, sign up for Facebook today.

[Sign Up](#) [Log In](#)

TELEFILM CANADA
1,979 likes · 35 talking about this · 4 were here

Government Organization
Welcome to the official Telefilm Canada Facebook page! For French updates, please visit us at www.facebook.com/TelefilmCanada.FR

About Photos Likes Oscar Live Stream Events

Highlights

Telefilm Canada shared Dead Before Dawn's photo. 21 hours ago

#Zemons invaded the Toronto Zombie Walk, just days before the release of Dead Before Dawn across Canada this Wednesday. Ready for the great invasion?

Catch #DeadBeforeDawn in Cineplex theatres across Canada on October 30, 2013. Tickets on sale now at <http://cineplex.com/>. — at Toronto Zombie Walk.

Reviews [See All](#)

Christine Dore-Scaini
Telefilm has a Tiff contest. Check it out!
about 2 months ago

Likes [See All](#)

Cineplex
Movie



We helped promote and export Canadian talent through coproductions

**59 audiovisual
treaty
coproductions
recommended
for certification**

**Involving
14 partner
countries**

**Totalling
\$433 million
in production
budgets**

We shared our expertise



Carolle Brabant presented the **Success Index** to the first-ever Best Practice Exchange (BPX) in Israel.

The Index has been praised by foreign film funding agencies for its innovative and comprehensive approach to measuring success.

Consultations were held across Canada to communicate with, and gain insight from stakeholders and clients.

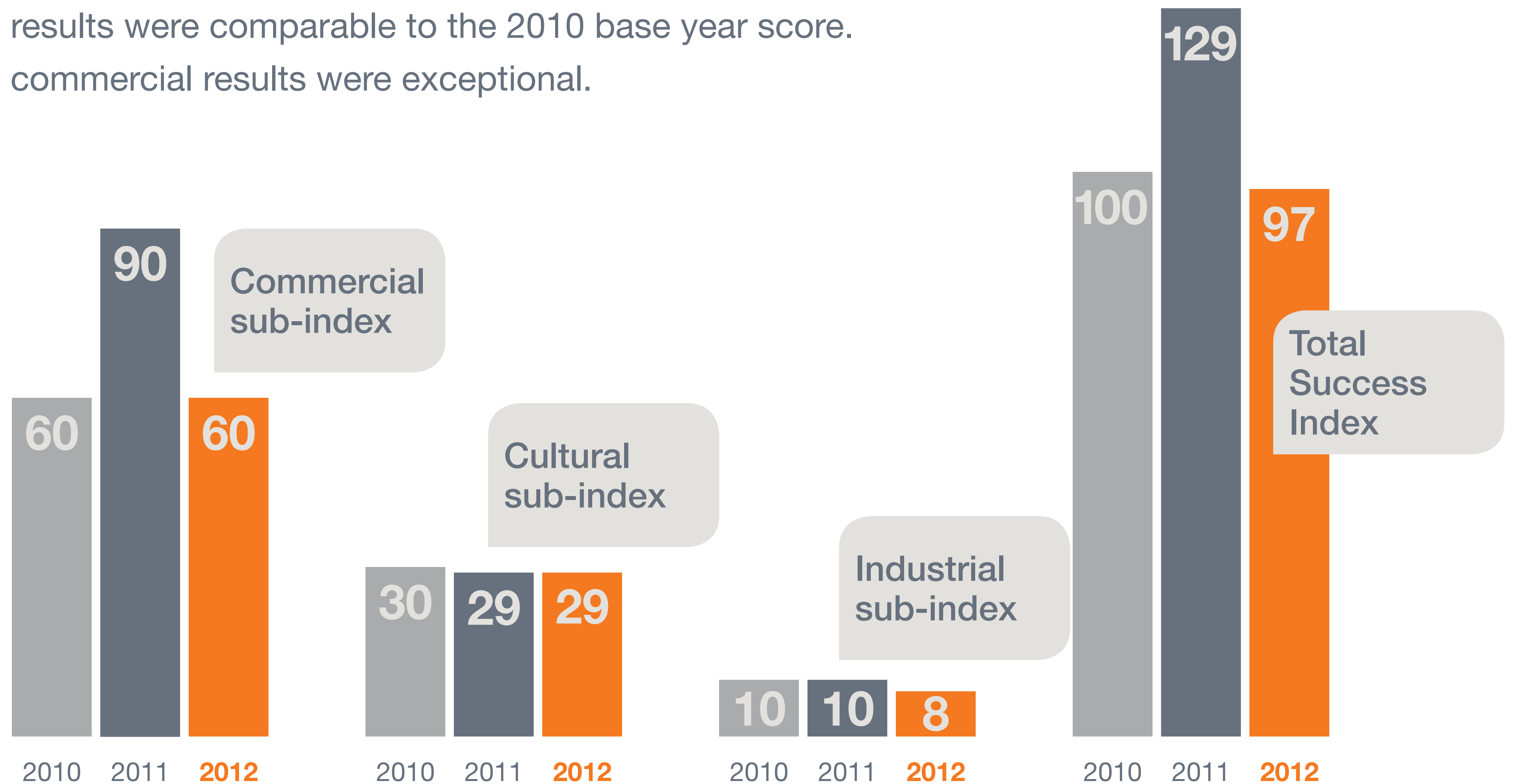
OBJECTIVES AND
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The Success Index

A comprehensive measure that takes commercial, cultural and industrial performance into account. It measures the overall success of Telefilm-supported feature films, over time.

- 2012 results were comparable to the 2010 base year score.
- 2011 commercial results were exceptional.



Performance indicators measure our progress in achieving corporate objectives

Enhance organizational excellence

- Ensure employee engagement
- Increase the % of clients satisfied
- Manage efficiently

Engage partners

- Increase the level of private-sector investment to support film production
- Finance promotional initiatives through partnerships

Increase consumption of Canadian audio-visual content

- Increase the accessibility of Canadian content
- Increase the awareness of Canadian films among Canadians

FINANCIAL HIGHLIGHTS

FINANCIAL

FINANCIALS

HIGHLIGHTS

HIGHLIGHTS

\$96.9 million provided through our funding programs

Script development

\$9.2M

International events

\$2.6M

Promotional events

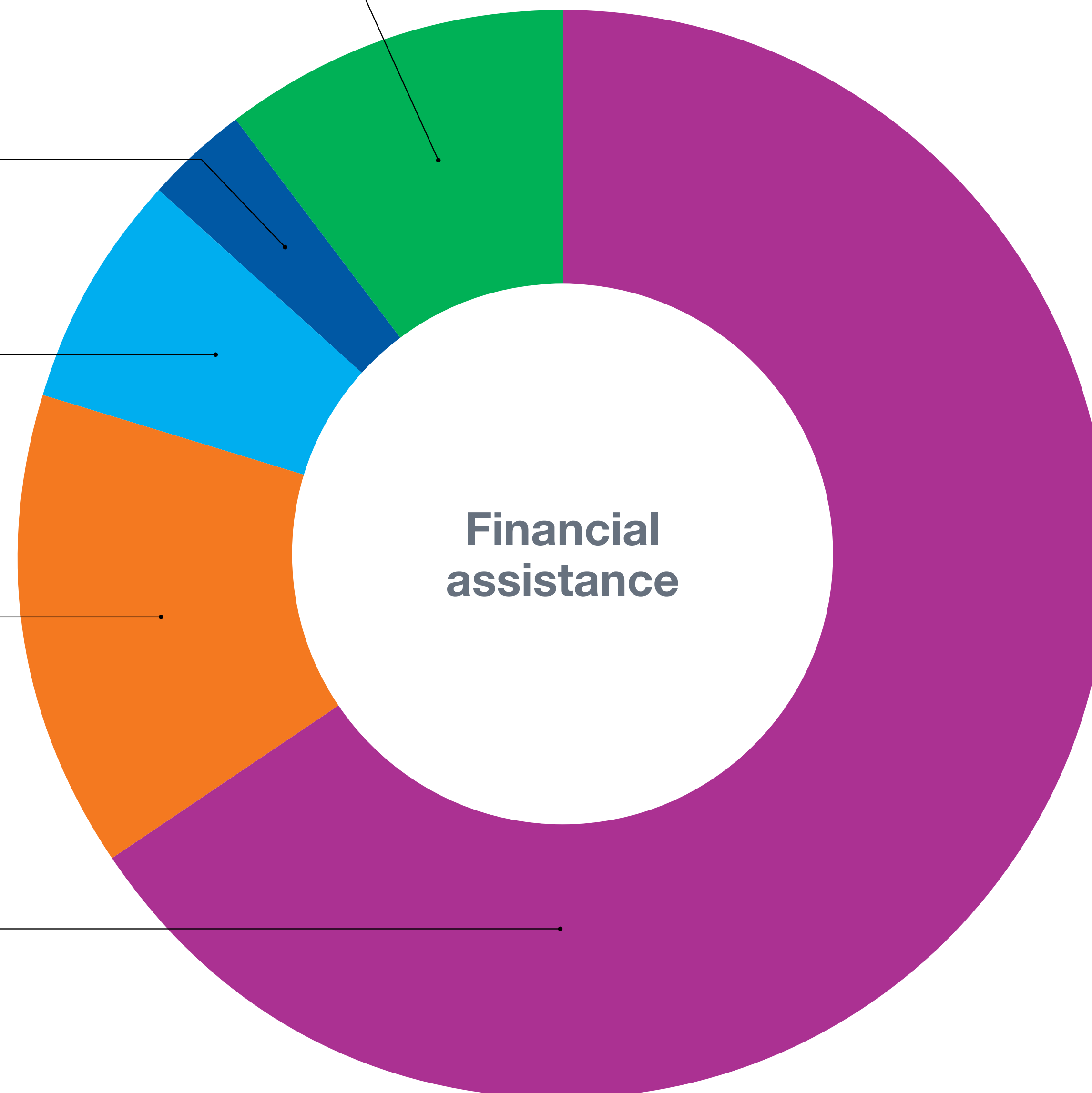
\$6.4M

Film marketing

\$13.2M

Film production

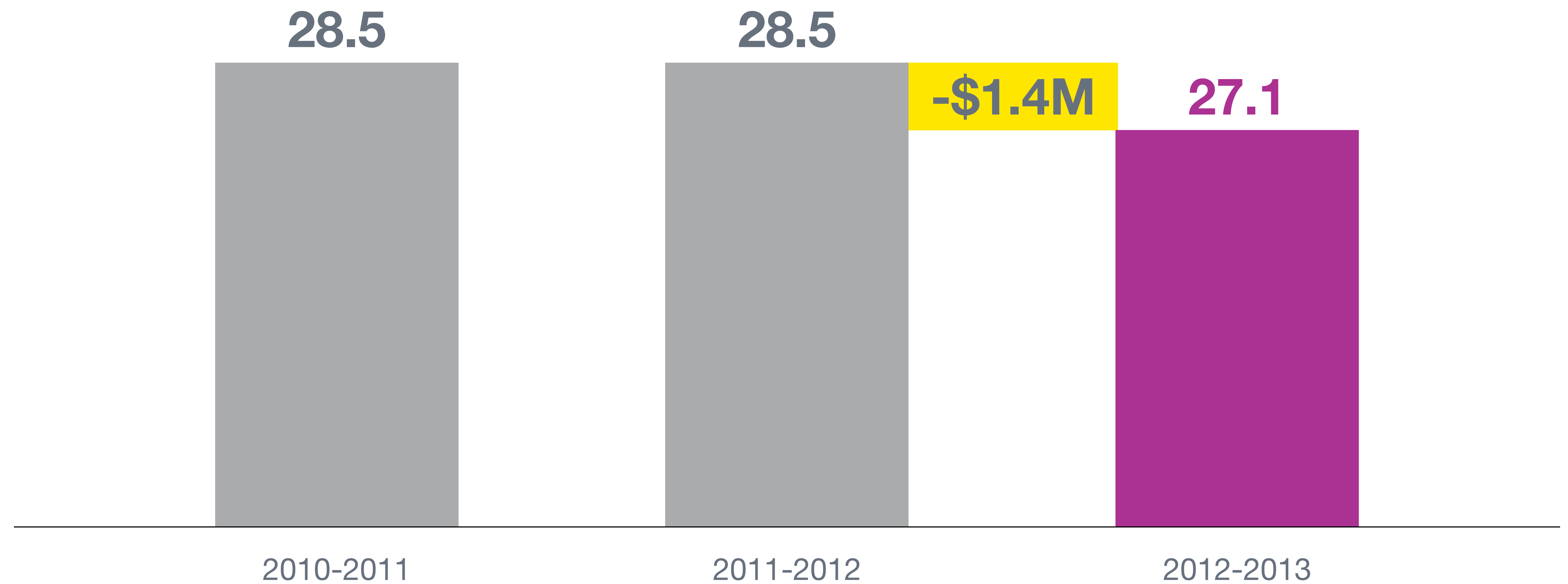
\$65.5M



- Budget 2012 planned savings measures delivered with **minimal impact on operations.**
- Cost efficiencies allowed for **\$2.5 million** to be transferred from the administrative budget to program funding.
- Management expense ratio **decreased from 6.3% to 5.8%.**
- Financing recovered from projects **increased by nearly \$1 million.**

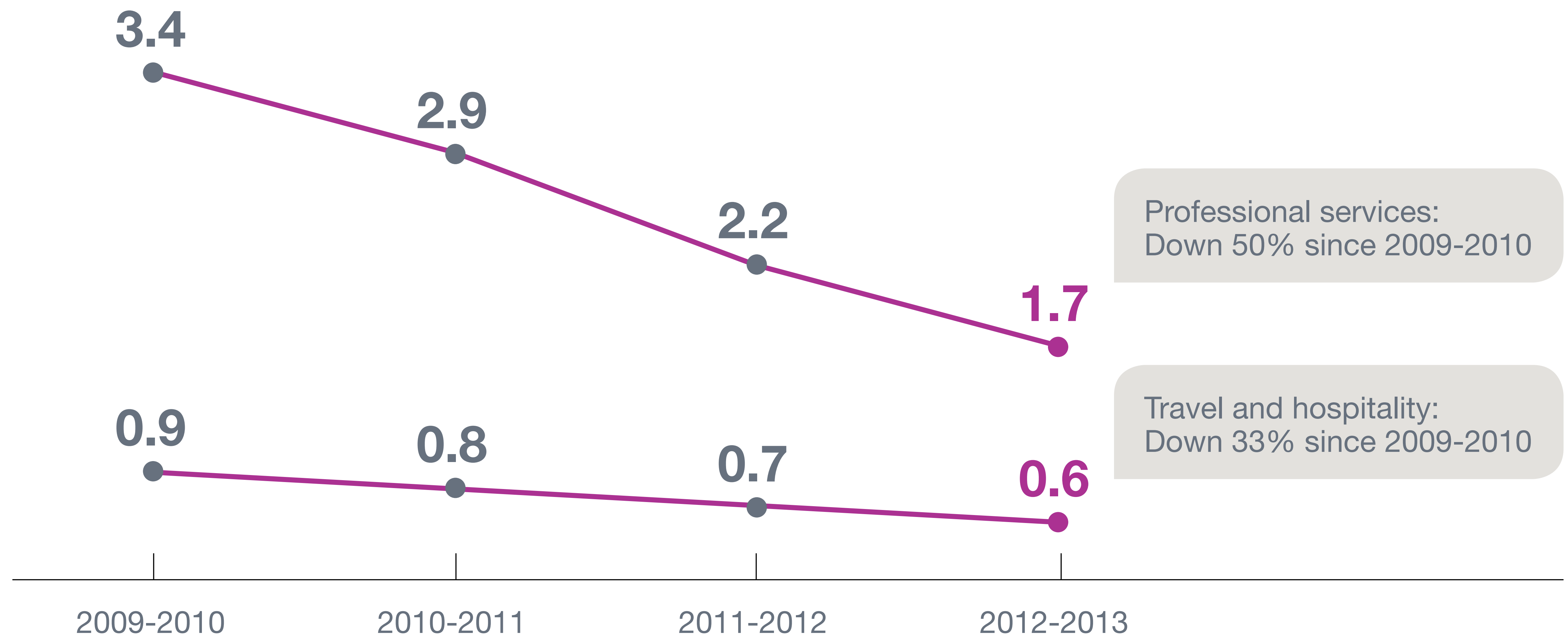
Operating and administrative expenses — down by 5%

(in millions of \$)



Committed to cost-containment measures

(in millions of \$)



2013-2014 PRIORITIES

2013-2014

2013-2014

PRIORITIES

PRIORITIES

ADAPT

**our production and marketing
funding programs to:**

- Better achieve success;
- Streamline processes ensuring faster decision turnaround times; and
- Align our funding decisions with industry production cycles.

IMPLEMENT

a promotional strategy that will:

- Increase the focus on national and regional efforts throughout Canada; and
- Engage industry partnerships and consumers through concerted marketing efforts.

SHARE

industry intelligence
on consumer trends,
market segments,
distribution models,
digital platforms and
best practices.

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Continue to

FOCUS

**on achieving efficiencies and
maximizing effectiveness.**

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