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Press Release  
For Immediate Release

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## **Bell Fund announces new Low Budget Digital Media Production Pilot Program**

The Bell Fund has created a special program for interactive digital media projects with budgets that do not exceed \$100,000. Grants will be awarded for up to 75% of the budget, to a maximum of \$75,000 per project. Eligible projects must be associated with a licensed Canadian television program. Deadline for application to this Pilot Program is October 1, 2009.

A recent survey of broadcasters and television and new media producers indicated a common theme: less is more sometimes, when it comes to interactive content associated with television programs. “All the bells and whistles of a sophisticated website are not always what users want or use. Games, simple activities, webisodes and resources often serve the purpose of creating an exciting online experience and community, and increasing audiences for the television program,” noted Bell Fund Chair, Paul Hoffert.

The average budget for Bell Fund interactive projects has been approximately \$400,000. This new pilot program will encourage the production of relevant, high quality, modestly budgeted interactive projects and determine the longer-term feasibility of the program. It may also help develop viable business models with content that is more accessible to international markets – a lesson learned from the Bell Fund bliki [“How to make money with multi-platform digital media”](http://www.bellfund.ca/bliki) ([www.bellfund.ca/bliki](http://www.bellfund.ca/bliki)).

The Bell Fund will also continue its ongoing funding program which provides funding for up to 75% of digital media project budgets to a maximum of \$250,000, and matches broadcaster cash investments up to an additional \$100,000.

The Bell Fund provides grants to Canadian independent producers who develop and produce outstanding television content complemented and enhanced by innovative interactive content for digital delivery. It has invested nearly \$75 M in over 600 projects in the past 11 years. The Bell Fund receives annual contributions of \$12 M from Bell TV. The Bell Fund is incorporated as a not-for-profit corporation governed by an independent Board of Directors representing various sectors of the television and digital media industry. The Bell Fund is administered by the Independent Production Fund.

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