

OMDC building businesses and creating opportunities across and within cultural industries, including book and magazine publishing, music, interactive digital media, film and television

Ontario Digital Delegation Makes an L.A. Connection

The OMDC's recent Market Access Program—L.A. Mission (March 25-28), sponsored by Telefilm Canada, gave five Ontario digital media producers a chance to meet with key U.S. digital media companies.

"The L.A. Mission was essentially a fact-finding and networking mission," commented Kim Gibson, Program Consultant with the OMDC's Business Innovation Group, who accompanied the delegation. "The intention was to allow participants the opportunity to establish contacts and connections with U.S.-based companies for future collaborations."

The OMDC worked with Franke James, Co-founder of The James Gang and Nerdheaven, who led the L.A. Mission and scheduled meetings and networking events on behalf of the participating delegates. Delegates met with content producers, lawyers, agents and publishers in meetings with the following U.S.-based companies: Film Roman, Google, The WB Network, Disney Online, ICM, Creative Artists Agency, William Morris, Universal Consumer Products, Morrison and Foerster, Warner Bros. and Yahoo.

Brian Katz, Head of Business Development, Interactive and Broadcast Media at Immersion Studios, considers the event a success. "The specific focus on gaming resonated with all the companies that we visited. They seemed impressed with Canadian abilities, and they were eager to hear about our company's developments," says Katz. "I definitely had a sense that with (these small group meetings) you were able to conduct a business opportunity better than you would at a trade show. There were fewer distractions; you weren't competing for their attention."

"There is much more cachet associated with participating in a mission like this, so it is easier to arrange face time with the key decision makers," says Gibson. "Although the OMDC did provide some financial support to these producers to travel to L.A., the program's true value is the access and ability to coordinate so many meetings to ensure maximum impact in such a short time."

Barbara Jones, Owner and Executive Producer at SailorJones Media, was impressed with the other Ontario companies. "I think it was a great opportunity, and strong relationships have been struck with the other participants. I think we'll find some ways to work together, to develop ideas together," says Jones. As for the American contacts, she says, "It may take some time to see [new deals] to fruition, but I have some amazing new names in the Rolodex."

"In Canada we tend to look outwards to validate our own talent, our technical and creative abilities," says Agnes M. Zak, Senior Investment Analyst-New Media at Telefilm Canada. "This mission has been a unique opportunity to attest to our own exceptional expertise in the New Media, especially in the area of broadband development, Wireless, and ITV."

The OMDC's Market Access Program (MAP) provides financial and strategic support for cultural entrepreneurs to attend events that provide industry net-working opportunities and a chance to learn more about business strategies, market potential, financing and distribution. Go to www.omdc.on.ca and click on "Think BIG" learn about the latest initiatives and opportunities available to Ontario's cultural entrepreneurs!

E-mail your news and events by the third Thursday of the month to newsletter@omdc.on.ca

To add or remove yourself from this newsletter list, e-mail mail@omdc.on.ca

T 416-314-6858

F 416-314-6876

www.omdc.on.ca

The contents of this newsletter do not necessarily reflect the views of the OMDC