



BANFF

WORLD MEDIA FESTIVAL

FAIRMONT BANFF SPRINGS HOTEL | BANFF, ALBERTA | JUNE 10 - 13, 2018

BRINGING THE WORLD TO CANADA: BANFF TRANSFORMING HOW CANADIANS DO EXPORTS

2018 REPORT EXECUTIVE SUMMARY

A highly respected international B2B export marketplace with a 40-year history, the Banff World Media Festival (BANFF) brings together a wide-ranging cross-section of Canadian and international television and screen media professionals, providing them with unparalleled networking, career development and business opportunities.

It is a must-attend annual event where broadcasters, streamers, executives, producers, creatives and industry stakeholders tackle issues and forge relationships, inspire each other and make new connections in one of the world's most stunning natural landscapes.

In 2018, BANFF leveraged its international reach to provide unparalleled opportunities for Canadian creators and media producers to succeed in the international export market, the latest Festival report shows. By actualizing the idea of “doing business everywhere,” BANFF provides Canadians with a unique and dynamic environment for building vital commercial relationships and increasing exports of Canadian culture—all in keeping with the federal government's Creative Export Strategy.

This summary provides details of the 2018 festival, including key successes, results and highlights.

"THE WORLD COMES TO BANFF"

Every year, BANFF brings delegates from across the world to the Fairmont Banff Springs in Banff, Alberta. The 2018 Festival saw a significant increase in participation from the U.K., Scandinavia, China, Australia and other European regions. Official delegations included PACT UK, CCTV, the Guangdong Motion Picture Industry Association and Screen Producers Australia.

Following the success of the federal government's cultural trade mission to China in Spring 2018 and the Government of Alberta's agreement with China's Guangdong province to be sister provinces last year there were two Chinese MOU signings at BANFF to cement the Canada-China relationship.

DAY 1



Following a China Trade Mission in April 2018, it was an honour to witness CCTV and Silk Road to Northern Lights Inc. sign a MOU to foster expanded opportunities between Canada and China.



Following

Following the [#ChinaTradeMission](#) in April 2018, it was an honour to witness [@CCTV](#) and Silk Road to Northern Lights Inc. sign a Memorandum of Understanding at [#Banff2018](#).



8:33 PM - 10 Jun 2018 from [Banff, Alberta](#)

11 Retweets 20 Likes

DAY 2

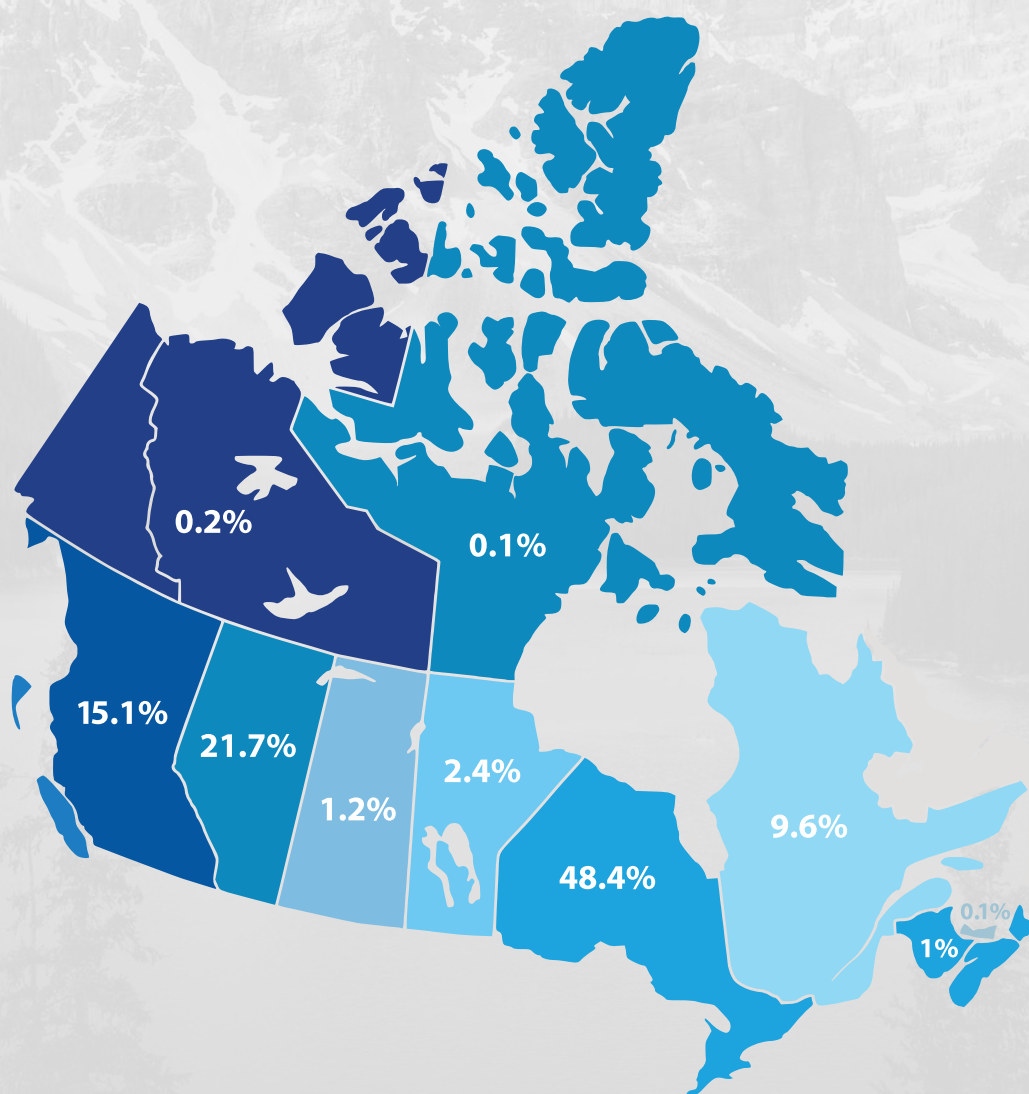
Alberta's Minister of Culture & Tourism Ricardo Miranda and Alberta Media Production Industries Association participated in an overview of the film and TV market in Guangdong Province, representing China's largest box office with audiences of over 200 million. AMPIA signed an MOU with delegates from the Guangdong Motion Picture Industries Association and discussed potential co-productions between China and Canada.



Following the "Doing Business with China" panel hosted by Alberta's Minister of Culture & Tourism, the Alberta Media Production Industries Association (AMPIA) signed an MOU with members of the Guangdong Province Delegation.

SUPPORTING CANADA'S BROADCAST & PRODUCTION COMMUNITY

BANFF continues to support the federal government's drive to strengthen and accelerate Canada's creative industries by showcasing Canadian content on the global stage. The 2018 Festival successfully increased access and profile for Canadian producers and creators. Talent from all provinces was represented at the 2018 Festival, with the majority coming from Ontario, followed by Alberta and British Columbia.



2018 PROGRAM HIGHLIGHTS

BANFF offers inspiration, education and access for all levels of professionals from emerging creators to global media leaders. This past year, the Festival featured thought leadership from some of the most senior international entertainment industry executives in the business such as NBC Entertainment Chairman Bob Greenblatt, Sean Cohan, EVP International and Digital Networks at A&E and Lisa Heller and Nancy Abraham, EVPs of documentary at HBO as well as pundits like Harvard Business School professor and author Bharat Anand (The Content Trap: A Strategist's Guide to Digital Change). Marquis sessions included "What's Hot in Global Kids Content" featuring speakers from NBCUniversal, Disney, DHX and Spin Master and "So You Want to Build a Global Media Business," where top Canadian companies such as Blue Ant, Boat Rocker, and Wow! shared success stories and challenges in growing their companies to include operations around the world. The 2018 Festival also included an engaging roster of panels and master classes, including executive producers, directors and showrunners from juggernauts like Game of Thrones and The Handmaid's Tale and from Canadian-made hits that have been exported around the world including Anne with an E and Travelers.

With a focus on innovation and industry trends, key featured sessions at BANFF 2018 revolved around building international hits, what appeals to different international audiences and how Canadian media businesses become global powerhouses.

CONNECTING EMERGING CANADIAN CREATIVES/ PRODUCERS WITH INTERNATIONAL BUYERS THROUGH SEVERAL PROGRAMS AT THE FESTIVAL

One of BANFF's biggest recurring successes are the notable connections forged between emerging Canadian creatives and producers and international buyers through programs including the renowned Face-to-Face Meeting Exchange and arranged lunch meetings and more.

As a result of this 2018 festival programming, over 1,000 meetings were directly facilitated by the Festival, a 20% increase from 2017, with over 600 projects being showcased. More than 90 international development executives took meetings as part of BANFF's bespoke facilitated meetings program.

MARKET ACCESS PROGRAMS

In collaboration with various partners, BANFF has successfully created opportunities for emerging and established talent to benefit from the expertise of media leaders through structured programs:

- **TELUS STORYHIVE BANFF FELLOWSHIP PROGRAM** provides 15 producers the opportunity to attend BANFF and participate in meeting and mentoring sessions
- **SHAW ROCKET FUND PRODUCER DEVELOPMENT PROGRAM** sees 7 emerging Canadian Childrens and Family producers receive a full BANFF festival registration and exclusive round table session with a senior industry decision maker
- **CORUS ENTERTAINMENT WRITER'S APPRENTICE PROGRAM** offers 5 emerging Canadian writers the opportunity to gain significant insight into the world of programming. Successful applicants receive a full pass to BANFF as well as the opportunity to complete a two-week internship in the story department of a prime-time series
- **INDEPENDENT PRODUCTION FUND TRAVEL AND MENTORSHIP BURSARIES** award 3 Canadian producers/creators of scripted short form series a full festival registration, a travel subsidy, mentorship by the IPF and a special master class session with senior BANFF guests

A total of \$1.7 billion in business was closed or advanced as Canadian artists, producers and creators took advantage of unmatched networking and relationship-building opportunities at BANFF to expand their export content. The results underscored BANFF'S proven record of success at bringing together far flung production partners and getting new projects showcased and "green-lighted" through financing and sales at home in Canada and with international partners.

Governed by the Banff Television Festival Foundation Board of Directors, and operated by Brunico Communications, the Festival attracts approximately 1,500 delegates, including participants from across Canada and more than 25 countries, and over 250 buyers from over 25 countries in attendance, including representatives from NBC, HBO, Disney, Netflix and more.

Brunico plans and executes 20 media industry conferences each year in Canada, the U.S., U.K., and Asia. It is a trusted expert in the production of major global content conferences, possessing deep relationships with buyers and producers in every major media market in the world. This puts BANFF in a position to work on an expanded basis to promote sales abroad with Canada's Trade Commissioner Service. With Brunico's expertise in connecting international financiers with potential partners combined with the guidance of the BANFF board of directors who helm some of the largest media companies in the world (CBC, Bell Media, Corus, Lionsgate, A&E, etc.), the 2018 Festival held June 10-13, 2018 was another great success.

NETFLIX



DIVERSITY OF VOICES

In 2018, BANFF introduced the Netflix-Banff Diversity of Voices Initiative – a program designed to support and accelerate the careers of underrepresented emerging and established talent from across the country in order to tell more unique Canadian stories.

The initiative received a total of 289 applications from Canadian Indigenous, Francophone and women creators, highlighting the importance of this program. It was a resounding success, bringing in 88 Francophone, Indigenous and women creators and producers to the 39th Banff World Media Festival, and providing them with critical training and networking opportunities with key international industry decision makers.

Of the 88 participants, 25 were selected to take part in the Diversity of Voices Pitch Program. Those participants were awarded a travel stipend of \$1,500 CAD, were booked into a curated Face-to-Face Meeting Program pitch session and were paired with an industry mentor. 93% of respondents said they would participate in the program again if given the opportunity. 60% of respondents said the program helped advance a specific project closer to commercialization or greenlight.

ROCKIE AWARDS INTERNATIONAL PROGRAM COMPETITION

Led by an esteemed jury of approximately 150 international industry professionals, BANFF's Rockie Awards is one of the world's largest program competitions of its kind, with participation from more than 45 countries. Among 2018 winners were Canada's Travelers, Opieshome.tv and The Giver, as well as Big Little Lies from the U.S., and the U.K.'s Peakylinders.

TESTIMONIALS



Peacock Alley Entertainment produces film, television, and new media for domestic and international markets, and we know how essential it is to work with global partners. In fact, our hit drama, Travelers, is one of the most-viewed Canadian series on Netflix globally and was personally selected by Netflix' global programming executive Larry Tanz for a 2018 BANFF Master Class as a series that demonstrates how the company prefers to work with international partners. Having a "one stop" initiative run by BANFF that fast-tracks the financing of new content and facilitates opportunities for international collaborations serves a great need in the industry.

— Carrie Mudd, President, Peacock Alley Entertainment



Every time I've gone to BANFF, a development deal has been launched. It's unmissable.

— Leanne Allen, Producer and Writer, Fancy Carnies Productions



Great way to make initial contact with potential business partners.

— Shirley Bowers, VP, Sales and Acquisitions, North America, Red Arrow Studios International



I find that more broadcasters are willing to meet at BANFF, compared with other U.S. industry events. I booked about 40 meetings, and had a project greenlit while there. Being a part of DOV (Diversity of Voices) makes broadcasters even more willing to give you their time.

— Rebecca Campbell, Producer/Director, Catapult Pictures Inc.



"It was incredible to be there, and provided significant learning. Canada's creative community is an exceptional one, and I forged strong initial relationships. I left with a lot of ideas, and I do hope to return in years to come.

— Dave Silverstein, General Manager / SVP, Smosh

TESTIMONIALS



BANFF has become one of my go-to markets year after year. Great participants, informative and engaging panels, and most importantly, multiple global business opportunities that have directly resulted in closed deals and revenue. And that view cannot be beat!

– Liz Levenson, Vice President, Development and Co-Productions, Visland Media



BANFF is really important for people who are early in their career for a number of reasons. It exposes you to the pitching process in a very rapid, intense way. Do you know how much travel you would have to do if you're a young producer or writer or creator and you wanted to speak to a British broadcaster and an American broadcaster and a German broadcaster? It's virtually impossible in an environment other than BANFF to get that kind of exposure.

– Sheila Hockin, Executive Producer, The Handmaid's Tale, Vikings.



We have a project on the development slate that gained a TON of momentum at Banff. Not only did we have the chance to pitch the series to Canadian networks at BANFF, we had ABC Australia also express strong interest at the market, and we're hoping that this could potentially lead to a Canadian/South African/Australian co-production. We're obviously still in the early days of setting up financing, but I can tell you with certainty that this opportunity would never have happened without Banff.

– Liz Levenson, Vice-president, Development and Co-Productions, Visland Media



"As a result of our short meeting with the Director of International Acquisitions at Netflix, Gravity is Just a Habit documentary film received worldwide distribution. We are a living example that if Banff wouldn't be the only festival that gives this unique opportunity to set up a meeting with the decision-makers in advance, instead of chasing them in corridors, our deal might have never happened.

– David S. Vardanyan, co-founder, Lights and Shadows Productions Inc.

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YEAR**

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JUNE 9-12, 2019

