

The Harold Greenberg Fund

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FAMILY FILM PROGRAM - Q& A

Background

The *Family Film Program*, sponsored by Astral Media's Family Channel, was created to finance the development and production of high-quality films for children, youth and family audiences. The Fund also has an equity investment component within its *Family Film Program*, which invests in feature films, as well as TV series with a licence from Family Channel.

1. Why has Astral Media The Harold Greenberg Fund discontinued the *Family Film Program*?

The *Family Film Program* was a \$5-million commitment over a seven-year term made by Astral Media when it purchased the remaining shares of Family Channel from Corus in 2001. The *Family Film Program* was always intended to be a seven-year program that would be administered from September 1, 2001, to August 31, 2008. This commitment was not a condition of licence for Family Channel but rather a benefit programme linked to Family's change in ownership.

2. Why isn't Astral Media's Family Channel renewing its commitment to the *Family Film Program* in support of the Canadian film and television industry?

The *Family Film Program* was established and intended to run for a fixed period of seven years. While many of Family Channel's hit series – including *Franny's Feet*, *The Life with Derek*, *Latest Buzz* and *OVERRULED!* – have benefited from the equity investment component of the *Family Film Program*, Family Channel has always and will continue to have a strong commitment to Canadian film and television beyond the *Family Film Program*.

Interestingly, with 25% of its programming representing homegrown series, Family Channel has contributed \$14.5 million in fiscal 2007 and a total of \$126.3 million to date towards Canadian content. Furthermore, Astral Media as a whole has had a longstanding commitment to Canadian film and television and is proud to have contributed over \$1.2 billion towards Canadian content through its pay-television and specialty services.

3. With the closing of the *Family Film Program*, will The Fund stop financing any films or series for children, youth and family audiences?

While the *Family Film Program* will close, The Fund's *Script Development Program* and *Equity Investment Program* will continue to accept applications and fund feature film projects across all genres including films for children, youth and family audiences.

4. Will The Fund reallocate and/or increase its funds for the *Script Development Program* and *Equity Investment Program* due to the termination of the *Family Film Program*?

Each of The Fund's programmes were established on the grounds of receiving individual support and financing from its respective sponsors. The structure of the programmes and annual contribution from each of the programme sponsors does not allow The Fund to reallocate or increase its funds from one program to another. As such, the financial pool for the *Script Development Program* and *Equity Investment Program* will not be affected by the closing of the *Family Film Program*.

5. What are the funding programs that will now be available through Astral Media The Harold Greenberg Fund as a result of these changes?

The Fund will continue to run its *Equity Investment Program* and *Script Development Program*. The *Equity Investment Program*, supported by Astral Media's Viewers Choice, will continue to invest in the production of quality Canadian dramatic movies made for theatrical release and/or pay-television. The *Script Development Program* will continue to assist in the development of quality Canadian feature film scripts through a yearly contribution of \$1.3 million from Astral Media's The Movie Network.
