

QUEBEC FILM AND
TELEVISION COUNCIL

RETROSPECTIVE 2023

THE QFTC'S 2023 RETROSPECTIVE

Hello,

As the festive season approaches, we wish you sweet, magical and restful moments with your loved ones. May 2024 be filled with happiness, health and prosperity.

In this, our last newsletter of the year, we take a look back at our flagship projects and activities for 2023. We hope you enjoy reading it.

The QFTC team



A WORD FROM THE CEO

A few words before turning the page on a busy and eventful year in the audiovisual industry, with just one constant: the resilience and adaptability of the industry's players and stakeholders. As we all know, 2023 has proved to be a challenging year, and the industry will have experienced a decline in growth in most of its sectors, in stark contrast to recent years.

The issues facing Quebec's production, international production, post-production, visual effects and animation sectors are quite distinct from one sector to another. And the response to these needs, as well as the measures to be favoured, call for a different approach depending on the sector, as well as the implementation of all these measures in parallel and at the same time.

Struggling with systemic underfunding, Quebec production needs more support to ensure it has the means to achieve its ambitions, and to shine even brighter in Quebec and around the world. In addition, the strikes by screenwriters and actors in the United States have had a substantial impact on a very large part of the audiovisual industry in Quebec, particularly in international production, visual effects and post-production, and their impact will be felt for many months to come.

The fact remains, however, that Quebec possesses a wealth of essential assets to make it an essential audiovisual destination. The audiovisual industry has growth potential, both locally and worldwide, and now more than ever there's a real opportunity to revitalize the film and television industry in Quebec.

Building on its active commitment to serving the industry for over 15 years, the QFTC worked in 2023 to support the entire audiovisual industry in Quebec and promote its development despite the many challenges encountered. Below is a brief summary of some of the actions and initiatives undertaken by us this year.

On behalf of the entire QFTC team, I would like to sincerely thank all our members for their invaluable support and ongoing involvement in our mission and activities! A special thanks to the members of the QFTC Board of Directors, who accompany us with dedication and determination in our mission, as well as to our invaluable Public Funders and Ambassador Partners, whose contributions make all our initiatives possible.

Our best wishes for the holiday season and for the coming year, which I hope will live up to your dreams and ambitions!

Yours sincerely,



Christine Maestracci

Présidente-directrice générale du Bureau du cinéma et de la télévision du Québec (BCTQ)

AUDIOVISUAL CLUSTER

The Audiovisual Cluster is a place for discussion and consultation, where concrete, innovative and unifying actions are articulated to accelerate the growth and competitiveness of Quebec’s audiovisual production, animation and visual effects sectors.

COMMITTEES

One of the Audiovisual Cluster’s main mandates is to maintain existing initiatives and create new ones, in order to continue federating the entire audiovisual industry, identifying issues and bringing the ecosystem together towards common goals.

MAIN 2023 COMMITTEES

VFX-ANIMATION COMMITTEE +160 ACTIVE PARTICIPANTS 8 MEETINGS	LIVE-ACTION COMMITTEE +100 ACTIVE PARTICIPANTS 8 MEETINGS	ROLLING GREEN COMMITTEE 30 ACTIVE PARTICIPANTS 2 MEETINGS
VFX-INNOVATION SUBCOMMITTEE 6 ACTIVE PARTICIPANTS 1 MEETING	VFX-WORKFORCE SUBCOMMITTEE 22 ACTIVE PARTICIPANTS 2 MEETINGS	ROLLING GREEN SUBCOMMITTEE 20 ACTIVE PARTICIPANTS 3 MEETINGS

EXTRAORDINARY COMMITTEES AND PROCEDURES

Against the backdrop of strikes by Hollywood screenwriters and actors, the QFTC wanted to document the repercussions of these strikes on companies and workers and assess the priorities with the various levels of government to ensure a rapid recovery.

Last August, the QFTC carried out a survey and brought stakeholders together in extraordinary work committees to document the crisis situation linked to the strikes, measure their impact and propose solutions to ensure the sector’s competitiveness and growth.

The QFTC has had constructive discussions with key bodies such as the Canada Revenue Agency, Heritage Canada and IIRC. In collaboration with the Canada Film and Television Council and national unions, a letter was sent to the federal government, requesting crucial financial support to mitigate the impact of the strikes.

The QFTC also solicited support from organizations such as SODEC, Investissement Québec, the Ministère de l'Économie et de l'Innovation, Revenu Québec, the Ministère de l'Emploi and the Ministère de la Culture et des Communications.

Since the recovery of the audiovisual industry will still take time and considerable effort, the QFTC will continue its efforts in 2024, as it remains essential to persevere in implementing initiatives to support a sustained and rapid recovery.

NEW FILMING LOCATIONS SUBCOMMITTEE

To support audiovisual production in Quebec, and in connection with the Audiovisual Cluster's Live-action committee, the QFTC has set up a subcommittee to address the crucial issue of access to filming locations in Quebec.

The issue affects both local and foreign productions; the resulting actions of the subcommittee aim to improve accessibility for all types of productions by improving the representativeness of the sector at both public and private levels (in order to benefit workers in the field).

In collaboration with various stakeholders and subcommittee participants, the QFTC hopes to develop a collective action plan that takes into account the priorities identified by workers in the sector and thus addresses issues in advance of ad hoc requests.

CONCERTATION TABLE ON TAX INCENTIVES

As part of its mandate as an audiovisual industry cluster, the QFTC has been inviting a number of stakeholders to meetings since April to discuss issues related to current tax incentives and proposed solutions.

What emerged was a real consensus on the demands to be prioritized for Quebec and foreign production, including the raising of certain thresholds and credits, as well as regional bonuses.

Building on this global consensus, the Association québécoise de la production médiatique (AQPM), the Quebec English Language Production Council (QEPC), the QFTC, and a number of private companies, independent producers, regional offices and unions will be presenting these demands to the Quebec government as part of the upcoming pre-budget consultations.



A SECOND EDITION CROWNED WITH SUCCESS!

On May 16 and 17, 2023, over 1,000 visual effects and animation professionals, students and enthusiasts gathered at the Montreal Convention Center for the second edition of CAFÉ (Conference, Animation, FX and Expertise).

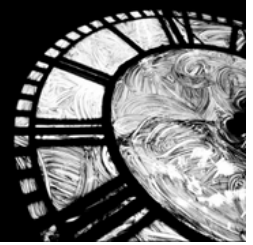
This second edition was a resounding success, highlighting today's technologies, showcasing tomorrow's innovations, inspiring the creativity of the next generation and celebrating the excellence of the work of local artists, while enriching the collective expertise in visual effects and animation.



EXPLORE CAFÉ

CAFÉ will be back in 2024 with a renewed formula. Stay tuned for news soon!

PROJECTIONS



As part of its mandate as an audiovisual industry cluster, the QFTC organized PROJECTIONS, the Quebec Audiovisual Industry Forum, bringing together over 125 key players and decision-makers in Quebec production, international production, post-production, visual effects and animation.

The event, led by La Société des demains and Abl bla lab, took place in two phases: live labs held on September 28 and 29 at the MELS studios, followed by a day of collective reflection at the Fairmont The Queen Elizabeth on October 11, during which we welcomed a distinguished guest: Mathieu Lacombe, Minister of Culture and Communications.

The Quebec Audiovisual Industry Forum was marked by enriching exchanges, laughter and deep reflection. Together, the players and decision-makers were able to identify the challenges that stand in their collective way, determine the major themes driving the industry, explore horizons beyond the probable and envision plausible and possible futures.

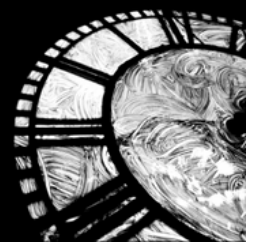
A report summarizing the ideas and promising solutions collected by La Société des Demains will be available in early 2024.

CHECK OUT THE FORUM

In an open letter sent to the media as part of the Quebec Audiovisual Industry Forum, Christine Maestracci, CEO of the QFTC, highlighted Quebec's audiovisual industry, an essential pillar of our culture and economy.

READ THE LETTER

Lexique 3D



Launched in 2021, the Lexique 3D is the result of a rich collaboration between the QFTC and SYNTHÈSE. It takes the form of a freely accessible online directory dedicated to the fields of visual effects and 3D animation.

Thanks to financial support from the Office québécois de la langue française (OQLF), the first phase of the Lexique saw some 100 words added to the platform. In 2023, the QFTC enhanced the tool by adding 25 new words. The online directory now totals 131 words.

With the collaboration of Tök Communications and video agency Vax Films, the QFTC has also highlighted the terms of the directory through the creation of playful video vignettes, which were progressively published on social media in 2023 and will continue to be so in 2024.

EXPLORE THE LEXIQUE 3D

ACTING FOR TALENTS



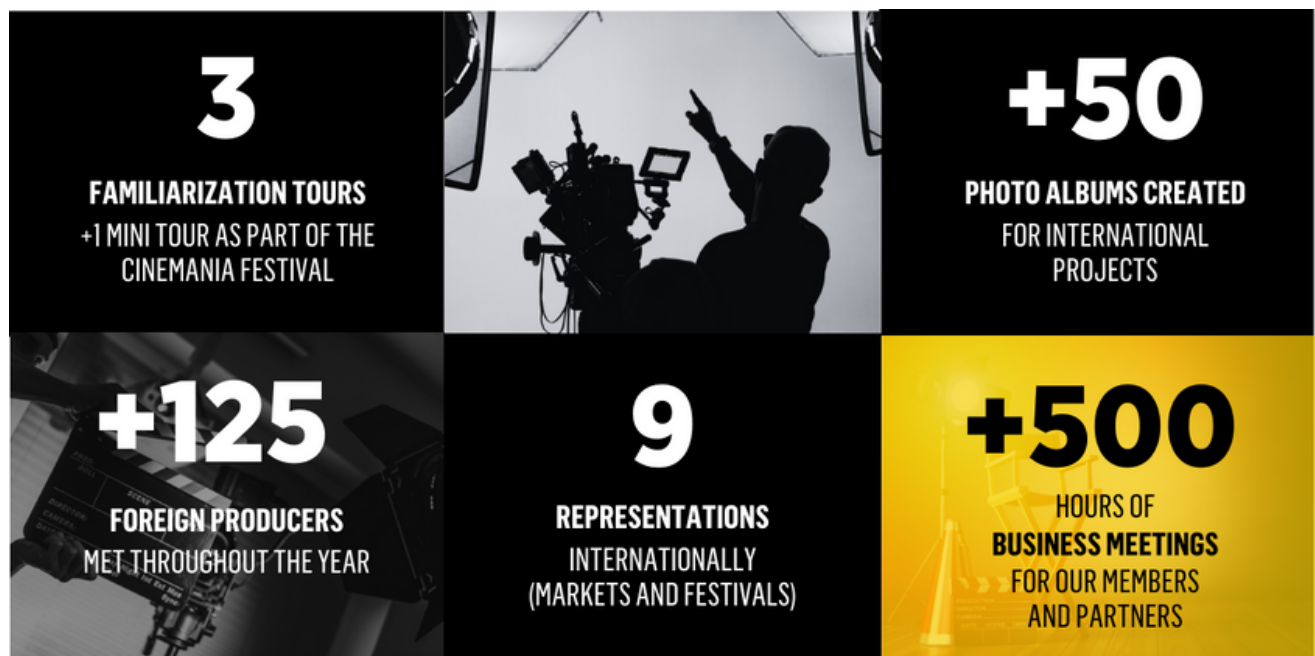
As part of its VFX/Animation: For an inclusive and innovative recovery project, whose mandate is the development of talent in the visual effects and animation industry in a context of labor shortage, the QFTC was able to offer training programs in 2023 aimed at developing and retaining talent, as well as activities promoting well-being and inclusion :

- Inclusive leadership training for visual effects and animation industry professionals seeking to acquire or develop leadership and team management skills.
- Training courses on real-time production, with the aim of training professionals in new technologies.
- Mentoring program designed to support young graduates in visual effects and animation as they begin their careers.
- Spring 3D, a series of 5 workshops on diversity, inclusion and dialogue, with the sole aim of fostering a healthy and productive working environment in the creative industries.
- Workshops on the correct use of French, led by an expert trainer and consultant, to give visual effects and animation professionals the tools to better communicate in French in a professional context.

FILM COMMISSION SERVICES

The mission of the QFTC's Film Commission Services team is to promote Quebec's audiovisual offerings internationally. Every year, several activities are organized to achieve this goal, including familiarization tours and economic missions. This year is no exception!

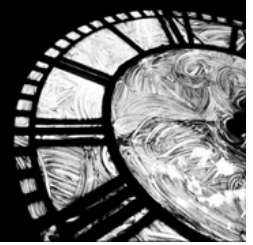
MAIN PROMOTIONAL ACTIVITIES IN 2023



QFTC'S PRESENCE AT FESTIVALS, MARKETS AND CONFERENCES, BOTH NATIONALLY AND INTERNATIONALLY



FAM TOURS



Every year, the QFTC organizes several immersive, personalized familiarization tours to promote the exceptional talent and creativity of local artists and companies to the foreign business community.

In spring, summer and fall, the QFTC's Film Commission Services team welcomed over thirty international producers.

During their stay in the province of Quebec, the honored guests had the opportunity to meet and exchange ideas with many members of our audiovisual industry, discovered our state-of-the-art studio and post-production infrastructures and enjoyed unique experiences, all the while immersing themselves in Quebec culture.



APRIL 3-7, 2023

Familiarization tour for the live-action sector.

The QFTC welcomed producers from American studios Legendary, Hulu, New Line Cinema, Skydance and 20th Century Studios.

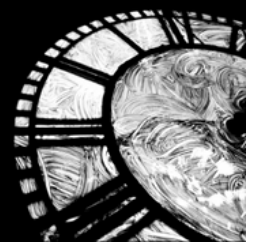


MAY 15-17, 2023

Familiarization tour organized in collaboration with Investissement Québec, as part of the CAFÉ event.

The QFTC welcomed a dozen key decision-makers from the United States and abroad to introduce them to Quebec's visual effects, animation and post-production ecosystem.

FAMTOURS



SEPTEMBER 5-7, 2023

Familiarization tour for the live-action sector.

The QFTC welcomed eight American independent producers from Paramount Television, Warner Brothers, AGBO, Village Roadshow, John Wells Productions, AMC Studios and Amblin Partners.



NOVEMBER 2023

Mini familiarization tour organized as part of the CINEMANIA event, of which the QFTC is a proud partner.

The QFTC welcomed five European producers from Switzerland, the featured country at the 29th edition of CINEMANIA.

INTERNATIONAL PRODUCTIONS



The strikes by Hollywood screenwriters and actors have dealt a heavy blow not only to the United States, but also to Quebec.

International shoots were particularly hard hit. The number of foreign productions fell sharply in 2023, as the strikes overshadowed a reality that had been present and felt in the field since the previous year. Even without the strikes, Quebec would not have welcomed as many film shoots in 2023 as in the previous fifteen years.

The QFTC is working with stakeholders to make the appropriate representations to public decision-makers, so that foreign productions can resume as soon as possible.

FOREIGN FILMS SHOT IN QUEBEC IN 2023



LES ENFANTS DE LA FORÊT
QUAD FILMS



WITCHBOARD
PARCE QUE FILMS

FOREIGN SERIES FILMED IN QUEBEC IN 2023



GHOSTS (S3)
LIONSGATE



LA VRAIE NATURE
YUME PRODUCTION



SO LONG MARIANNE
CINEFLIX



THE BACHELOR
ABC

As well as the series :

FLYING OVER CANADA
N/A

THE VENERY OF SAMATHA BIRD
LIONSGATE

THE STICKY
BLUMHOUSE TV



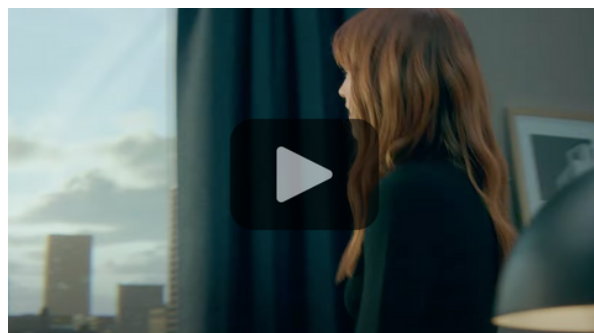
WITH US, MAGIC COMES TO LIFE!

With 11 nominations from five local studios (DNEG, Framestore, Raynault VFX, Rodéo FX and MPC), Quebec was present in almost half the categories at the 21st Visual Effects Society Awards, a gala celebrating excellence in the visual effects industry.

This international event, held in Los Angeles on February 15, 2023, paid tribute to the exceptional work and unparalleled creativity of some twenty of Quebec's finest artists and creators.

The QFTC was in Los Angeles from February 13 to 17, 2023 to celebrate this success. In collaboration with the DGQLA, a reception was held at the official residence of the Delegate General in the presence of Quebec visual effects studios, nominated Quebec talent and key buyers and decision-makers from American studios. The trip also included a series of meetings at various Hollywood studios to showcase Quebec as a world-class destination for audiovisual production.

At the same time, the QFTC set up a social media and press relations campaign profiling the sector and highlighting the new promotional video on the visual effects and animation sectors.





ROLLING GREEN SPREADS ITS WINGS IN 2023

During 2023, Rolling Green strengthened its position as a key player in promoting sustainability within the Quebec audiovisual industry. The addition of Bell Media, Radio Canada and TV5 as new broadcast partners has enabled us to expand, promote and coordinate the program's initiatives.

Rolling Green demonstrated its commitment to the industry with the successful launch of the "Rolling Green x SODEC" Pathway (a partner in the initiative). This program trained 15 producers in sustainable production practices, while providing them with financial support in the form of a \$4,000 bursary to put their ecological initiatives into practice.

A key event of the year was Rolling Green's first strategic work committee, which brought together key players in the sector to identify issues and priorities, laying the foundations for future initiatives.

Rolling Green also took part in the CAFÉ event to raise awareness among tomorrow's young talent, as well as visual effects and animation studios, of their ecological footprint.

Rolling Green continues to have an active role in the industry:

- Hosting a webinar on clean energy during Ecotech's Green Economy Week,
- Hosting a panel on eco-responsible filming at the Fantasia - Frontières festival,
- Awarding the prize for the most eco-responsible audiovisual production during the Vivats,
- Participating in the round table on ecoresponsible productions at the CINEMANIA international francophone festival.

In 2023, numerous accreditations were awarded to productions, for a total of 51, recognizing their exemplary eco-responsibility practices, and over 40 new signatures were added to the commitment charter, demonstrating a growing commitment to sustainable practices within the industry.





With new partners and promising projects, Rolling Green remains a crucial pillar in the transition to more sustainable practices within the Quebec audiovisual industry. 2023 has been decisive, marked by strengthened partnerships, innovative training, strategic projects and constant involvement in the field.



At its 2023 gala, Allia honored Valérie Daigneault, Director of the audiovisual cluster, for her major role in the creation of the Rolling Green program.

Once again this year, the QFTC is proud to have contributed to the growth and influence of the Quebec audiovisual industry, thanks to the invaluable collaboration of its members and partners.

As we enter 2024, we're full of industry projects and initiatives, and a great deal of ambition for the audiovisual industry. We look forward to exploring new opportunities and achieving new successes.
