

# MIPTV 2015 CANADA

## Canadian productions featured at MIPTV 2015

*Are You on the Blacklist?* — Secret Location, Toronto, Ontario  
<http://www.thesecretlocation.com/projects/are-you-on-the-blacklist>



Nominated for a 2015 International Digital Emmy Award in the Digital Program: Fiction category. Award winners will be announced at MIPTV on April 13. *Are You on the Blacklist?* was developed by Toronto- and LA-based Secret Location in partnership with Sony Pictures Television and NBC Entertainment Digital, to generate audience buzz for the series premiere of the drama *The Blacklist*, starring James Spader. In

Canada *The Blacklist* airs on Global TV. Secret Location created an interactive episode in order to draw audiences into the world of the show through custom-shot, face-to-face encounters with lead characters. The video experience utilizes Facebook connectivity and motion tracking of custom content to drive users to engage with the narrative in order to “clear their name.” Feedback was highly positive and demonstrated great confidence in the concept, breaking new ground in digital content for NBC and many international broadcasters. *The Blacklist* has been renewed for a 22-episode second season.

*Introduction to VR and Strangers with Patrick Watson*  
— Félix & Paul Studios, Montreal, Quebec  
<http://www.felixandpaul.com>

Montreal-based Félix and Paul Studios, a leading producer of 3D 360° cinematic live action virtual reality content, was recently commissioned by Samsung and Oculus VR to create *Introduction to VR* for the launch of Samsung’s Gear VR head-mounted display. The two-minute cinematic experience transports viewers high above the clouds to the summit of the Haleakala volcano in Hawaii, lets them join a Mongolian family in their yurt, experience a gravity-defying Cirque du Soleil performance, and view the Earth from outer space. Félix & Paul Studios have also earned raves for their five-minute Samsung Gear VR production *Strangers with Patrick Watson*, which invites the viewer to spend an intimate moment with Montreal musician Patrick



Watson at work in his studio loft. The production was an official selection at this year's Sundance and Hot Docs festivals and winner of the Best Live Action Experience award at the 2014 Proto Awards.

**SmartTones — MiiScan, Toronto, Ontario**

<http://smarttones.tv>

SmartTones uses inaudible sound codes embedded in broadcast or theatrical video as triggers to a mobile device, delivering rich interactive media content directly to the viewer—including bonus material, games, voting, interactive media, coupons, instant purchases and other media experiences—precisely when they are watching and engaged and regardless of PVR or time shifting. SmartTones enables television and film directors to direct the second screen user experience, creating new revenue opportunities for broadcasters and filmmakers as well as creating detailed Return on Investment for advertisers.



**Missing: An Interactive Thriller — Zandel Media, Montreal, Quebec**

<http://www.zandelmedia.com/games/>



Missing: An Interactive Thriller, offers a unique entertainment experience by bringing video game and crime television together. After he is kidnapped for no apparent reason, Dave Newcastle, a man lost between his work and his home, has to prove his will to survive and fight back to take control of his life and see his family again. Missing is a 45-minute, single player, interactive live-action thriller where the player

assumes the role of Dave in a unique format accessible on all mobile devices (Android, iOS and Amazon). Starring Quebec actors Roy Dupuis and Patrick Hivon, Missing was ranked the number-one paid application for iPad on iTunes Canada on November 27, 2014. Additional episodes and platforms are slated for 2015.

*X Company*

CBC

<http://www.cbc.ca/xcompany/>



X Company, a new Canada/Hungary coproduction, will be featured as a case study during the International Drama Coproduction Summit.

Produced by Temple Street Productions (Canada) and Pioneer Diamond KFT (Hungary), X Company is set in 1941 in Whitby, Ontario (off the shores of Lake Ontario) and follows five young recruits from Canada, Britain and U.S. who are training as spies and take their new skills behind enemy lines to

sabotage the Germans. The series premiered on February 18 on CBC and attracted over 1 million viewers. On March 4, 2015, CBC renewed the series for a second season with 10 episodes.