

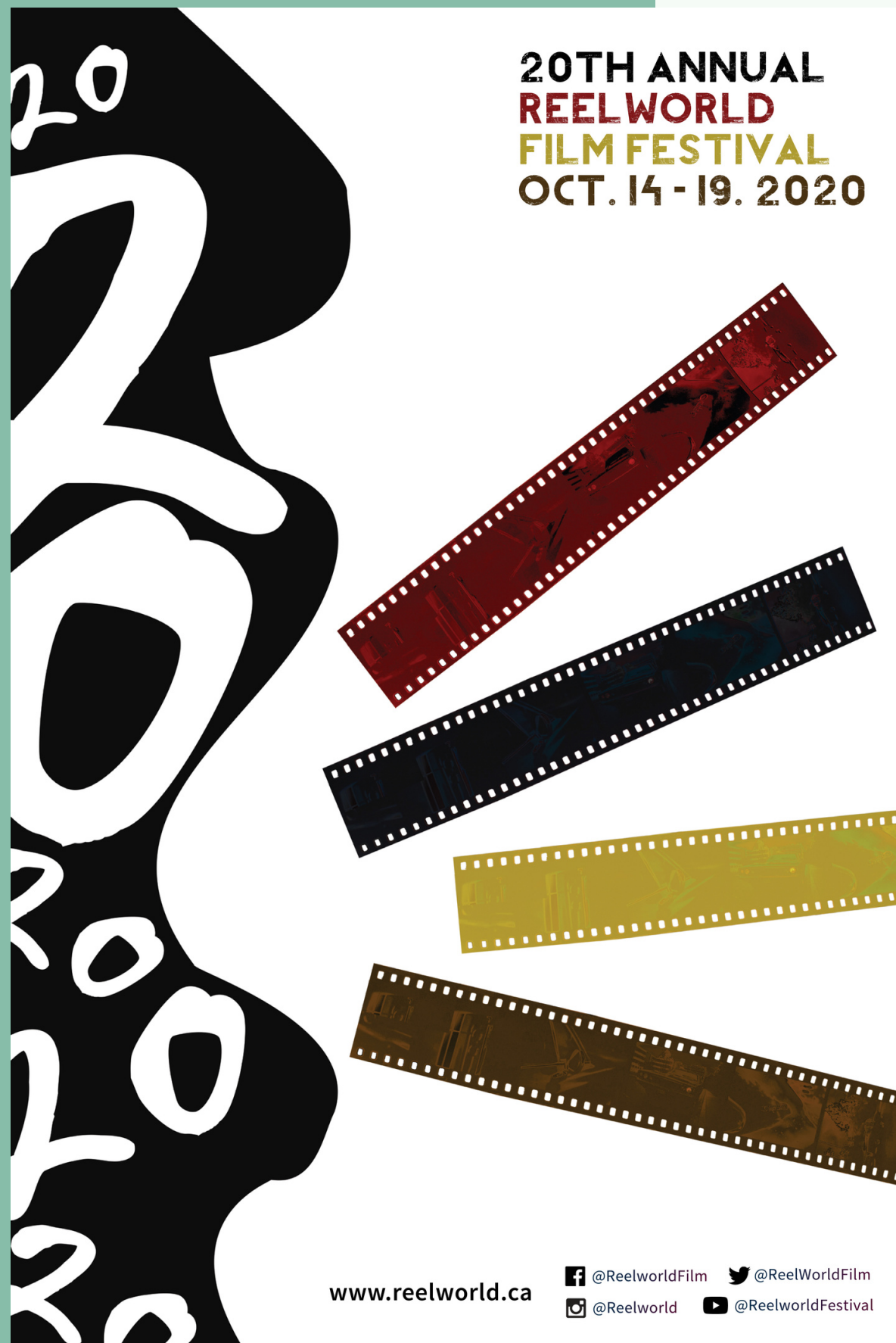
POST FESTIVAL REPORT
FOR
ROGERS SPORTS AND MEDIA
ROGERS GROUP OF FUNDS

20TH ANNIVERSARY REELWORLD FILM FESTIVAL

OCTOBER 14-19 2020

WITH THE HELP OF **ROGERS GROUP OF FUNDS AND ROGERS SPORTS & MEDIA**, REELWORLD WAS ABLE TO:

- Expand our audience coast to coast
- Connect with other equity-seeking organizations, groups, and individuals across the country, within our industry and beyond
- Increase brand recognition and industry awareness of Reelworld initiatives
- Grow our network of emerging filmmakers, particularly those not based in Toronto, and connect with them about professional development opportunities
- Utilize the promotional assets (PSAs) and professional creative branding services provided to further increase our advertising reach with other local and national partners



REELWORLD FILM FESTIVAL

HIGHLIGHTS

11 FEATURES, 25 SHORTS, 2 WEB SERIES

- 36 Canadian films celebrated
- 39 Filmmakers who identify as Black, Indigenous, Asian, South Asian, Middle Eastern, or Latin American given a platform to have their voices heard
- 2,165 unique household viewers tuned in coast to coast
- 25 Canadians recognized for their work through Reelworld Awards

OPENING NIGHT FILM: The Greatest Country in the World, Ky Nam Le Duc

CLOSING NIGHT FILM: KENBE LA, Until we win, Will Prosper

REELWORLD FILM FESTIVAL

INDUSTRY PANELS

Our FREE webinars featured top players from all areas of the Canadian media arts industries.

- 1 841 unique live viewers
- 15 hours of educational content created
- Content will be available on Youtube as a resource for emerging filmmakers



SHOW ME THE MONEY!

Financing your project, from the people who actually fund you.

Presented by Rogers Group of Funds

On Thursday, October 15, we welcomed an impressive line up of representatives from Canada's biggest funders.

200+ live viewers tuned in to learn about funding options for long-form streaming and traditional broadcast content.

This panel will continue to help emerging filmmakers who can access it for free on Youtube.



MODERATED BY:
Alain P. Arthur
Executive Producer/CEO
Caribbean Vibrations TV Ltd..



Robin Mirsky
Executive Director,
Rogers Group of Funds



Carly McGowan
Manager, Independent
Production Fund



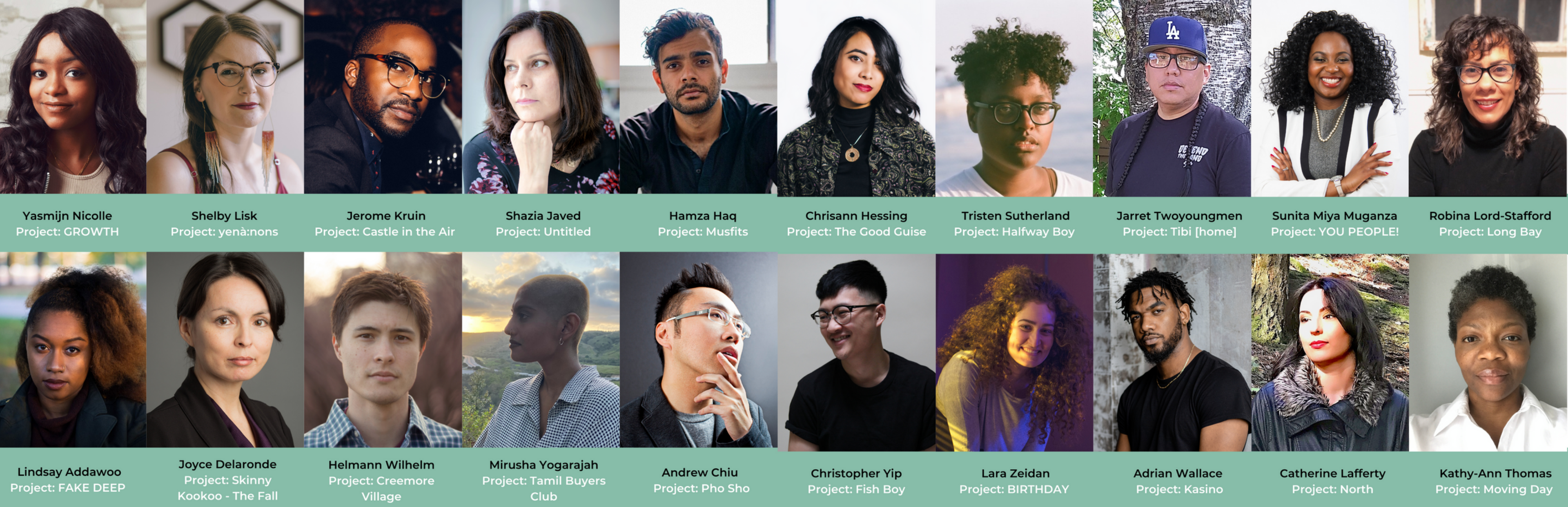
Agnes Augustin
President & CEO,
Shaw Rocket Fund



John Galway
President, The Harold
Greenberg Fund



Nancy Chapelle,
Executive Director,
Bell Fund



REELWORLD SCREEN INSTITUTE

EMERGING 20 PROGRAM

- Over 200 applicants
- 35 + hours of professional development
- 20 three-month Industry Mentorships
- 2 projects selected to be considered for Telefund's 'Talent to Watch' program funding

AWARDS CEREMONY

We came together as a community and celebrated in style! Canada's top talent joined us to present our filmmaker awards, as well as our industry achievement awards.



Shirley Cheechoo

VISIONARY



Clement Virgo

EXCELLENCE

TRAILBLAZERS



Anand Ramayya



Karen Chapman



Cash B. Lim



Thyrone Tommy



Lisa Meeches



Iris Ng



REELWORLD FILM FESTIVAL

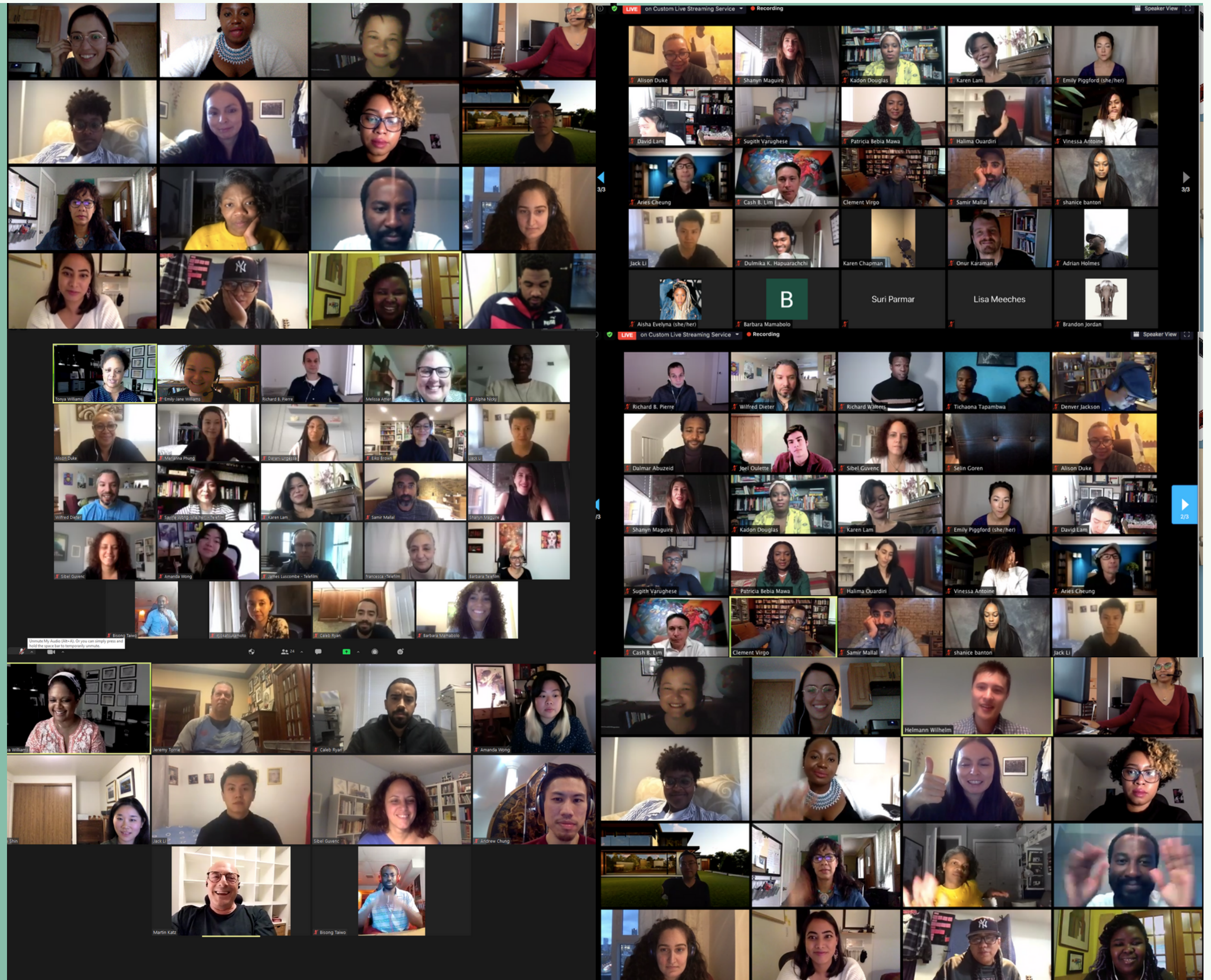
FESTIVAL MIXERS

Our festival is about so much more than film screenings.

Every year at Reelworld, new relationships are formed between filmmakers, E20s, actors, writers, producers, distributors, and broadcasters (just to name a few!)

Online mixers allowed us to connect coast to coast, at any point of the day throughout the festival.

Our participants told us being able to network from the comfort of their own home relieved some of the stress they often experienced during mixers.





100% OF FILMMAKERS WOULD RECOMMEND REELWORLD FILM FESTIVAL TO THEIR FRIENDS

Here's what they had to say:

"I was blown away... the first year Reelworld went online but I felt like I had a full festival experience."

"The network and exposure Reelworld provided is notable for Canadian filmmakers"

"The festival makes a real concerted effort in practically helping the careers of filmmakers - something that is not always the case for many film festivals. Who you meet and who you connect with at the festival have been SO beneficial."

"Reelworld has a real heart and soul and makes you feel included. Even as a short filmmaker it's small enough that I don't get lost in the shuffle and even more so this year."





"Reelworld is an amazing festival that highlights the best talent in Canada that might have otherwise flown under the radar, giving opportunities to increase quality and diversity in Canadian storytelling!"

-Amanda Ann-Ming Wong, *An Object of Merit*



"Even in this challenging year, the festival rose to the occasion and provided us with a great experience."

-Karen Lam, *The Curse of Willow Song*



"Reelworld has supported my filmmaking career from the start... I know I will reach an audience that truly connects to my subject matter. I can't imagine the Canadian festival landscape without them."

-Richard B. Pierre, *An Uninvited Guest*



"Reelworld has grown in leaps and bounds since I first had a film in the festival a decade plus ago. It really is one of the top festivals in the country."

-Maninder Chana, *A Love Letter to Dr. Theresa Tam*



"I believe this festival is essential in promoting BIPOC art."

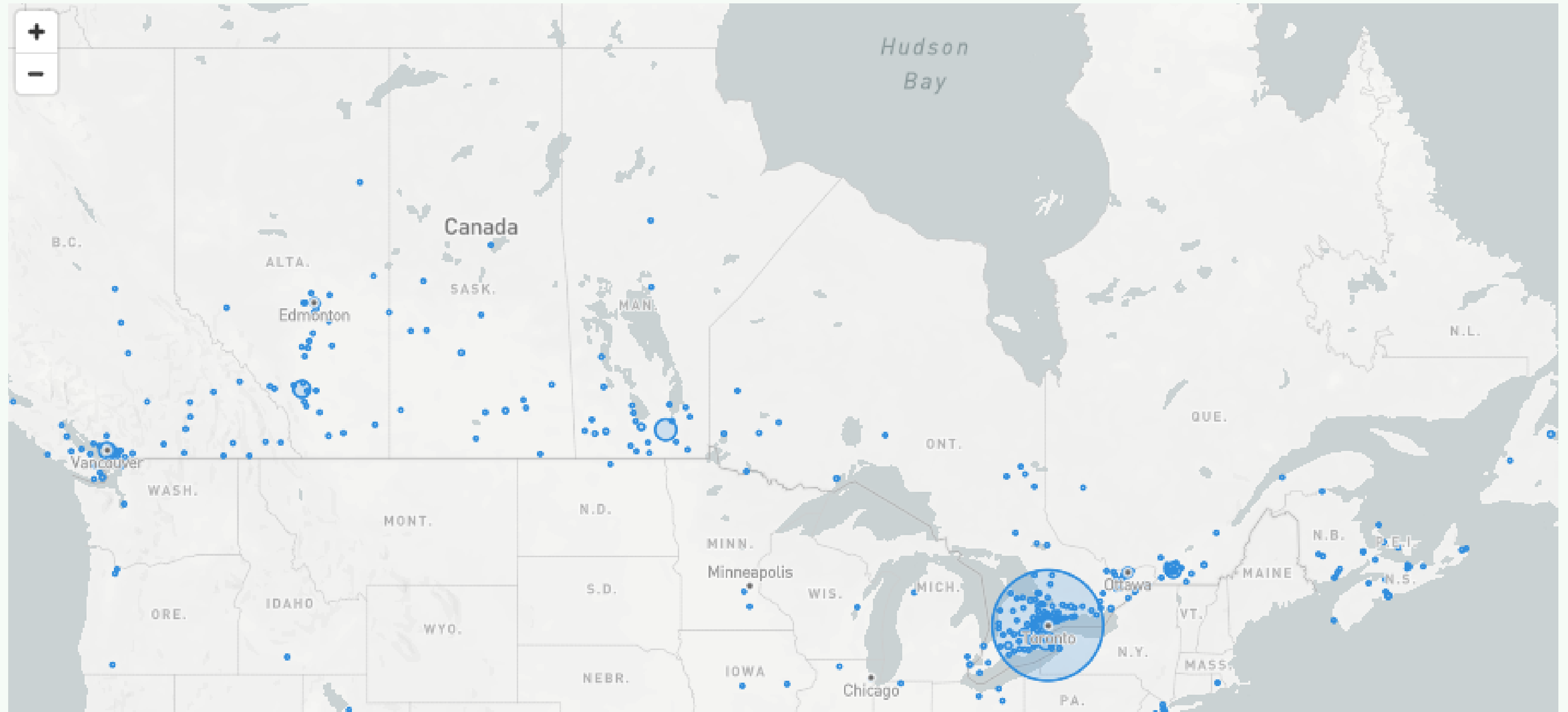
-Will Prosper, *KENBE LA, Until We Win*



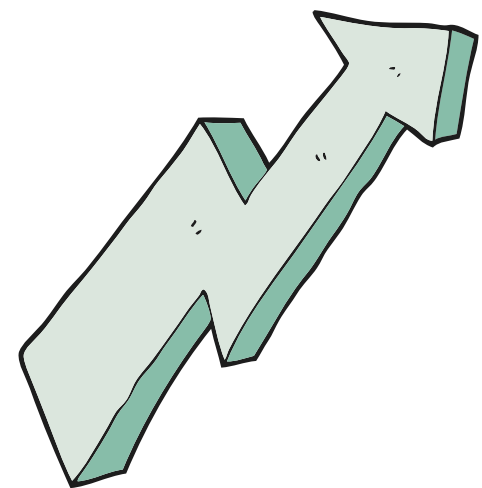
"Reelworld is a great festival that tries to do their best for the filmmakers. Most importantly, they have a mission to champion diversity and inclusion in a safe environment. They also encourage to build relationships amongst filmmakers and try to support this."

-Sibel Guvenc, *Turkish Mesir Macunu*

OCTOBER 1-30, 2020



COAST TO COAST ENGAGEMENT



HIGH LEVEL WRAP AUDIENCE METRICS

Rogers Promotional Television Ads

Reach: 1,947,000

Impressions: 7,313,000

Our Toronto on CBC Interview

IMPRESSIONS: 7,414,320 Unique

Views Per Month

IMPRESSIONS: 640,000 Audience

Reach

SiriusXM Canada Radio, The Breakdown Interview

IMPRESSIONS: 2,780,000 Subscribers

The Globe and Mail Articles

IMPRESSIONS: 2,587,597 Unique

Views Per Month

CP24 Interviews

IMPRESSIONS: 3,100,000 viewers a
week in Toronto

3,700,000 in all of Ontario

CHCH Morning LIVE Interview

IMPRESSIONS: 75,228 Unique Views

Per Month

IMPRESSIONS: 3,000,000 Audience

Reach

ETALK Interview

IMPRESSIONS: 540,000 Audience

Reach

IMPRESSIONS: 237,772 Unique Views

Per Month

Toronto Star Articles

IMPRESSIONS: 1,720,773 Unique

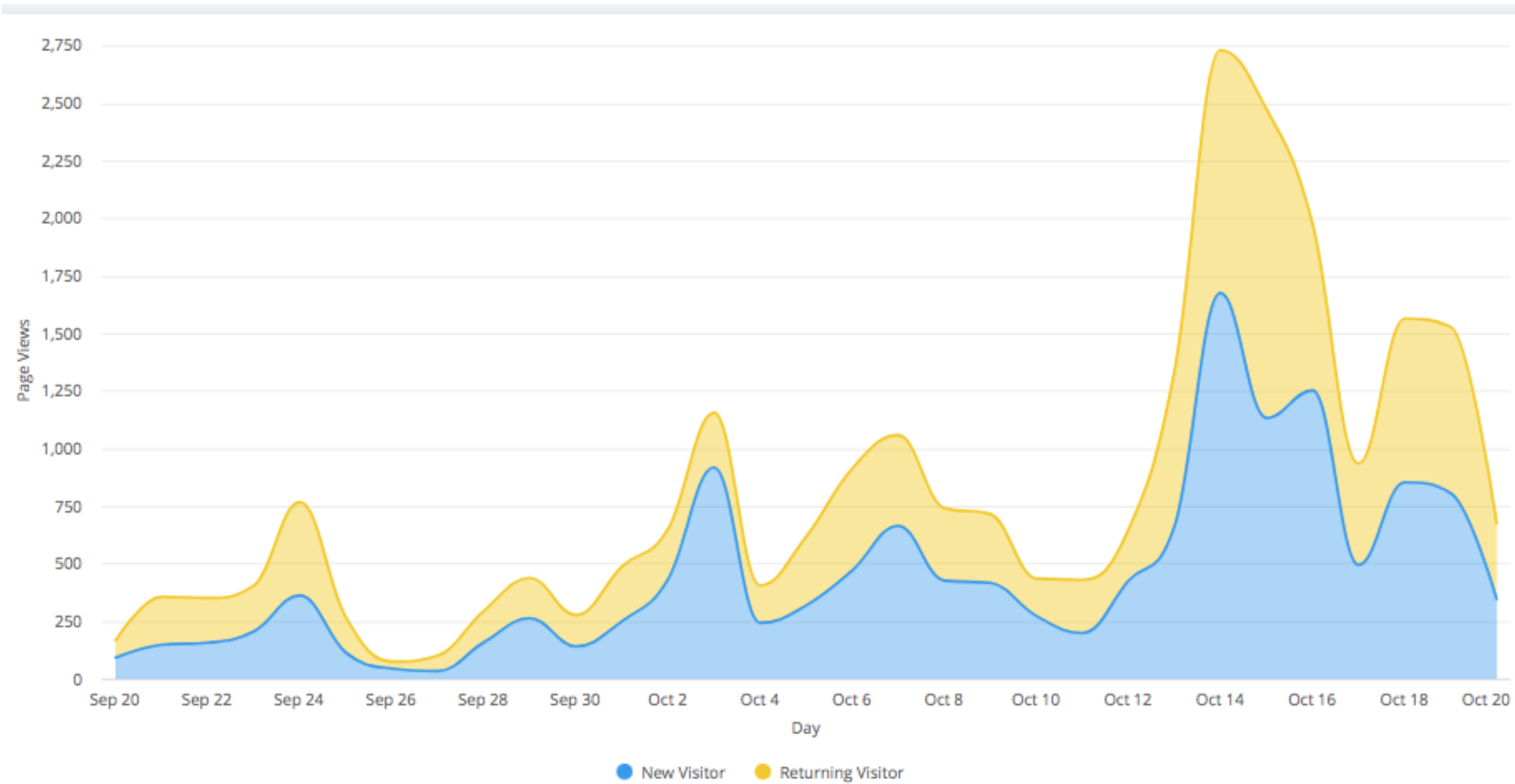
Views Per Month

Playback Promotional Ads

IMPRESSIONS: 12,535 Unique Views

Per Month

WEBSITE TRAFFIC INCREASED DURING ROGERS PROMOTIONS



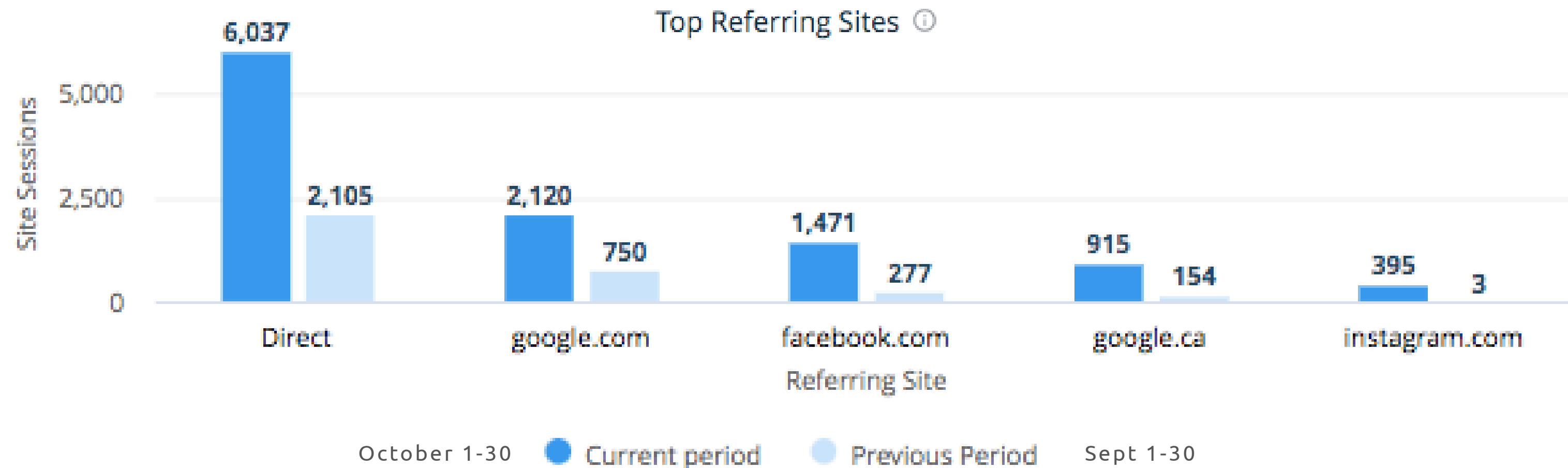
Unique Visitors - Increase in New Visitors during month of October

9,634
Unique Visitors
↑ 309%
*compared to same 30 day span of 2019

13,067
Site Sessions
↑ 247 %
*compared to same 30 day span of 2019

WEBSITE METRICS

Reelworld experienced a 186% increase in direct website visitors during the time our Rogers promotions were on air.



FESTIVAL SOCIAL MEDIA IMPACTS

2020 FESTIVAL COMPARED TO 2019 FESTIVAL

Total Media Exposure

↑1163%

*compared to same 30 day span of 2019

Social Media Engagment

DOUBLED

*compared to same 30 day span of 2019

TWITTER

1.1K

Engagements

↑157%

*compared to same 30 day span of 2019

FACEBOOK

1.2K

Engagements

↑16.1%

*compared to same 30 day span of 2019

INSTAGRAM

2.9K

Instagram Engagements

↑168%

*compared to same 30 day span of 2019

LINKEDIN

2.6K

Engagements

REELWORLD

MEET OUR TEAM

Founder, Executive &
Artistic Director
Tonya Williams

Development Director
Emily-Jane Williams

Communications Director
Alison Cosgrove

Finance Manager
Rodrigo Diaz Varela

Program Manager
Suri Parmar

Communications &
Industry Initiatives
Gesilayefa Azorbo

Event, Program & Project
Coordinators
Barbara Mamabolo
Rosie Sadoquis

Film Programmers
Marina Hanna
Reza Sameni
Ella Cooper
Aisha Evelynna

Social Media Manager
Jaspreet Sandhu

Communications Interns
Linelle Griffith-Ray
Latasha Brown

Marketing Coordinator
Brandon McDonald

Digital Media Coordinators
Mike Regis
Jordan St. Kitts

Bookkeeper
Nasiche Taylor

Graphic Design
X Height Media



BOARD OF DIRECTORS

REELWORLD FILM FESTIVAL

Kadon Douglas, *Chair*
Manager, Marketing &
Communications, FCAD at
Ryerson

Blake Tohanam *Treasurer*,
CFO, 9 Story Media Group

Terry E. Markus, *Secretary*
Entertainment Lawyer,
Professor, Producer

Sasha Henry
Writer, Director

Joan Jenkinson
Partner, Producer, Artemis
Pictures

Floyd Kane
Creator, Writer, Producer,
Search it Up Productions Inc.

Peter John Kerr
Creative Director, Director
Producer, Shift

Shelley Niro
Artist, Director

Romen Podzyhun
Chairman & CEO, Channel Zero

R.T. Thorne
Artist, Director

Srinivas Krishna
President, DivaniFilms Inc.

REELWORLD SCREEN INSTITUTE

Patricia Bebia Mawa, *Chair*
Executive Vice President,
Silvertrust Media
& Afroglobal TV

Cheryl Hudson, *Vice-Chair*
Founder & CEO, Dove
Philanthropy Advisors

April Mullings, *Treasurer*
Director, Finance, and
Business Affairs, HLP +
Partners

Erica Shaw, *Secretary*
Media Production Manager,
Shaw Communications &
Professor, Sheridan

Andria Case
Reporter, CTV Toronto

Nam Kiwanuka
Journalist, TVO

Victoria Shen
Labour & Human Rights
Lawyer, ACTRA

Anya McKenzie
Producer/Programmer/
Business and Rights, CBC



OUR 2020 PARTNERS

BellMedia



TELEFILM
C A N A D A



creativeBC



PLAYBACK



ACTRA



POST FESTIVAL REPORT

**20TH ANNIVERSARY
REELWORLD FILM FESTIVAL**

**THANK
YOU!**

WE HOPE TO SEE YOU NEXT YEAR