

iLUNCH 9
back to basics

fall + winter 10/11
gladstone hotel • toronto

EXTRA!

[Meet with French Companies from the digital industry in Toronto March 30 and 31.](#)

The French Trade Commission in Canada is organising a Trade mission for a delegation of 12 French companies specialised in digital and interactive Medias.

The French delegation is coming to Canada with an objective of presenting its expertise and know-how and to develop partnerships in the fields of digital and interactive medias services with a focus on digital content, animation, imaging, serious gaming as well as e-learning.

If you would like to attend the session on March 30th immediately following IO's iLunch at 2pm, please notify Julien Grisoni at 416 977 1257 ext 221 or julien.grisoni@ubifrance.fr



[iLunch 9.5 - March 30th 12-2pm](#)
[Featuring Gamification thought leader, Gabe Zichermann](#)

Gamification is transforming companies big and small, from media and advertising to travel and manufacturing. Leveraging the lessons of blockbuster social games like Farmville and years of engagement developed in frequent flyer programs, gamification's proponents see a fun future in which users are engaged (and succeeding) in everything from doing their taxes to getting fit. Come hear Gabe Zichermann, author of two books and chairman of the Gamification Summit share some of the most interesting insights about this trend and how you can capitalize on it for your business. A highly sought after public speaker for such events as **Google Tech Talk**, **Web2.0**, and **Mobile Games Forum**, Gabe will bring his expertise and experience to iLunch 9 and close the series with a session you don't want to miss. Register [here](#).

INDUSTRY NEWS

[Technology Growth Initiative \(TGI\) - Business Bootcamps Spring 2011](#)

The TGI and bootcamp event is primarily for start-up companies in the ICT, Cleantech and LifeSciences sectors. Foreign Affairs and International Trade Canada (DFAIT) and the Trade Commissioner Service (TCS), along with its partners Miller Thomson and KPMG would like to cordially invite you to participate in the Technology Growth Initiative (TGI) Eastern Canada Business Boot Camps Spring 2011.

[Apply to M+M 2011 Seminar+Lab NATIONAL CALL FOR ENTRIES](#)

Applications are now being accepted from: writers, film/television producers, digital media/games/mobile developers, marketing/social media specialists, broadcasters, commissioning editors and educators. Only 20 participants will be selected based on their profiles, motivation and experience. To apply, fill out the M+M LAB Application form, and email it to [Merging Media](mailto:info@mergingmedia.ca) at info@mergingmedia.ca by **March 31, 2011**.

[Canada Media Fund 2011-12 Application Forms Available](#)

Application forms are currently available for the Experimental Stream and the following Convergent Stream programs: Performance Envelope Program, Aboriginal Program, Francophone Minority Program, English POV Program, Diverse Languages Program and the English Production Incentive. Please note that the Convergent Development and Convergent Versioning forms will be available at a later date. To see the form submission deadlines, click [here](#).

[Ontario Sees Surge In Gaming Industry](#)

When the multi-million dollar video game publisher and developer Ubisoft opened a studio in Toronto in 2010, the Ontario government lauded its arrival. Ontario courted Ubisoft, a highly profitable multinational company based in France, for three years. With a \$263 million grant from the province, to be dolled out in the form tax breaks over 10 years, Ubisoft opened a studio in Toronto in the Junction Triangle to focus exclusively on high-quality, high-budget Triple-A titles.

[Government-funded 3D Gaming Initiative Enters New Dimension](#)

Together, OMDC, OCE, industry and academic partners will provide more than \$835,000 in funding to Interactive Gaming Ontario 3D (IGOSD), a new collaborative effort that brings together the expertise of five universities, one college and a wide range of gaming industry partners whose mission is to drive the growth of the province's digital media content industry.

[IO's Ian Kelso to Speak at International Conferences](#)

President of IO, Ian Kelso, has been attracting attention within the digital industry for his insight on the growing Canadian gaming landscape, as seen in the recently published [Toronto Star article](#). Within the next couple of weeks Kelso is set to speak at four conferences, three of which are international. Kelso will be heading to:

- SXSW, Austin,
- Rio Content, Rio de Janeiro;
- Insight Convergence & Competition, Toronto and
- East Coast Game Conference, Raleigh

[Canada's Pixel-perfect Business Conditions Touted by Ontario Technology Corridor at GDC San Francisco](#)

Executives from five Ontario cities & regions are promoting pixel-perfect conditions for expanding digital media companies. There are specific incentives in Ontario for the gaming industry. The world's soundest banking system, an Ontario Interactive Digital Media Tax Credit that refunds 35-40 per cent of eligible production costs, and 18,000 graduates from 174 specialized digital media programs including 3D animation, film studies, advanced computer programming, math, and hardware engineering are all part of the story.

[GCA-XMG Challenges Students to Stand On the Shoulders of Giants](#)

This coming weekend, hundreds of college and university students from across Canada will be using some of these tools to create video games as part of the Great Canadian Appathon, a 48-hour coding competition sponsored by the National Post, XMG and Telus Corp.

[CMF Announces Funding for Interactive Projects](#)

The Canada Media Fund is investing another \$11.5 million in 36 new innovative interactive projects submitted in the second round of its Experimental Stream. The CMF offers financial assistance to support projects at various stages of their completion: production, development or marketing. Projects include entertainment content, technical development, online sites and portals, and mobile applications.

DEADLINES

[FITC Early Bird Rate ends March 18, 2011](#)

[M+M 2011 Seminar+Lab Call for Submissions closes March 31, 2011](#)

[INalay Call for Submissions closes April 1, 2011](#)

[INalay Early Bird Special ends April 14, 2011](#)

JOB POSTINGS

[Dean of Applied Research and Scholarship - Seneca College](#)

[Dean of Students - Seneca College](#)

[Executive Director, Human Resources - Seneca College](#)

[Human Resources Consultant - Seneca College](#)

[Manager of Alumni and Annual Giving - Seneca College](#)

[Senior Development Officer - Seneca College Seneca College](#)

[Program Manager, CurioCity - Let's Talk Science](#)

EVENTS

[Prep-Camp for Technology Growth Initiative 2011](#)
March 9, 2011
Toronto

[Games Fleadh](#)
March 9 - 10, 2011
Ireland

[Animation 2.0 The Next Level IO Members receive discount](#)
March 11, 2011
Toronto

[SXSW 2011](#)
March 11 - 20, 2011
Texas

[IGDA Roundup](#)
March 14, 2011
Toronto

[Monetizing Digital Content: An Executive Event](#)
March 23rd, 2011
Toronto

[iLunch 9.5 - IO Members receive a discount](#)
March 30, 2011

[Meet with French Trade Commission](#)
March 20, 2011

[Interact - IO Members get in free](#)
March 30, 2011
Toronto

[MIPTV 2011](#)
April 4 - 7, 2011
France

[MCV Industry Excellence Awards 2011](#)
April 7, 2011
London

[ECGC](#)
April 13 - 14, 2011
North Carolina

[Festival of Games 2011](#)
April 28 - 29, 2011
Netherlands

[Merging+Media Transmedia Seminar Lab](#)
April 28- 29, 2011
Vancouver

[FITC - IO Members receive a discount](#)
May 2 - 4, 2011
Toronto

[INalay - IO Members receive a discount](#)
May 17, 18, 2011
Toronto

[NXNE - IO Members receive a discount](#)
June 13- 19, 2011
Toronto

HEADLINES

[Telefilm Takes Canadians On a Mission To SXSW - Village Gamer](#)

[GDC 2011 Confirms Record Attendance, Highlights, GDC 2012 Dates - Gamasutra](#)

[NFR Develops New Space for Interactive Cinema and Digital Storytelling - Mediacaster Magazine](#)

[TVQ and RIM Add to Mobile Content Offerings - Mediacaster Magazine](#)

[Browser Makers Release Standard to Bring 3D Graphics to Web Apps without Plug-ins - Venture Beat](#)

[New Mobile Apps Are All about the Group - GigaOM](#)

[Apple Announces iPad2, Launching March 11 in U.S./Canada March 25 - Digital Journal](#)

[Gamers, Get Ready for the Third Dimension - Globe and Mail](#)

You are receiving this email because you opted in at our website, or through one of our events.

[Unsubscribe \(if @market2world.com from this list.](#)

Our mailing address is:
Interactive Ontario
39 Market Ave, Suite 411
Toronto, Ontario M5K 3J8

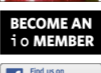
[Add us to your address book](#)

Copyright (C) 2011 Interactive Ontario All rights reserved.

[Forward](#) this email to a friend
[Update your profile](#)

iLUNCH 9
back to basics

fall + winter 10/11
gladstone hotel
toronto, ontario



BECOME AN IO MEMBER

Find us on Facebook

FOLLOW IO ON TWITTER

Join IO's LinkedIn group here