

## 1. INTRODUCTION

### Playback's Annual Independent Production Survey

Thanks for participating in our 2011 survey. As one of the few nationwide compilations of indigenous production, this report is a valuable and much utilized resource for everyone in the industry – and we rely on your participation to ensure it is complete.

The 24th annual Independent Production Survey ranks Canadian production companies based on the volume of Canadian film and TV production they handle in a calendar year. This year's survey is for 2011.

In addition to online, the survey will be published in the Spring/Summer 2012 issue of Playback, which is distributed to subscribers and available at the 2012 Banff World Media Festival.

**NEW FOR THIS YEAR:** The first five companies to complete the survey and submit it will each have the opportunity to be profiled on PlaybackOnline.ca as part of the kick-off campaign for the survey. Also, we've added a new question to the survey asking you to tell us what you did differently in 2011, and why. This content will help us shape topical features to accompany the survey in our 2012 Spring/Summer issue.

### HOW THE SURVEY WORKS

The survey measures all production and development by volume on a calendar year basis. This year's survey is for 2011.

Volume is expressed in terms of total production budget(s) handled by each company. (This does not include advertising or corporate/commercial production.)

We also want to document the amount of service production. Since we want to distinguish between proprietary independent production and service production, service deals are tallied separately.

Please take all the long-form features and TV projects you produced during 2011 and tell us the total of these budgets. In the case of a co-production, include only your company's portion of the budget. If a production overlapped either the beginning or the end of 2011, include only the portion of the project handled during the calendar year.

Similarly, also include the total amount spent on development in 2011.

The survey is five pages in total.

**SURVEY DEADLINE IS FEB. 3, 2012.**

**IF YOU ARE HAVING ANY PROBLEMS WITH THIS SURVEY: EMAIL [KBAILEY@BRUNICO.COM](mailto:kbailey@brunico.com)**

## 2. COMPANY INFO

### \* 1. Please fill out your company info below:

**Company:**   
**Address 1:**   
**Address 2:**   
**City/Town:**   
**State/Province:**   
**ZIP/Postal Code:**   
**Email Address:**

### 2. Key executives:

Name and title:   
Name and title:   
Name and title:   
Name and title:

### \* 3. Total independent production budget for 2011 (calender year):

**The total of the budgets of all the feature and TV projects produced by the company in 2011, including only your company's portion of any co-productions. Include only the financial portion of the projects handled during the calender year.**

**Please note that service work is NOT included. That is addressed separately.**

\$

### \* 4. Total development budget for 2011 (calender year):

**Total amount spent on film and TV development by your company during the calender year.**

\$

### \* 5. Service production budget for 2011 (calender year):

**Please list the total value of service work produced in 2011:**

\$

### \* 6. Feature production budget

**Please indicate the amount spent on feature film production in 2011:**

\$

### 3. TV PRODUCTION BUDGET BREAKDOWN BY GENRE

Please list your total TV spend by genre using the following key as a reference:

- (TV-DS) Dramatic TV series
- (TV-LS) Lifestyle/Magazine (i.e. Sarah's House)
- (TV-RF) Reality/Factual (i.e. Canada's Worst Driver)
- (TV-C) Reality – Competition (i.e. Canada's Got Talent)
- (TV-CS) Comedy series
- (TV-CV) Comedy - one-off/variety
- (TV-G) Game or quiz show – series (i.e. Le Tricheur)
- (TV-AS) Animation - Other (adult series, etc)
- (TV-CA) Animation - Children's series
- (TV-CLA) Children's Live Action scripted – series
- (TV-CFR) Children's Factual/Reality - series
- (TV-DOC) Documentary one-off
- (TV-DOCS) Documentary series
- (TV-SP) TV series pilot
- (TV-MS) Miniseries
- (MOW) TV movie
- (ON) Online-only (series)

#### 7. Documentary

(TV-DOC) Documentary one-off	<input type="text"/>
(TV-DOCS) Documentary series	<input type="text"/>
GENRE TOTAL	<input type="text"/>

#### 8. Drama - one-off

(TV-SP) TV series pilot	<input type="text"/>
(TV-MS) Miniseries	<input type="text"/>
(MOW) TV movie	<input type="text"/>
GENRE TOTAL	<input type="text"/>

#### 9. Drama - series

GENRE TOTAL	<input type="text"/>
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#### 10. Animation:

(TV-AS) Animation - Other (adult series, etc)	<input type="text"/>
(TV-CA) Animation - Children's series	<input type="text"/>
GENRE TOTAL	<input type="text"/>

#### 11. Kids

(TV-CLA) Children's Live Action scripted – series	<input type="text"/>
(TV-CFR) Children's Factual/Reality - series	<input type="text"/>
GENRE TOTAL	<input type="text"/>

**12. Non-Scripted**

(TV-LS) Lifestyle/Magazine	<input type="text"/>
(TV-RF) Reality/Factual	<input type="text"/>
(TV-C) Reality – Competition	<input type="text"/>
(TV-G) Game or quiz show – series	<input type="text"/>
GENRE TOTAL	<input type="text"/>

**13. Comedy**

(TV-CS) Comedy series	<input type="text"/>
(TV-CV) Comedy - one-off/variety	<input type="text"/>
GENRE TOTAL	<input type="text"/>

**14. Online (series)**

GENRE TOTAL	<input type="text"/>
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**15. Specials**

GENRE TOTAL	<input type="text"/>
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## 4. PROJECTS PRODUCED IN 2011

Please list your 2011 film and TV productions by TITLE, FORMAT and BUDGET in the spaces provided. Use the format shortcuts listed below to categorize your production.

The following key can be used for theatrical projects:

- (TH-DR) Theatrical – dramatic
- (TH-DO) Theatrical – documentary
- (TH-AN) Theatrical – animated
- (TH-SF) Theatrical - short film

Example:

A Heartwarming Tale, MOW, \$650,000

Nine Lives: Tails from the streets, 13x30 TV-DS, \$1.3 million

### 16. LIST YOUR PROJECTS HERE:

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## 5. YEAR IN REVIEW

Please take a moment to tell us a bit about how your business changed in 2011.

**17. Did you do more work in a certain genre than you have traditionally done in the past?**

**Why?**

**18. Did any area significantly drop off?**

**19. What opportunities did you see open up in 2011 and how did you take advantage of them?**