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Academy of Canadian Cinema and Television Announces New Partnership with Zip.tv

One of many partners providing critical support

(Toronto, ON) February 6, 2008—The Academy of Canadian Cinema and Television (ACCT) announced today a new partnership with Zip.tv. This unique agreement will allow voting ACCT members to access online streaming of select documentaries and theatrical shorts nominated for a Genie Award at Zip.tv, a community-focused, online video site and sister company of Zip.ca, Canada’s online video rental service. The 28th annual Genie Awards are scheduled for Monday, March 3rd at the Metro Toronto Convention Centre.

There are several advantages in having ACCT members viewing nominated films online according to Sara Morton, CEO for the ACCT. “Most important, it simplifies the process for our members, which will encourage more of them to participate,” said Morton. “There’s less impact on the environment since we won’t need to dub, package and distribute as many DVDs this year.”

In addition to online streaming of documentaries and theatrical shorts, Zip.tv will also host the Genie Awards’ “video-on request” service for all nominated films including full-length features.

“The Genie Awards are a coast-to-coast celebration of Canada’s finest in film-making,” said Rick Anderson, President and CEO of Zip. “It’s an honour for Zip.tv to play such an important role in the voting process and moving the awards into the digital age. We’re very pleased that the Academy recognized our expertise in DVD delivery and entrusted us with their video on request program as well as the online video site.”

Sponsorships and partnerships play an integral role in the success of the Genie Awards. These include:

- ❖ Much valued support from Telefilm Canada, celebrating its 40th anniversary this year.
❖ New support from Film Nova Scotia, MANITOBA FILM AND SOUND, New Brunswick Film and the Ontario Media Development Corporation (OMDC).
❖ New partners including HMV Canada and MAC Cosmetics.
❖ Continued relationships with long-standing sponsors like Cineplex Entertainment, Empire Theatres, FUJIFILM Canada, Deluxe and Kodak Canada Entertainment Imaging.

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- ❖ Achievement in Music - Original Score sponsored by HMV Canada Inc.
- ❖ Best Documentary sponsored by Hot Docs Canadian International Documentary Festival
- ❖ Achievement in Cinematography sponsored by Kodak Canada Entertainment Imaging

For a complete list of sponsors for the 2008 Genie awards, visit www.genieawards.ca

About the Academy of Canadian Cinema & Television (ACCT)

The ACCT is a national, non-profit, professional association dedicated to the promotion, recognition and celebration of exceptional achievements in the Canadian film and television industries. Created in 1979, and today unifying almost 4,000 industry professionals across Canada, the Academy has become a vital and integral force in the industry.

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