

Canadian sales representatives net \$16 millions at the AFM

TORONTO – Private Canadian film and video exporters struck it rich at this year's American Film Market with more than \$16.1 million in confirmed and pending sales, Telefilm Canada reports.

Leading the way was Simcom International with strong theatrical sales of Canadian movies at the Los Angeles market.

Simcom's top selling product was **The Haunting of Hamilton High**, which was bought by the United Kingdom, Australia, Scandinavia, Holland, Greece and the Philippines.

Steve Johnston, Simcom's vice-president of sales, announced a major deal pending with a U.S. distributor for both **Haunting of Hamilton High** and **Higher Education**, another Simcom feature film.

This year's event produced the first seven figure market for Simcom, Johnston told Telefilm officials.

Simcom sold the critically acclaimed feature film **Dancing in the Dark** to the United Kingdom, Scandinavia, Germany, Israel, Australia and Argentina.

Other Canadian features sold by Simcom include **John and the Missus**, **Crimewave**, **Bullies**, **Lost!**, **High Stakes** and **The Kidnapping of Baby John Doe**.

Five smaller Canadian exporters appeared at the American Film Market under a first-time umbrella arrangement with Telefilm.

Thomas Howe Associates, Modern Cinema Marketing, Sullivan Films Distribution, Visual Productions '80 and Cinar Films made a total of about \$2.6 million (Canadian) in confirmed and pending sales.

"We've never had this much product sold before," said Telefilm Canada marketing officer Julia Frittaion. She said Simcom's sales as well as the first time arrival of the smaller companies made it the best market for Canada yet.

Most of the deals made by the smaller Canadian exporters were for the home video market, Frittaion said in a written release.

Some of the deals include:
– Sullivan Films Distribution finalized video sales of **Anne**

of **Green Gables** to Japan, England, France, Australia, New Zealand, China, Hong Kong, Korea, Taiwan, Italy and Spain.

– Cinar Films Inc. signed a major co-venture deal with Viacom for post-production and distribution of 26 half-hours of animation. A Telefilm Canada press release states that

eventually Cinar will produce the North American version of a series already purchased by Viacom from a foreign country. Cinar will retain distribution rights for Canada.

– Thomas Howe Associates concluded a theatrical distribution deal for the animated feature **Toons X 9** with Ex-

panded Entertainment in the U.S.

Telefilm Canada also said various co-production and co-venture deals were concluded at the American Film Market, which ran from Feb. 26 to March 6, 1987.

Location Expo, a new aspect of the market started last year

that offers local production information, was attended by provincial film agencies from British Columbia, Alberta, and Manitoba as well as the Yukon.

Municipal government agencies from Calgary, Edmonton, Montreal and Toronto were also at Location Expo, which ran from Feb. 28 to March 2.

A REPORT TO THE SHAREHOLDERS OF THE NATIONAL FILM BOARD OF CANADA

LAST YEAR YOU INVESTED \$2.50* IN THE NFB AND THE NFB MADE OVER 100 OUTSTANDING FILMS SEEN BY MILLIONS

**FEELING YES,
FEELING NO**

Directed by Moira Simpson. A widely used program for the prevention of child sexual assault. Now part of the school curriculum in almost every province.

THE BIG SALT

Directed by Richard Condie. A madcap animated film about a family squabble in the midst of a nuclear war. 13 awards including an Academy Award nomination and a Genie for best Canadian animated short of 1986.

90 days

Directed by Giles Walker. An international hit comedy about two modern men in search of love. Sold to more than 40 countries.

FINAL OFFER

Directed by Sturla Gunnarsson and Robert Collison. Best Canadian documentary of 1986; Grand Prize at the Banff TV Festival; First Canadian production to win the Prix d'Italia, the world's top public broadcasting award.

Sitting in Limbo

Directed by John N. Smith. A cautionary tale full of warmth and humor about the lives of black teenagers in Montreal. Three major awards: 1986 Montreal World Film Festival, 1986 Toronto Festival of Festivals and the International Film Week, Mannheim.

LE DÉCLIN DE L'EMPIRE AMÉRICAIN

Directed by Denys Arcand. Top Canadian film at the box office in 1986 and the first-ever Canadian OSCAR nominee for best foreign-language feature film. Co-produced by the NFB and Corporation Image M&M Ltée.

WE'RE IN BUSINESS

*The NFB costs each Canadian \$2.50 a year.



National Film Board of Canada
Office national du film du Canada

MONTREAL – The film **Le Déclin de l'empire américain** has surpassed the \$3 million mark at the box office breaking the previous record set by the French-language version of **ET**. The subtitled English-language version has pulled in \$1 million in Canada.