

Media Alert

For Immediate Release

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CHCH AND MOTION CONTENT GROUP LAUNCH DRAMA DEVELOPMENT PARTNERSHIP

TORONTO, ONTARIO - CHCH and Motion Content Group today announce a partnership to invest in the creation of original high-quality Canadian programming with international appeal.

The drama development partnership will see CHCH and Motion Content Group jointly select projects to be developed, produced and distributed worldwide. Together, the companies will work directly with writers as well as third party producers to secure premium returnable series.

The creative sensibilities and domestic relationships of CHCH, together with Motion Content Group's global relationships and interest in supporting quality content creation will allow the companies to build international co-productions speeding up the process to get original series from development to air.

The initiative is being led by Jennifer Chen, Vice President of Programming for CHCH, and Tony Mouldsdaie, Global Director of Programming for Motion Content Group.

"Motion is committed to developing new funding models which bring premium content to the international market *and* which support our broadcast partner's programming ambitions," said Tony Mouldsdaie. "This deal builds on the success of our previous deals with CHCH on THE PINKERTONS and WYNONNA EARP."

"This collaboration will unlock great opportunities for Canadian content-creators, and we're looking to work with new talent as well as world-leading established writers," added Jennifer Chen.

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About CHCH

CHCH-TV started broadcasting in 1954 and is proud to be the news leader for Hamilton and the surrounding Halton and Niagara regions of Southwestern Ontario. CHCH produces over 24 hours of original local news programming each week. With a primetime line-up anchored by movies, news magazine shows, and hit dramas, CHCH is available to over 92% of Ontario households and is viewed by millions nationally each week. CHCH News is produced daily out of its broadcast studio located in Hamilton, Ontario.

About Motion Content Group

Motion Content Group is a global content investment and rights management company which invests and partners with the world's leading talent, producers, and distributors to fund, develop, produce, and distribute premium content for the global benefit of our content partners and networks, platforms, and advertisers.

Motion utilises the unique worldwide infrastructure and deep commercial relationships of GroupM and WPP to the benefit of our content partners and advertisers. Motion investments and partnerships support the editorial and commercial requirements of producers, networks, and platforms in order to support contextually safe, high-quality advertising environments.

Headquartered in London and Los Angeles, the business currently operates in 26 countries worldwide, with Motion's broad range of award winning programming distributed globally.