

MEMORANDUM OF UNDERSTANDING

Between

Alberta Media Production Industries Association

And

Shanghai Broadcasting Film & Television Producers Association

January 12, 2018

This Memorandum of Understanding (the "MOU") is intended to set forth the terms and conditions under which the Alberta Media Production Industries Association. (herein referred to as "AMPIA") wishes to collaborate with the Shanghai Broadcasting Film & Television Producers Association (referred to as "SFTPA") in the cultural collaboration of narrative digital screen content in the areas of television film and interactive media (referred to as the "Collaboration")

DEFINITIONS

1. "Digital Screen Industry" means; film, television and interactive media.
2. "Intellectual Property" means; that is the result of creativity, such as a script to which one has rights and for which they control the copyright.
3. "Producer" means; the owner and creator of digital screen content
4. "Narrative" means; digital screen content that is story driven
5. "Co-Production" means; a production wherein both parties have ownership in the intellectual property
6. "Co-Venture" means; a mutually beneficial business relationship

A.

ACKNOWLEDGEMENTS

The parties acknowledge the purpose the MOU is to establish a mutually beneficial cultural and business relationship and agree to collaborate on the following initiatives:

1. Create and facilitate Co-Production and/or Co-Ventures between Alberta and Shanghai producers;
2. Facilitate distribution opportunities for Alberta and Shanghai producers;
3. Facilitate cultural opportunities for Alberta and Shanghai producers and narrative content creators;
4. Facilitate business opportunities for Alberta and Shanghai producers;

B.

AMPIA

AMPIA agrees to the following:

1. Act as the liaison for Shanghai producers who wish to conduct film production in Alberta;
2. Identify Alberta producers to facilitate co-venture and/or co-production partners for Shanghai producers;
3. Facilitate meeting with International Distributors at Alberta industry events;
4. Provide Shanghai producers an opportunity to attend and participate in Story Summit;
5. Provide Shanghai producers an opportunity to attend and participate in the Banff World Media Festival;
6. Act as the liaison for Shanghai producers and Alberta Film;
7. Act as a liaison for Shanghai producers with Alberta film festivals such as the Calgary International Film Festival, Northwestfest and The Edmonton International Film Festival;
8. Facilitate a cultural and mentorship exchange between Alberta and Shanghai film students;
9. To advance the creation and distribution of content created by Shanghai producers and facilitate digital screen industry subject matters with experts as might be needed;
10. Act as the liaison for Shanghai producers with the Calgary Film Commission and the Edmonton Screen Industries Office.

C.

SFTPA

SFTPA agrees to the following:

1. Act as the liaison for Alberta producers who wish to conduct film production in Shanghai;
2. Act as the liaison for Alberta producers who wish to sell and distribute digital screen content in Shanghai;
3. Facilitate future opportunities for Alberta producers to meet with Shanghai producers;

D.

FUTURE COLLABORATION

In an effort to advance the Cultural and Economic opportunities the Parties agree:

1. To advance and expedite future opportunities AMPIA representatives shall visit Shanghai in the Third Quarter of 2018;
2. Establish and facilitate an efficient communication process for Alberta and Shanghai producers to conduct business.

Accepted and agreed to

Signed: _____

SFTPA

Date: _____

2018. 1. 12

Signed: _____

AMPIA

Date: _____

January 12, 2018