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Ontario

Ontario Media Development
Corporation

Société de développement
de l'industrie des médias
de l'Ontario

May 15, 2013

Mr. John Stevenson
Secretary, Ontario Securities Commission
20 Queen Street West, 19th Floor, Box 55
Toronto, Ontario M5H 3S8

Dear Mr. Stevenson:

**Re: OSC Exempt Market Review – OSC Staff Consultation Paper 45-710,
Considerations for New Capital Raising Prospectus Exemptions, 2012**

Ontario Media Development Corporation (OMDC), an Agency of the Ontario Ministry of Tourism, Culture and Sport, is an economic development agency with a mandate to build the capacity and competitiveness of Ontario's creative media industries. In addition to administering the province's creative media tax credits, OMDC also delivers programs and manages a number of investment funds for the book and magazine publishing, music, film and television production and interactive digital media industries.

While these industries are growing, creating high-value jobs, and generating significant economic return for Ontario, they also face critical challenges in a marketplace of increasing consolidation contrasted by fragmenting audiences. It is in this context that OMDC would like to commend the Ontario Securities Commission on prioritizing the exploration of new ways for Ontario companies to raise capital, in particular, through equity crowdfunding, and we would like to offer our assistance in your review process.

In order to remain competitive in the international marketplace, Ontario's content creators need access to more capital, from both public and private sources, to grow and strengthen their businesses. A critical factor influencing these innovative sectors is the ongoing disruption of traditional business models and the difficulty of developing new revenue streams to address the resulting financing gap. Crowdfunding has emerged as one potential opportunity for Ontario's content creators to access new and flexible sources of financing.

Should you find it useful, we would be pleased to offer OMDC's expertise and assistance to the Ontario Securities Commission during your review process. In addition to our staff's considerable knowledge and experience with Ontario's creative industries, OMDC also has direct access to a network of relevant companies and stakeholders who may also have useful insights about the implications and considerations of equity crowdfunding for Ontario's creative media sectors. Please do not hesitate to contact Raina Wells, Director of Business Affairs and Research, at rwells@omdc.on.ca or (416) 642-6638, should we be able to help.

OMDC thanks the OSC again for your efforts in this regard, and we look forward to engaging in the ongoing process.

Sincerely,

Karen Thorne-Stone
President and CEO
Ontario Media Development Corporation