



## **Move or Die: The Partners**

Zapdramatic's interactive animated adventure series, *Move or Die*, is the first of five new interactive projects to be featured on **Sympatico/MSN** in the coming months. It was produced with the assistance of the Ontario Media Development Corporation's **pl@tform Program**, in partnership with the New Media Business Alliance and Sympatico/MSN.

"The pl@tform Program has provided us with a rare opportunity to reach a wide, general audience," says **Michael Gibson**, President of Zapdramatic. "We especially appreciate the support of Sympatico/MSN who are providing us with an ideal setting to build audience awareness over an extended period of time."

"Ontario Media Development Corporation (OMDC) is proud to support the development of Zapdramatic's *Move or Die*," notes Chair **Marcelle Lean**. "This innovative product uses gaming technology to teach the age old skill of negotiation in a new way. OMDC's pla@tform funding program was designed to get these kinds of products to market and out to a wider audience."

"Zapdramatic's innovative approach to online narrative presents a unique new interactive experience that we think many people will find very compelling," adds **Ian Kelso**, President of the New Media Business Alliance. "I am excited that we were able to play a role in bringing Michael Gibson's vision to life and making it accessible to such a large potential audience."

"Providing our audience with original and compelling content as well as a showcase vehicle for some of Ontario's best and brightest new media content producers, are two key priorities for us specific to our association with the Ontario Media Development Corporation," says **John McLarty**, Senior Associate Director, Broadband & Events, Sympatico/MSN. "The originality, creativity and addictive nature of *Move or Die* is something that attracted us to the project right from the start."

*Move or Die* was written and animated by Michael Gibson and features the vocal talents of Jackie Burroughs, D. Garnet Harding and Jennifer Gould. The soundtrack is by JUNO-nominated recording artist, Danny Michel. The series won the Vortex Prize at last year's McLuhan International Festival of the Future.

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**More about the partners:**

**Zapdramatic** (<http://www.zap.ca>)

Zapdramatic is a leading interactive media company based in Toronto, Canada. The company designs and produces online negotiation games, a fun yet challenging way for audiences worldwide to learn and master the fine art of negotiation.

Zapdramatic operates a member supported Web site at [www.zapdramatic.com](http://www.zapdramatic.com), which attracts close to ¼ million unique users each month. As well, Zap provides interactive services to organizations wanting to develop online learning applications with an emphasis on negotiation, relationship and ethical practices.

**Ontario Media Development Corporation** (<http://www.omdc.on.ca>)

Ontario Media Development Corporation (OMDC), an agency of the Ministry of Culture, provides a wide range of programs and services to stimulate the growth of the province's book and magazine publishing, film and television, music and interactive digital media industries. OMDC's mandate is to build innovation, capacity and competitiveness in Ontario by working with the cultural media industries to maximize opportunities. Ontario's cultural industries contribute more than \$5.3B to the economy and generate more than 40,000 highly skilled jobs.

**New Media Business Alliance** (<http://www.nmba.ca>)

The New Media Business Alliance (NMBA) is a member-based not-for-profit industry association formed by and for business leaders to foster and promote the growth of interactive digital media content production in Ontario. Through its programs and partnerships NMBA seeks to promote the development and growth of the industry, help companies develop and enhance strategic planning, establish a nexus point of collective intelligence and best practices and communicate the needs of the industry to all levels of government.

**Sympatico/MSN** (<http://sympatico.msn.ca>)

Sympatico.MSN.ca is Canada's most popular online destination with 15 million unique visitors (\*) experiencing its entertainment, information and communication services. The portal brings together Bell Sympatico's Web content and broadband services with MSN's popular Hotmail, Messenger and Search services. Bell Sympatico is Canada's leading ISP, while MSN Messenger is used by more Canadians than any other instant messaging service with more than 10.6 million users (\*) and MSN Hotmail is the leading web-based email service, with 12.6 million Canadian users (\*). Sympatico.MSN.ca also delivers exclusive content to Sympatico High Speed Internet service subscribers, as well as value-added services such as MSN Premium and Microsoft Outlook(R) Live.

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