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A Web-TV convergence project for the *Grande Ourse* television series

Montreal, June 13, 2003. Thanks to a major financial contribution from the **Bell Broadcast and New Media Fund**, new-media agency **Reeves Interactive** plans to develop an innovative Web-TV convergence concept for January of next year.

Visitors to the www.grandeourse.tv site will attempt to solve a number of mysterious occurrences derived from the series in real time during the *Grande Ourse* broadcast schedule. The site content will be embellished with the philosophical writings by anthropologist **Serge Bouchard**, author of *L'homme descend de l'ourse*, published by **Boréal**. To assist Internet detectives, a cyber-narrator will leave new clues in a book of spells every week. He will also use a cellphone to send messages, and an interactive map to guide visitors.

The *Grande Ourse* TV series will star **Marc Messier** and **Normand Daneau**. Produced by Point de Mire, it will air on **Radio-Canada** television starting in January 2004.

Reeves Interactive is a Web and new-media agency specializing in the design and production of convergent interactive products. The firm is also developing TraceRightTM, a system that monitors rights to audiovisual works delivered over the Internet.

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