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## **Nordicity wins bid for economic impact and long-term strategy study for Nova Scotia Film Industry Taskforce**

**TORONTO — March 31, 2004** — The Nova Scotia Film Industry Taskforce has selected Nordicity Group Ltd. and Duopoly Inc. to prepare an economic impact analysis and long-term strategy for Nova Scotia's film and television production industry. The project is being funded by Nova Scotia Film Development Corporation, Nova Scotia Economic Development and the Atlantic Canada Opportunities Agency. It will consist of two phases. The first is an economic impact analysis, examining the costs related to generating film activity and assessing the benefits to the economy, society and culture. The second phase will be the creation of a strategic plan. The final report is expected to be complete by June 30.

The consortium of Nordicity Group and Duopoly Inc. was selected from 10 bidders.

Duopoly Inc. is a New York-based firm that provides marketing and business development services to clients in the film and television production industry.

Nordicity Group Ltd. ([www.nordicity.com](http://www.nordicity.com)) is the pre-eminent, independent, Canadian consulting firm specializing in policy analysis, business strategy, and process improvement for clients in the communications and cultural sectors. Nordicity Group Ltd. helps organizations transform their business through sound strategic decisions, shrewd investments, and effective change processes.

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**For more information on Nordicity Group Ltd.:**

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