

## True Calling announces Amazon Prime Video partnership at Toronto's Hot Docs festival

True Calling is a media company that produces short, inspiring documentaries about people who love what they do. Cinematic and inspiring, their feel-good videos are built for the web, with a reach of 44M+ worldwide. True Calling compels viewers with both branded and non-branded episodes on human ambition, with built-in distribution across a variety of digital platforms, debuting today on Amazon Prime.

As a featured delegate at the Hot Docs festival this week in Toronto, True Calling announced their launch on Amazon Prime Video, joining the lineup of thousands of movies and TV shows seen in more than 200 countries around the world.

Amazon isn't alone in focusing on shorter docs and episodes. Other large OTT platforms are also moving to shorter form content including Netflix, who has hired an executive dedicated solely to short form productions, series and acquisitions, according to Digiday. Hulu is also acquiring short form video, following the success of this format on programs like Youtube RED and Facebook Watch.

True Calling's Keegan McColl is a delegate & speaker at Toronto's Hot Docs Film Festival this week and announced the Amazon Deal this morning. McColl comes from an OTT background, building 2 successful video platforms before joining the company as Head of Distribution & Growth. "True Calling sits at the intersection of passion, purpose, and profession, and now more than ever, everybody is drawn to those themes" says McColl. "Joining Amazon will help these great stories get seen by a growing audience worldwide, on a multitude of devices."

The digital-first company was built on a simple idea: so many people are disconnected from their passion, and if more people loved what they do, society would be happier. If we were more satisfied at work, things would be better. By telling inspiring stories on human ambition, they aim to spark action in people to pursue their passion.

True Calling differs from other web publishers in that their episodes are cinematic and award-winning, with a built in audience that shares and engages with it far more than the typical video publisher. The company also produces branded documentaries for companies looking to get their message across to millennials in an authentic format.

Offering sponsored episodes, True Calling offer brands a unique proposition at a time when viewers are in control more than ever, easily able to 'Ad Skip' in the mobile scrolling environment. Audiences today reject overly branded advertisements and have a low tolerance for traditional ad formats. The current landscape pushes content creators and advertisers to develop a responsibility to create instantly inspiring, cinematic, and helpful native content that consumers and brands are proud and excited to share.

Along with the growth in staff, viewership and a new Toronto office, True Calling has also launched a grants program, handing out \$150k+ to filmmakers to submit their best stories on human ambition. The best story pitches will go on to become episodes judged by a group of panelists from Sundance, TIFF, Hot Docs and Amazon. The winners will go on to become True Calling episodes, distributed through their digital partners. True to their name, the brand aims to encourage filmmakers across the country to pursue their own true calling and make amazing work.