



University of Toronto Mississauga Library, Archives & Special Collections

Finding Aid - EP Media Ltd. fonds (F006)

Generated by University of Toronto Mississauga Library, Archives & Special Collections on October 29, 2025

Language of description: English

University of Toronto Mississauga Library, Archives & Special Collections
3359 Mississauga Road
Toronto
Ontario
Canada
L5L 1C6
Telephone: 905-828-5236
[Email: utml.asc@utoronto.ca](mailto:utml.asc@utoronto.ca)
<https://collections.utm.utoronto.ca/>
<https://discoverarchives.library.utoronto.ca/index.php/ep-media-ltd-fonds>

EP Media Ltd. fonds

Table of contents

.....

Summary information	3
Administrative history / Biographical sketch	3
Scope and content	4
Notes	4
Access points	5
Physical condition	4

Summary information

Repository:	University of Toronto Mississauga Library, Archives & Special Collections
Title:	EP Media Ltd. fonds
Reference code:	F006
Date:	1994-2016 (creation)
Physical description:	4,610 digital video discs (3,156 hr.) : XD Cam 3,955 video cassettes (1,977 hr., 30 min.) : Beta Cam SP 137 video cassettes (205 hr., 30 min.) : Beta Cam SP 90 2,477 video cassettes (1,944 hr.) : DVC Pro 66 145 video cassettes (72 hr., 30 min.) : HD Cam 61 tape cartridges (3,550 hr.) : LTO4 308 video cassettes (308 hr.) : miniDV 8 video cassettes (4 hr.) : U-Matic 424 compact memory cards (141 hr., 20 min.) : CompactFlash 2 video cassette (2 hr.) : DVCAM 64 1 video cassette (1 hr., 30 min.) : DVCAM 184 48 audio cassettes (24 hr.) : Quantegy DA8 MP-30
Dates of creation, revision and deletion:	Created: Apr. 9, 2025

Administrative history / Biographical sketch

EP Media Ltd is a Vancouver-based media company which produces television and internet content related to the video game industry, gaming culture, and related entertainment. Founded by Victor Lucas as Greedy Productions Ltd., the company launched its website in April 1995. With the mandate, "to review every game, every peripheral, every machine ever made," Elecplay.com became a virtual home for reviews, previews, and exclusive features on the video game industry and its surrounding culture. In 1997, Electric Playground developed a half-hour television pilot which mixed video game reviews and news with entertainment. The Electric Playground television show was picked up with a series order by Space TV, a Canadian television channel owned by CHUM Ltd. Its premiere episode aired on 27 September 1997. The show's coverage of video game news and reviews, presented with ironic, off-the-cuff humour, was later described as "the Entertainment Tonight-meets MTV of the videogame world."

The Electric Playground show went on to run on television for over 25 seasons reaching millions of viewers internationally and became the world's longest running program focusing on video

gaming, game-related news, and game reviews. In 2001, The Electric Playground began airing throughout the United States, and the Caribbean, and through an alliance with the UK-based company Gameplay.com, also broadcasted segments throughout Europe.

In 2008, G4techTV was given exclusive broadcast rights in Canada to Electric Playground's television content, which had split into two daily half-hour shows: EP Daily, which focused on game news and previews, gaming culture, and on-location coverage of events, red carpets, behind-the-scenes interviews, and more; and Reviews on the Run, which gave consumer-focused reviews of games and gaming technologies (titled Judgment Day in U.S. broadcasts). In 2012, the media production expanded to include spin-off shows, documentaries, podcasts, radio programs, and other content. From 2010 to the end of 2015 the shows aired on Citytv and G4techTV Canada through a partnership with Rogers Wireless Inc. Since 2016, EP's content, including Electric Playground, Reviews on the Run, and the video podcast Vic's Basement continue to be distributed online via YouTube and Twitch.

Scope and content

Fonds consists of broadcast episodes of the television shows The Electric Playground (1997-2007), Electric Playground Daily (2010-2015) and Reviews on the Run (2002-2014); broadcast and webcast episodes of spin-off shows and documentaries, including Art of Play, Torrent, Quickplay, and GTN (1997-2016); raw footage from each program including A-Roll (interviews, live recordings, etc.) and B-Roll (video game footage and media packages, etc.); and back-up master tape recordings of most of the television programs and documentaries.

Notes

Physical condition

Access to original media is restricted. Access is limited to material which has been digitized by UTM Library.

Immediate source of acquisition

Donated by Victor Lucas, May 2023.

Arrangement

The fonds has been arranged by the archivist into the following series: 1. Broadcast episodes; 2. Raw production elements; and 3. Back-up recordings.

Restrictions on access

EP Media Ltd. retains copyright of the material and has granted the University of Toronto Mississauga Library a license to host the acquired material and make it available for private study, research, and education through the creation of digital copies.

Non-University of Toronto affiliated researchers are required to complete a researcher agreement in order to gain access to digital copies of EP Media Ltd. records.

Accruals

Future accruals are expected.

Note [General]

Alternative identifier(s) Accession: A2023.001

Other notes

- **Publication status:** Draft
-

Access points

- Film and video (documentary form)
-

Collection holdings
