

PRIME TIME 2022 SCHEDULE

FEB 2-11 2022

#PT2022



WED FEB 2

4:00 pm
• **LIVE Prime Time 2022 Opening Reception**

Prime Time's legendary opening cocktail party in virtual form. Join hundreds of delegates for networking, prizes and a few surprises.

Presented in partnership with



THURS FEB 3

10:00 am
Authentic Representation in the Industry: A Case Study

Speakers:

ANSELMO DESOUSA , ASL Master , Coach, Consultant
KERRY-LEE FINKLE, CEO, Producer, Actor, ASL Facilitator , Specialist Teacher Trainer
CHRIS KENOPIC, Community Leader & Actor
JENNIFER ROBERTSON, Actress and Writer
Moderator: ALEX BARONE , Actor

Presented in partnership with



2:00 pm
Getting to Know Netflix Canada

Speakers:

TARA WOODBURY, Manager, Canada Series, Netflix
DANIELLE WOODROW , Director, Canada Series, Netflix
Moderator: JORDAN PINTO, North American Editor , C21 Media

Presented in partnership with



3:30 pm
• **LIVE Buyers Briefing - Tubi**

Speaker:

ADAM LEWINSON , Chief Content Officer, Tubi

Presented in partnership with



4:30 pm
• **LIVE Buyers Briefing - CBC**

Speakers:

LEA MARIN, Director of Development, Drama, CBC
JENNIFER SHIN, Director of Development, Comedy , CBC

Presented in partnership with



THE PRIME TIME PITCH MARKET OPEN TO CMP A MEMBERS ONLY
Occurs February 4, 7, 8, 9 and 10 from 9:00 am to 12:00 pm ET ,
and from 3:00 pm to 6:00 pm ET . PRE-REGISTRATION IS REQUIRED.

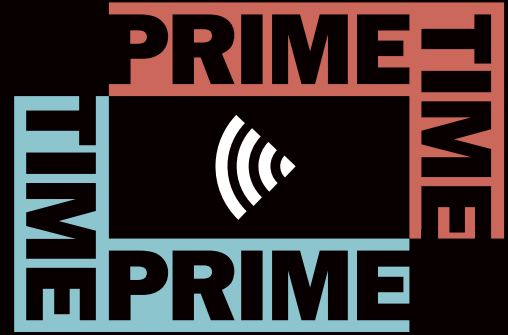
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FRI FEB 4 BELL MEDIA DAY

10:00 am A Fireside Chat with Bell Media's Karine Moses

Speakers:
KARINE MOSES, SVP, Content Development & News and Vice Chair, Québec, Bell Media
Moderator: MELISSA GRELO, Co-Host, CTV's The Social

Presented in partnership with



2:00 pm Spotlight On: Thunder Bay

Speakers:
RYAN McMAHON, Comedian, Journalist, Executive Producer of Thunder Bay
Moderator: WILLOW FIDDLER, National News Reporter, The Globe and Mail

Presented in partnership with



MON FEB 7

10:00 am Leader to Leader: Global Solutions for Contributions from Streamers

Speakers:
CHRISTA DICKENSON, Executive Director & CEO, Telefilm Canada
MATHILDE FIQUET, Secretary General, CEPI - European Audiovisual Production Association

Presented in partnership with



12:00 pm The Rise of FAST Channels

Speakers:
ASHLEY HOVEY, Head of The Roku Channel, AVOD, Roku Inc.
AMY KUESSNER, Senior Vice President, Content Strategy & Global Partnerships, ViacomCBS Streaming
JAMIE SCHOUELA, President, Global Channels and Media, Blue Ant Media
TEJAS SHAH, SVP Commercial Strategies and Analytics, FilmRise
Moderator: GAVIN BRIDGE, Senior Media Analyst, Variety VIP+

Presented in partnership with



2:00 pm Being Seen: Directives for Creating Authentic and Inclusive Content

Speakers:
KELLY LYNNE ASHTON, 'Being Seen', Ashton Consulting
SAMI KHAN, Oscar-nominated Filmmaker
LANETTE WARE-BUSHFIELD, CEO, A WWB Production, Inc.
CATHY WONG, Vice President, Equity, Diversity & Inclusion and Official Languages, Telefilm Canada
Moderator: JOAN JENKINSON, Executive Director, Black Screen Office

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TUES FEB 8

10:00 am

Made In Korea

Speakers:

NAHEE KIM, Managing Director, MBC America

SE-KWON KIM, Global Content Development Executive, JTBC Studios

DIANE MIN, Head of Format Sales, CJ ENM

Moderator: ADAM STEINMAN, Vice President, Creative, Format, Development & Sales, Warner Bros. International TV Production

12:00 pm

The Future of CMF

Speakers:

VALERIE CREIGHTON, President and CEO, Canada Media Fund

Moderator: maxine bailey, Canadian Film Centre

Presented in partnership with



2:00 pm

Past Ministers on the Future: Sheila Copps and James Moore on the Broadcasting Act and Beyond

Speakers:

THE HONOURABLE SHEILA COPPS

THE HONOURABLE JAMES MOORE

Moderator: EVAN SOLOMON, Host of CTV's QUESTION PERIOD and POWER PLAY, and National Affairs Specialist for Bell Media Radio's news/talk stations

Presented in partnership with



REEL CANADA

3:30 pm

• LIVE Buyers Briefing - Topic

Speakers:

JENNIFER LIANG, Vice President, Acquisitions, Topic

DEA PEREZ, Senior Manager, Content Acquisitions, Topic

Presented in partnership with



ROKU

4:30 pm

• LIVE Buyers Briefing - BET Networks

Speaker:

ROSE CATHERINE PINKNEY, Senior Vice President of the Original Programming Department, BET Networks

Presented in partnership with



ROKU

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WED FEB 9

10:00 am

Spotlight On: On-Set Mentorships with Ontario Creates and the Indigenous Screen Office

Speakers:

DANIS GOULET, Writer/Director

DARLENE NAPONSE, Writer, Director, Producer, Baswewe Films

KERRY SWANSON, Co-Executive Director, Indigenous Screen Office

EVA THOMAS, Writer, Producer, Director Indigenous Screen Office

Moderator: ERIN CREASEY, Manager, Industry Initiatives, Ontario Creates

Presented in partnership with



2:00 pm

LIVE Industry Outlook: Today to 2035

Speaker:

CATHERINE MATHYS, Director, Industry and Market Trends, Canada Media Fund

Presented in partnership with



3:30 pm

LIVE Buyers Briefing - Disney+

Speaker:

JASON BADAL, VP & GM Canada, Disney+

Presented in partnership with



4:30 pm

LIVE Buyers Briefing - Amazon Studios

Speaker:

BRENT HAYNES, Head of Scripted Series, Canada, Amazon Studios

Presented in partnership with



THURS FEB 10

10:00 am

Race-based Audience Data: A Global Perspective

Speakers:

SEAN COHAN, Chief Growth Officer and President, International, Nielsen Global Media

MAYA KANE, Executive Director, Marketing & Communications, CBC

LINDSAY VALVE, Lead Consultant, Quilin

DEBORAH WILLIAMS, CEO, Creative Diversity Network

Moderator: JOAN JENKINSON, Executive Director, Black Screen Office

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THURS FEB 10

2:00 pm
NFTs For Entertainment: How a Smart NFT Strategy Can Drive Buzz and Revenue

Speakers:

LYRIQ BENT, Actor/Producer

DAVID CORMICAN, President, Co-Founder at Don Carmody Television (DCTV) and Washington Square Entertainment

GORAV SETH, Co-Chair, Film Finance, Mogul Productions

Moderator: MIKE COSENTINO, President, CosMedia.Inc

Presented in partnership with



3:30 pm
LIVE Buyers Briefing - discovery+

Speaker:

TOBY FAULKNER, SVP of Content, discovery+

Presented in partnership with



4:30 pm
LIVE Buyers Briefing - Epix

Speaker:

ALEC STRUM, Vice President, Scripted Original Programming, Epix

Presented in partnership with



7:00 pm
Exclusive Virtual World Premiere of THE PORTER

Presented in partnership with



FRI FEB 11

11:00 am
Talent On Demand: Accelerating Workforce Development

Speakers:

JACK BLUM, Executive Director, REEL CANADA

CHRISTINE MAESTRACCI, President & Chief Executive Officer, Quebec Film and Television Council

ERIN O'CONNOR, Business Development Manager, Programming, Calgary Film Centre

Presented in partnership with



1:00 pm
LIVE A Fireside Chat with Minister of Canadian Heritage Pablo Rodriguez

Speaker:

THE HONOURABLE PABLO RODRIGUEZ, Minister of Canadian Heritage

Presented in partnership with



4:00 pm
LIVE Indiescreen Awards and Closing Reception

Presented in partnership with

