

Gunpowder & Sky CEO Van Toffler to be Friday morning keynote speaker at Prime Time 2017

TORONTO, January 4, 2017—The Canadian Media Producers Association (CMPA) today announced that cultural pioneer Van Toffler, CEO of Gunpowder & Sky, will give the Friday morning keynote speech at the 2017 edition of Prime Time in Ottawa. The 22nd edition of Prime Time in Ottawa will take place February 1 to 3 at The Westin with an esteemed lineup of business, innovation and thought leaders from the film, TV and digital industries.

“The trajectory of Van’s career is a testament to how forward-thinking leadership can change the face of the industry and make long-standing cultural impacts,” said Reynolds Mastin, President and CEO, CMPA. “With his vast experience in both traditional and new media, Van brings a perspective that will be invaluable to Prime Time audiences.”

This year's Prime Time conference will focus on the future of the industry in the age of experimentation. With subject matter from the practical to the visionary, international and Canadian speakers will explore top-of-mind issues among the screen-based media industries; accessing financing from digital players, finding new audiences and exploring the creative and business potentials of new platforms like mobile and VR. Panels, keynotes, roundtables and debates will also discuss international markets for export and partnerships and new models for distribution and ancillary revenue.

Taking place February 1-3, 2017, Prime Time offers a premium networking experience, amplified by the successful 'Breakfast With' networking sessions for delegates to meet with industry buyers and experts. Registration is now open, with travel and accommodation discounts available.

Van Toffler is the CEO and Co-Founder of [Gunpowder & Sky](#), a digital-first global studio dedicated to creating and distributing video content independent of form, genre or platform. Toffler is the former CEO of Viacom Media Networks Music & Logo Group. During his 28 year tenure at MTV/Viacom, Toffler instigated and oversaw some of the most vibrant cultural moments and creative brands in history. Under his leadership, he helped take MTV around the world to be the most valuable youth media brand, launched MTV Films, MTV Digital, MTV2, MTVU, MTV Hits & Jams, Palladia, VH1 Classic, VBS and Logo. Additionally Toffler oversaw the creation & production of a diverse slate of content from *Beavis and Butthead* to *The Real World*, the VMAs & Movie Awards, VH1's Hip Hop Honors, the CMT Awards, *The Osbournes*, *Punk'd*, *Jackass*, *Unplugged*, *Crossroads* and *Catfish*, as well as social campaigns like Choose or Lose, Hope for Haiti and VH1's Save the Music. He also produced/executive produced a slate of novel, irreverent and sometimes even Oscar nominated films such as *Election*, *Napoleon Dynamite*, *Hustle and Flow*, *Bad Grandpa* and *Blades of Glory*. He supervised



the creation of a slew of digital content from \$5 Cover directed by Craig Brewer, Inside Joke by Michael Che, Rock Band, Urge and VBS – a partnership with Vice.

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ABOUT PRIME TIME IN OTTAWA

The CMPA's Prime Time in Ottawa conference is a national networking event for some 600 of Canada's most prominent business leaders from the television, interactive media, feature film, broadcasting and telecommunications industries. primetimeinottawa.ca

ABOUT THE CMPA

The Canadian Media Producers Association (CMPA) is the country's leading member-based advocacy organization for independent producers, representing hundreds of companies engaged in the development and distribution of English-language content made for television, cinema and digital media channels. The CMPA works to promote the continued success of the Canadian production sector and ensure a future for diverse content made by Canadians for both domestic and international audiences. cmpa.ca

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