

# Honourable Mélanie Joly, Minister of Canadian Heritage at Prime Time 2017

TORONTO, January 11, 2017—The Canadian Media Producers Association (CMPA) today announced that the Honourable Mélanie Joly, Minister of Canadian Heritage will attend the 2017 edition of Prime Time in Ottawa. Following the unprecedented *Canadian Content in a Digital World* consultations, the Minister will sit down for a one-on-one conversation with the CMPA's President and CEO, Reynolds Mastin.

The 22<sup>nd</sup> 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 conversation between Minister Joly and Reynolds Mastin is scheduled as the afternoon keynote address on Thursday February 2.

“In 2016, tens of thousands of Canadians demonstrated interest in the Canadian Content in a Digital World consultation process by visiting our website, participating in consultation events or engaging on the issues via social media,” said the Honourable Mélanie Joly, Minister of Canadian Heritage. “During this exercise, Canadians demonstrated the daring and innovative spirit we find all across this great country. The outcome of our consultations as well as the conversations I have been having here and abroad over the past few months will all lead towards developing a modernized cultural toolkit—one that is better suited to today’s digital reality.”

“I very much look forward to the conversation with Minister Joly, to learn more about what she heard in her discussions with Canadians right across the country.” said Reynolds Mastin, President and CEO, CMPA. “As a sector we stand at a critical point in time, and independent producers are excited about the opportunities that lie ahead.”

This year’s Prime Time conference will focus on the future of the industry in the age of experimentation. With subject matter that runs from the practical to the visionary, international and Canadian speakers will explore the most 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 the early bird rate and travel and accommodation discounts available.

–30–



## **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](http://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](http://cmpa.ca)

For more information:

Kyle O'Byrne  
Manager, Media Relations & Communications  
Canadian Media Producers Association (CMPA)  
[kyle.obyrne@cmpa.ca](mailto:kyle.obyrne@cmpa.ca)

