

# Screen based media: Thriving in a time of change

OTTAWA, January 14, 2015—As it marks its 20th anniversary, Prime Time in Ottawa celebrates screen based media *thriving in a time of change* as the key theme at this year’s conference being held March 4–6. Produced by the **Canadian Media Production Association (CMPA)**, the conference continues to be the leading national networking event for prominent professionals from across the industry eager to be on the forefront of content evolution.

“Our industry faces the potential of unprecedented change given our regulatory environment, and is already experiencing both disruption and expanding possibilities in content production and distribution to meet evolving consumer demand. In these exceptional times, producers and broadcasters are compelled to innovate in order to find new opportunities to grow,” explains Michael Hennessy, CMPA’s President and CEO. “Prime Time will focus on thriving in a time of change, building businesses and audiences at home, internationally and on multiple platforms to keep Canadian content competitive and Canadian businesses strong.”

Canada’s top media leaders will discuss ‘Let’s Talk TV’ and their strategic responses to regulatory and marketplace changes. Media experts will also

explore new opportunities in online production; accessing the U.S. marketplace; international market intelligence; growing, monetizing and migrating audiences; building sustainable businesses; and structuring mutually beneficial partnerships across content platforms.

As names continue to be released, the current list of speakers features notables from an array of media backgrounds, including:

- Keynote Speaker: Ted Hope, Producer of Academy Award winning films *Crouching Tiger Hidden Dragon*, *21 Grams*, *American Splendor*; Co-founder of *Good Machine*; Author of *Hope for Film*
- Kevin Crull, President, Bell Media
- Heather Conway, Executive Vice President of English Services, CBC
- Julie Meldal-Johnsen, Senior Executive Vice President, Scripted and Business Development, ITV Studios America
- Michael MacMillan, CEO, Blue Ant Media
- Liz Wise, Vice President Current Programming, the CW
- John Morayniss, CEO, eOne Television
- Adam Beach, Actor and Founder, Adam Beach Film Institute

New this year, Prime Time will be offering ‘Lunch With’, for delegates to book a place at a luncheon table with industry guests ranging from broadcasters to bankers. Other added features for 2015 will be ‘Idea Blast’ talks and the conference app, which will provide value-add material from panelists and speakers. Delegates can also look forward to the unveiling of *Profile 2014*, the



CMPA's annual Economic Report on the Screen-based Media Production Industry in Canada.

Prime Time runs from March 4-6 in at the Westin Hotel in Ottawa. For more information and to register, please visit, [www.primetimeinottawa.ca](http://www.primetimeinottawa.ca).

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### **ABOUT THE CMPA**

The Canadian Media Production Association (CMPA) is Canada's leading trade association for independent producers. We represent more than 350 companies engaged in the production and distribution of English-language television programs, feature films and digital media. The CMPA works on behalf of members to promote and stimulate the Canadian production industry. Our goal is to ensure the continued success of Canada's independent production sector and a future for Canadian content.

For more information:

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