

Steering forward in a disruptive media marketplace

Prime Time provides context, fresh thinking and tangible business models for an ever evolving industry

OTTAWA, February 24, 2015—At a time when content production and distribution face disruption from technology, changing consumption patterns and evolving regulatory policy, the industry is being forced to steer a new course. Prime Time in Ottawa 2015 brings together some of the most forward-looking players in today's industry, to share their insights on how to thrive in this time of change.

Well-known author and columnist, Michael Wolff, kicks it off by challenging many assumptions about the relationship between digital and legacy media. Known for his work at *The Hollywood Reporter*, *The Guardian*, *Vanity Fair*, *New York Magazine* and *USA Today*, Wolff has chronicled the diverging paths of old and new media over the past twenty years. His latest book, *Television is the New Television: The Unexpected Triumph of Old Media in a Digital Age*, will be published this spring.

On Friday, Prime Time will hear from Michael Gubbins, a respected international speaker and expert in the future of feature film and digital media. He is the founder of international media consultancy SampoMedia and has chaired or keynoted at conferences around the world including at Cannes, Berlin, the Media Business School, European Parliament events, Power to the Pixel and TIFF. Gubbins chairs the film fund Ffilm Cymru Wales and is the former editor of *Screen International* and *Music Week*.

To reflect the growing importance of foreign markets for Canadian content, Prime Time has more international speakers than ever before, with executives from BBC America, Endemol, eOne, ITV, The CW and others. And as digital becomes more crucial, we are focusing on new opportunities in the digital marketplace with representatives from Crave, shomi, Vice, Kin and more.

Prime Time will also release the much anticipated study *Content Everywhere (2): Securing Canada's Place in the Digital Future*. Led by Catherine Tait of Duopoly Inc., the report is a follow-up to the original 2011 paper and provides a comprehensive overview of the eight common characteristics of successful digital-first content from Canada, the U.K. and the U.S. markets.

Other hot topics to be explored throughout the conference include the recent Let's Talk TV proceedings and imminent decision, how broadcasters and producers can get ahead of shifts in regulation and the marketplace; strategies to monetize and migrate audiences; and the industry's collective role in promoting Canada to the world, as a key player in the content market.

Panelists include:

- Adam Beach, Actor and Founder, Adam Beach Film Institute
- David Brown, Country Lead, YouTube Canada



- Heather Conway, Executive Vice President of English Services, CBC
- Kevin Crull, President, Bell Media
- Richard DeCroce, Senior Vice President, Programming, BBC America
- Steven Denure, President and COO, DHX Media
- Michael MacMillan, CEO, Blue Ant Media
- Philippe Maigret, CEO, Endemol Studios
- Julie Meldal-Johnsen, Senior Executive Vice President, Scripted and Business Development, ITV Studios America
- John Morayniss, CEO, eOne Television
- Doug Murphy, COO, President and CEO Designate, Corus Entertainment
- Liz Wise, Vice President, Current Programming, The CW

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.

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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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