

# CMPA launches Prime Time in Ottawa 2017

OTTAWA, September 19, 2016—The Canadian Media Producers Association (CMPA) today announced the registration launch of its annual conference, Prime Time in Ottawa (PTiO), taking place February 1–3, 2017 in the nation’s capital. In a time of rapid and constant change, Prime Time in Ottawa highlights innovative business opportunities in content production, distribution platforms, technology and global markets.

“Over the course of more than 20 years, Prime Time has established itself as the premier event for individuals working in the screen-based media industry,” said Reynolds Mastin, President and CEO, CMPA. “There has never been a more important time for the top minds in the business to come together, have provocative debates and put forward creative and innovative ideas for how to adapt to the ever-changing global media landscape.”

This year’s conference will cover a wide range of topics and issues facing the Canadian screen-based media industry. Prime Time 2017 will feature such panels as *Media Leaders in the Age of Experimentation*, to *Financing Digital-First Production* to *Export Development* and *Leveraging the US Market*.

“We are thrilled to bring together thought leaders from across Canada and the world to bring fresh perspectives to these panels and the rest of the soon-to-be-announced Prime Time 2017 programming slate,” said Marguerite Pigott, CMPA’s Vice-President of Outreach and Strategic Initiatives. “This year’s programming is more exciting than ever before, thanks in no small part to the invaluable recommendations of our esteemed Advisory Board.”

The Prime Time 2017 Advisory Board includes **Jesse Albert** (Xpansive Media), **Janet Brown** (FilmBuff), **Christina Piovesan**(First Generation Films), **Valerie Creighton** (Canada Media Fund), **Noreen Halpern** (Halfire Entertainment), **John MacDonald** (Corus Entertainment), **Vanessa Steinmetz** (Entertainment One), **John Young** (Boat Rocker Media), **Chris Regina** (NBCU), **Melissa Schneider** (New Form Digital) and **Reynolds Mastin** (CMPA).

In addition to informative content-led sessions, Prime Time in Ottawa will once again hold a diverse series of events to foster new industry relationships. These include the Opening Night Celebration, Prime Time Party Night, four networking coffee breaks, two ‘Breakfast With’ sessions, and countless one-on-one meetings between attendees in the delegate lounge.

Registration for early bird pricing is now open until December 9, 2016. For more information about Prime Time in Ottawa, please visit [www.primetimeinottawa.ca](http://www.primetimeinottawa.ca). To register, click [here](#).

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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](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)

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