

CMPA inks deal with leading online content marketplace Rightstrade

Deal provides preferred access for 350 Canadian producers to the online marketplace for content licensing and SaaS sales platform

STUDIO CITY, CA, November 9, 2015—The Canadian Media Production Association (CMPA) has established a partnership with RightsTrade, the leading B2B online marketplace for film and television rights. The agreement will provide its 350 members with preferred access to RightsTrade’s SaaS sales tools, marketplace of 8,000 buyers, and marketing and promotional support.

“The CMPA is focused on providing competitive advantages to its member companies. We believe that the robust sales and screening platform RightsTrade offers is a great tool for our members to better exploit their content rights on the global stage. With thousands of rights buyers from over 100 territories, RightsTrade creates a meaningful opportunity for our members to make new relationships, and increase distribution for Canadian content in the international marketplace.” said Marguerite Pigott, Vice President of Outreach and Strategic Initiatives for the CMPA.

CMPA members range from large, publicly-traded companies to small and medium enterprises engaged in the production and distribution of television, film and interactive digital media for the global marketplace. The CMPA has facilitated the participation of its members in traditional and emerging physical markets through delegations and market support, as its members collected \$2.5 billion of international sales on 2014.

“We are very excited about partnering with our friends at CMPA” said RightsTrade CEO Steven Polster. “For a large number of producers in Canada, it’s simply not feasible to attend all the major film and television markets that take place around the world. With the CMPA’s support, these producers can access our deal-making toolkit and our community of thousands of buyers 365 days a year. It’s a terrific model that we are also discussing with other national producers associations who are looking for ways to expand their members’ access to the global market of buyers.”

Through this partnership, CMPA members who join RightsTrade will benefit from preferred pricing, and receive targeted marketing and promotional support to highlight Canadian film and TV titles with a professional community which is expected to total 10,000 members by the end of the year.

ABOUT RIGHTSTRADE

RightsTrade is a SaaS enabled marketplace which offers the industry’s only 100% cloud-based solution to streamline the complex process of film and television content licensing. RightsTrade is integrated with seller’s rights management platforms, which allows them to securely list accurate rights availabilities, send targeted avails and screeners, negotiate and sign licensing deals, and update rights management as deals close. Thousands of buyers on RightsTrade can search the industry’s largest database of rights availabilities, screen content of interest, and acquire distribution rights from sellers in a fraction of the time it takes today.



ABOUT THE CMPA

The Canadian Media Production Association (CMPA) is Canada's leading trade association for independent producers, representing 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:

Kyle O'Byrne

Manager, Media Relations & Communications

Canadian Media Producers Association (CMPA)

kyle.obyrne@cmpa.ca

