

Prime Time in Ottawa attracts top business and thought leaders in North America

OTTAWA, November 22, 2016—The Canadian Media Producers Association (CMPA) announced Prime Time in Ottawa’s 22nd edition will return to the Westin Hotel from February 1–3, 2017 with an esteemed line up of business, innovation and thought leaders from the film, TV and digital industries. Registration for early bird pricing is open until December 9, 2016. To register and for a full list of speakers please visit www.primetimeinottawa.ca. Additional speakers and keynotes will be announced in the coming weeks.

Leaders joining Reynolds Mastin, President and CEO of CMPA include **Jean – Marc Denoual**, Co-founder, Molotov TV; **Melissa Schneider**, Senior Vice President, Development and Production, New Form Digital; **Chris Regina**, Senior Vice President, Original Co-Productions, Syfy, USA & Chiller; **Meghan Hooper White**, VP, Acquisitions, Lifetime Programming, Lifetime, A+E Networks; **Janet**

Brown, EVP, Gunpowder and Sky Distribution; **Jesse Albert**, Xpansive Media; **Nyla Innuksuk**, Owner/Producer at Pinnguaq Productions Inc.; **Mark Slone**, Executive Vice President, Theatrical Distribution, Entertainment One Films Canada; **Christina Jennings**, Chairman and CEO, Shaftesbury; **Noreen Halpern**, CEO, Halfire Entertainment; **Val Creighton**, President and CEO, CMF; **Michael Kennedy**, Executive Vice President, Filmed Entertainment, Cineplex; **Elizabeth Hendricks North**, President and CEO, CuriosityStream; **Jocelyn Hamilton**, President, Canada, Entertainment One Television; **Tracey Deer**, Producer, Director, Writer, Mohawk Princess Pictures; **John Young**, CEO, Boat Rocker Media; **Scott Garvie**, Senior Vice President, Business & Legal Affairs, Shaftesbury, and **Tracey Pearce**, President, Distribution and Pay, Bell Media, among others.

This year's Prime Time will focus on the future of the industry in the age of experimentation. From the practical to the visionary, international and Canadian speakers will explore the most top-of-mind issues of the day; 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

"Building on last year's successful edition of Prime Time, we are looking forward to continuing the conversation with some of the world's top minds in film, TV and digital industries," said Reynolds Mastin, President and CEO, CMPA. "The media landscape continues to change at rapid speed making conferences like Prime Time essential for dialogue and sharing innovative ideas with our peers and leaders."

"We are delighted and encouraged with the level of support and interest we have received about this year's Prime Time edition," said Marguerite Pigott, VP



of Outreach & Strategic Initiatives, CMPA. “The lineup of keynotes and panelists this year reflects the best in business, from Canada and abroad.”

Taking place February 1–3, 2017, Prime Time offers a premium networking experience, amplified by the successful ‘Breakfast With’ initiative for delegates to meet with industry buyers and experts. Registration is now open with the early bird rate and travel and accommodation discounts available.

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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

For more information:

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