

Lionsgate Television Group President Sandra Stern to give Prime Time opening keynote

TORONTO, December 6, 2016—The Canadian Media Producers Association (CMPA) today announced that Sandra Stern, President of the Lionsgate Television Group, will deliver the opening keynote at the 22nd edition of Prime Time in Ottawa which will take place February 1–3, 2017, at The Westin with an esteemed lineup of business, innovation and thought leaders from the film, TV and digital industries.

“Sandra has a deep understanding of the complexities facing today’s media industry. At this pivotal time her leadership and passion is paving ways for new opportunities and strategic alliances, and we look forward to her unique insights on the future of television and content,” said Reynolds Mastin, President and CEO, CMPA.

Ms. Stern, a key member of Lionsgate's senior management team for 14 years, was promoted to President of the Lionsgate Television Group in 2015 and has helped guide the company's television business to record-breaking revenue growth during nearly every year of her tenure. Lionsgate's television roster has tripled in size over the past three years, expanding to encompass nearly 80 series on 40 different networks.

One of the industry's consummate deal-makers, Ms. Stern has spearheaded ground-breaking productions that marked the first foray of many cable channels and digital platforms into original scripted series, including the iconic series *Weeds* for Showtime and multiple Emmy Award-winner *Mad Men* for AMC. She recently negotiated a three-year renewal for the pioneering *Orange is the New Black*, Netflix's most watched series, along with renewals of *The Royals*, the Golden Globe-nominated *Casual* and the breakout series *Greenleaf*. She also innovated a ground-breaking, unique and complex deal that facilitated fan favorite *Nashville*'s successful transition to CMT and Hulu.

Ms. Stern conceived the deal structure that paved the way for *Step Up*, the adaptation of the hit feature film franchise from Lionsgate's Summit Entertainment label, to become the first original series for YouTube Red, and created the business model for *Graves*, the first original series on the multiplatform Epix channel. At the corporate level, she was instrumental in the company's majority investment in leading reality producer Pilgrim Media Group and its acquisition of Starz, the largest and most transformative deal in Lionsgate's history. Lionsgate is a Canadian-domiciled company.

This year's Prime Time conference will focus on the future of the industry in the age of experimentation. With subject matter that runs from the practical to the visionary, international and Canadian speakers will explore the most top-of-mind issues among the screen-based media industries; 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

Taking place February 1–3, 2017, Prime Time offers a premium networking experience, amplified by the successful ‘Breakfast With’ networking sessions 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 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

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

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