

Creative technologist Kenyatta Cheese to give closing keynote at Prime Time 2016

More speakers added to line up represent Google Canada, Grip Limited, Bell Media, The Horizon Factory, and MIT Open Doc Lab

OTTAWA, December 16, 2015—The Canadian Media Production Association (CMPA) is pleased to announce **Kenyatta Cheese** will wrap up the 2016 edition of **Prime Time in Ottawa** as the closing Keynote speaker. Everybody at Once co-founder and Creative Director, Kenyatta is known as an audience development expert and for co-creating the internet meme database Know Your Meme. Prime Time in Ottawa is a conference for producers, business leaders and decision makers in the television, film, and digital media industry, which will take place February 3 to 5 at The Westin in Ottawa.

Additional speakers have been added to the stellar line up of industry leaders spearheading innovation in content; they include **Ling Lin**, Head of Content

Partnerships, Google Canada; **Randy Stein**, Partner, Creative, Grip Limited; **Corrie Coe**, Senior VP, Independent Production, Bell Media; **Jay Bushman**, Chief Creative Officer and Founder, The Horizon Factory; and **Sandra Rodriguez**, Documentary filmmaker and Fellow at MIT Open Doc Lab.

Kenyatta Cheese is co-founder and Creative Director at Everybody at Once, a consultancy dedicated to audience development for media, entertainment, and sports. He develops and supports fan communities for shows like *Doctor Who* and *Orphan Black*, and works with clients such as IFC, Google Creative Labs, PBS Digital Studios, and BBC. He creates technology-based media studies of the impact of media and technology on culture, and is co-creator of Know Your Meme, a primary resource for understanding web culture. He is founder of Unmediated.org, a blog that tracks trends in decentralized media. As a creative technologist, Cheese sees the drive for human connection as being at the heart of how people use and repurpose content.

“We are thrilled to welcome Kenyatta Cheese to the outstanding roster of speakers at Prime Time. His unique take on the role of human connection in how we find, choose, consume and share content encourages us to see the audience in a new, fresh, and unforgettable way,” said Reynolds Mastin, President and CEO of CMPA.

Prime Time’s speaker roster includes media leaders, co-production experts, innovators in digital platforms and storytelling, international marketplace trailblazers, and specialists of brand-funded entertainment. For a complete list of speakers, please visit primetimeinottawa.ca

-30-

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 Production Association 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 content that is made by Canadians for both Canadian and international audiences.

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