



NEW CHALLENGES FOR THE CANADIAN COMMUNICATIONS SECTOR

International Institute of Communications, Canadian Chapter
FOURTH ANNUAL CONFERENCE
Westin Hotel, Ottawa, Ontario
December 8 and 9, 2004

Program

December 8

6:30 p.m. Reception

7:00 p.m. Dinner

Introductory Remarks:

Michael MacMillan, Chairman and Chief Executive Officer
Alliance Atlantis Communications, and President, IIC Canadian Chapter

Keynote Speaker:

Charles M. Dalfen, Chair, CRTC
In conversation with **Jeffrey Simpson**, National Affairs Columnist, Globe & Mail

Tribute to David Colville

Retiring Vice-Chair, CRTC

December 9

7:30 a.m. Breakfast

Keynote Speaker:

Suzanne Hurtubise, Deputy Minister, Industry Canada

8:45 a.m. **RETHINKING OUR POLICIES IN BROADCASTING AND TELECOM**

While the dot.com bubble went bust, technology and market changes have continued apace, such that many have called for a rethink of our policy approaches in both broadcasting and telecom. Questions have also been raised about the nature of regulatory intervention in these markets and the tools available to the regulator to do its job.

Two panels of key industry thinkers will look into the directions our policies should take in broadcasting and telecoms respectively.

PANEL 1 - BROADCASTING: With the widespread adoption of broadband internet in Canada, coupled with advances in digital rights management technologies and devices that bridge the internet and traditional broadcasting worlds, should we reconsider our traditional approach of managing the packaging and content of what is offered to Canadians? Is there a new path for success for Canada in this new environment?

Moderator: Michael Hennessy, President
Canadian Cable Telecommunications Association

- **Slawko Klymkiw**, Executive Director, Network Programming, CBC / Radio-Canada
- **Michael Lee**, Vice-President, Strategy & Development, Rogers Cable Communications Inc.
- **Skip Pizzi**, Manager of Technical Policy, Media/Entertainment and Technology Convergence Group, Microsoft
- **Phyllis Yaffe**, Chief Operating Officer, Alliance Atlantis Communications

10:30 a.m. **PANEL 2 - TELECOMS:** With the combination of broadband, everything-over-IP and tremendous advances in wireless technologies, the economics and market dynamics of telecoms are being profoundly transformed. How should public policy and regulation approach development and support for this sector, that is the key economic and social enabler of a 21st century society, in this new environment?

Moderator: Bernard Courtois, President & CEO
Information Technology Association of Canada

- **Henry Ergas**, Managing Director, Network Economics Consulting Group, Australia
- **Reed E. Hundt**, Senior advisor on information industries to McKinsey & Company and Former Chairman of the Federal Communications Commission
- **Michael H. Ryan**, Partner, Arnold & Porter LLP, England

12:00 p.m. **Lunch**

Keynote Speaker: The Honourable Liza Frulla, P.C., M.P.
Minister of Canadian Heritage and Minister responsible for Status of Women

2:00 p.m. **PANEL 3 - COMPETITION:** How should competition in broadcasting and telecom be defined? Is the overlap between the Competition Bureau and the CRTC desirable and, if not, what could be done to remedy the situation?

Moderator: Francis Fox, P.C., Q.C., Partner, Fasken Martineau Dumoulin LLP

- **Louis P. Bélanger**, Stikeman Elliott LLP
- **Lawson A.W. Hunter**, Executive Vice-President, BCE Inc. and Bell
- **Sheridan Scott**, Commissioner of Competition, Industry Canada, Competition Bureau

3:15 p.m. **Closing Remarks:**
Michael MacMillan, President, IIC Canadian Chapter