



BROADBAND – ARE WE READY?

**International Institute of Communications, Canadian Chapter
FIFTH ANNUAL CONFERENCE
Ottawa Congress Centre, Ottawa, Ontario
December 12 and 13, 2005**

Program

December 12

6:30 p.m. Reception

7:00 p.m. Dinner

Introductory Remarks:

Michael MacMillan, Executive Chairman, 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

December 13

7:30 a.m. Breakfast

Keynote Speaker: Douglas Barrett, Chair, Board of Directors
Canadian Television Fund / Fonds canadien de television

8:45 a.m. BROADBAND INTERNET AND THE NEW REGULATORY PARADIGM - Satellite radio, video over cell phones and internet television are just a few of the new applications enabled by broadband and next generation wireless that can deliver increased choice and diversity to consumers. However, as content becomes increasingly accessible over open network architectures, discussion is increasing as to whether and how to extend traditional regulatory and legal controls (content regulation, lawful access, protection of intellectual property) to new platforms and services. The outcome of the battle over access versus control has significant implications not only for new and existing business models but also for broader social concerns around privacy, free flow of information and security.

Moderator: Jean-Pierre Blais, ADM, Cultural Affairs, Canadian Heritage

- **Kevin Crull**, President, Residential Services, Bell Canada
- **Dr. Michael Geist**, Canada Research Chair in Internet and E-commerce Law, University of Ottawa, Faculty of Law
- **Michael Hennessy**, President, Canadian Cable Telecommunications Association
- **Al Safarikas**, Director Service Provider Business, Microsoft
- **Janet Yale**, Executive Vice-President, Corporate Affairs, TELUS Communications

10:30 a.m. HIGH DEFINITION TELEVISION: THERE'S NO LOOKING BACK - From telephone to radio, to television, to the Internet, Canadians are proven leaders capable of seizing upon new technologies to connect themselves and share their stories. Are they in the same position with high-definition television (HDTV) or are they falling behind? The American digital transition is firmly underway and there is no turning back. With the lure of HD prime-time programming from the United States, is it not critical that Canadians have access to home-grown HDTV programming? Can we afford to ignore the cultural, economic and social costs of not using the most advanced technology?

Moderator: Michael McEwen, President, Canadian Digital Television (CDTV)

- **Chris Bell**, Vice-President, Technology, Astral Television Networks
- **Michael M. Binder**, Assistant Deputy Minister, Spectrum, Information Technologies and Telecommunications, Industry Canada
- **David Keeble**, Senior Vice-President, Policy and Regulatory Affairs, Canadian Association of Broadcasters
- **Peter Smith**, Vice-President of Advanced Technology, NBC Universal and President of the North American Broadcasters Association

12:00 p.m. Lunch

Keynote Speaker: David Colville

1:30 p.m. SELLING CONTENT IN THE NEW DIGITAL ENVIRONMENT: NEW BUSINESS MODELS - As the digital IP world evolves with lightening pace, content is increasingly being delivered over new and novel distribution platforms. This has put pressure on all parties in the broadcast chain: producers, programmers and broadcasting distributors to rethink their business models. It also challenges policy makers and regulators to adapt to this new environment. In this new "world without borders" and increased market fragmentation, the landscape promises to look very different from a business perspective. This panel will discuss future directions for all stakeholders.

Moderator: Stephen Zolf, Partner, Heenan Blaikie LLP

- **Kenneth J. Goldstein**, President, Communications Management
- **Maria Hale**, Vice-President, Content Business Development, CHUM Television
- **David Neale**, Vice-President, Service Development, Rogers Communications
- **Andy Nulman**, President and Chief Creative Officer, Airborne Entertainment

3:00 p.m. Closing Remarks:
Michael MacMillan, President, IIC Canadian Chapter