



COMMUNICATIONS IN 2010

International Institute of Communications, Canadian Chapter
SIXTH ANNUAL CONFERENCE
Ottawa Congress Centre
December 4 and 5, 2006

Program

Monday, December 4

6:30 p.m. RECEPTION

7:00 p.m. DINNER

INTRODUCTORY REMARKS:

Judith A. LaRocque

Deputy Minister, Department of Canadian Heritage
and
President, IIC Canadian Chapter

HOW WILL WE COMMUNICATE IN 2010 AND BEYOND?

Join a thought-provoking exploration of the future of communications – What is the state of the mass media/market? Who will control the water cooler conversation in 2010? Questions abound and predictions are varied. Will people be watching scheduled TV? What will live mean? How will content be paid for? Where will the value lie?

Moderator: Deirdre McMurdy

Chief Political Columnist, *Ottawa Citizen*

- **Kaan Yigit**
President, Solutions Research Group Consultants Inc.
- **Andrew Wahl**
Senior Writer and Technology Columnist, *Canadian Business* magazine

TRIBUTE TO CHARLES DALFEN

Retiring Chair, CRTC

Tuesday, December 5

8:00 a.m. BREAKFAST
Keynote Speaker: Charles Dalfen, Chair, CRTC

9:00 a.m.

PANEL DISCUSSION: WHERE IS PUBLIC TELEVISION HEADED?

Public broadcasters are facing increased challenges as they prepare for 2010. Join this informative discussion that will consider how public broadcasting can remain relevant in an increasingly fragmented market and find out what public broadcasters are doing to face these challenges head on.

Moderator: Moses Znaimer

President / Executive Producer, MZMedia

- **Lisa de Wilde**
Chief Executive Officer, TVOntario
- **Sylvain Lafrance**
Executive Vice-President, French Services, CBC/Radio-Canada
- **Jean LaRose**
Chief Executive Officer, Aboriginal Peoples Television Network (APTN)

10:30 a.m.

REFRESHMENT BREAK

11:00 a.m.

PANEL DISCUSSION: COMMUNICATIONS ENVIRONMENT - CHANGING PLATFORMS, EXPLODING BANDWIDTH. WHO IS IN CHARGE ON-LINE?

Super-fast broadband has reinvented the Internet. Underlying this change is a shift from a graphic to video-based Web with the capacity to deliver digital TV and CD sound. While the Internet remains an open platform for an increasing number of applications like e-mail, VOIP and blogs, it is also capable of supporting all forms of commercial mass media on a closed or subscription basis. As major media players adopt and adapt IP windows, content rights and digital rights management tools become an important element of any successful business strategy. And as costs rise, carriers are looking at entertainment and information as the next big opportunity. But they are not alone. Access independent providers like Google and major studios are looking at broadband and increasingly IP-based wireless networks as a way to disintermediate carriers and broadcasters. Will carriers, over-the-top content aggregators, right holders or consumers have the most influence on how new markets evolve? Is intervention necessary or desirable at this stage of the on-line entertainment market's evolution? Or should we continue to let the innovators shape the future of digital media?

Moderator: Michael Hennessy

Vice-President, Broadband and Video Policy, TELUS Communications Company

- **Norm Bolen**
Executive Vice-President, Content, Alliance Atlantis Communications
- **Slawko Klymkiw**
Executive Director, Canadian Film Centre
- **Michael Lee**
Chief Strategy Officer, Rogers Communications Inc.
- **Sam Punnett**
President, FAD Research Inc.

12:30 p.m.

LUNCH

Keynote Speaker: Honourable Bev Oda

Minister of Canadian Heritage and Status of Women

2:00 p.m.

PANEL DISCUSSION: REALITY CHECK - TRENDS, USAGES AND PRACTICES IN THE CHANGING COMMUNICATIONS FRAMEWORK: WHAT ARE SOME OF THE KEY TRENDS ELSEWHERE? ARE WE UP TO THE CHALLENGE?

How is Web 2.0 going to affect traditional business models? How can Canadian companies learn from developments in the US and elsewhere on the web? What will generate revenue, and what will attract investment in this new environment? What impact will changes in the US economic environment have on Canadian companies and their regulatory environment? Explore the myriad developments in the new borderless world. And weigh in on both the opportunities and threats for Canadian broadcasters and content creators.

Moderator: David Keeble

Chief Executive Officer, Keeble Consulting

- **Irene Berkowitz**
PhD Student and Research Associate, Ryerson/York Universities Joint Graduate Programme in Communication & Culture
- **McLean Mashingaidze-Greaves**
Chief Executive Officer, The Nimble Company
- **Chris Mulligan**
Co-Head, Communications, Media and Entertainment Group,
RBC Capital Markets

3:30 p.m.

CLOSING REMARKS:

Judith A. LaRocque

Deputy Minister, Department of Canadian Heritage
and
President, IIC Canadian Chapter