



DIGITAL INTERACTIVE MEDIA – ARE WE MAXIMIZING THE BENEFITS?

International Institute of Communications, Canadian Chapter
EIGHTH ANNUAL CONFERENCE

Ottawa, Ontario
December 1 and 2, 2008

Program

Monday, December 1 – National Arts Centre

6:30 p.m. **OPENING RECEPTION**

7:00 p.m. **DINNER**

INTRODUCTORY REMARKS

Konrad von Finckenstein

Chairman, Canadian Radio-television and Telecommunications Commission
and

President, International Institute of Communications, Canadian Chapter

KEYNOTE SPEAKER

Phil Lind

Vice Chairman, Rogers Communications Inc.

Tuesday, December 2 – The Westin Ottawa

7:30 a.m. **BREAKFAST**

KEYNOTE SPEAKER

Hubert T. Lacroix

President and CEO, CBC/Radio-Canada

8:45 a.m. **PANEL DISCUSSION**

New Media: Filling the Pipes

The volume of Internet traffic continues to grow at a momentous pace. Globally we see a move towards ever faster speeds and applications offered to end users. Many indicators point to the Internet evolving as a significant or perhaps pre-eminent distribution platform for broadcasters. How are network operators adapting their systems to the changing traffic demands? Will capital

markets support two broadband networks to the home? How are programmers adapting content and negotiating rights to fill the pipes? How are consumers altering their viewing/listening/buying behavior? Where does Canadian content fit in the new world?

Moderator: **Kaan Yigit**, President, Solutions Research Group

Panelists:

- **Scott Bowen**, President, Open Text's Digital Media Group
- **Dominique-Sébastien Forest**, General Manager, Digital Media and E-commerce, Canoe Inc.
- **Craig Moffett**, Vice President and Senior Analyst, U.S. Telecommunications, Cable and Satellite Broadcasting, Sanford C. Bernstein & Co.
- **Alan Sawyer**, Principal Consultant, Two Solitudes Consulting

10:15 a.m. REFRESHMENT BREAK

10:30 a.m. PANEL DISCUSSION

Programmers and Distributors: The New Equation

Following upon the CRTC decision on the BDU framework (released on October 30, 2008), this Panel will address the new realities facing BDUs and programmers. How will the decision on fee-for-carriage affect the economics of the business? What programming services will have guaranteed access, and what will this mean? How will dispute resolution be affected? What will happen to packaging and marketing? What is the impact of the decision on the production and exhibition of Canadian programming? How will VOD and SVOD evolve?

Moderator: **Grant Buchanan**, Partner, McCarthy Tétrault LLP

Panelists:

- **John Barrack**, National Executive Vice-President and Counsel, Canadian Film and Television Production Association
- **Pamela Dinsmore**, Vice President, Regulatory, Broadband & Video Distribution, Rogers Communications Inc.
- **David Goldstein**, Senior Vice-President, Regulatory Affairs, CTvglobemedia
- **John Riley**, President, Astral Television Networks
- **Gary Smith**, President, Bell Video Group

12:00 p.m. LUNCH

KEYNOTE SPEAKER

The Honourable James Moore

Minister of Canadian Heritage and Official Languages

1:30 p.m. PANEL DISCUSSION

Broadband Wireless: Ready for Prime-Time or Online?

This Panel will address the question as to whether or not wireless is poised in 2009 to become the third broadband path to the home and a viable alternative for the delivery of content rich services to end-users. Amongst the key questions this Panel will address will be: the content expectations of the mobile consumer; the applications next generation devices will support; the challenges in meeting the capacity demands for video and a true broadband experience; and capital challenges in funding multi-billion dollar investment in next generation networks between now and the rollout of

super fast 4G networks in 2012. In addition the Panel will address some of the key policy issues facing the evolution of broadband wireless across the digital value chain (applications, hardware, network deployment; content production and distribution) including the opportunity to allocate some of the revenues associated with the 700MHz spectrum auction to incent broadband wireless deployment and to support the development of applications and software for digital media or for support wireless content production.

Moderator: **Ron Parker**, Senior Assistant Deputy Minister, Strategic Policy Sector, Industry Canada

Panelists:

- **Richard Kanee**, Director, Digital Business Development, CTV Digital
- **Bernard Lord**, President and CEO, Canadian Wireless Telecommunications Association
- **David Neale**, Senior Vice President, Products and Services, TELUS
- **Mark Pecen**, Vice President, Advanced Technology, Research In Motion Limited

3:00 p.m.

CLOSING REMARKS

Janet Yale

Executive Vice-President, Corporate Affairs, TELUS

and

Vice-President, International Institute of Communications, Canadian Chapter