



INNOVATION, INVESTMENT AND INFRASTRUCTURE

International Institute of Communications, Canadian Chapter
ELEVENTH ANNUAL CONFERENCE
Ottawa Convention Centre
October 29 and 30, 2012

Program

MONDAY OCTOBER 29 – SYMPOSIUM ON THE PROMOTION OF CANADIAN FILMS AND TELEVISION PROGRAMS IN CANADA AND INTERNATIONALLY
Presented by the CRTC, Telefilm Canada and the Canada Media Fund

- 08:25** **Welcome Remarks**
Bernard Lord
President and CEO, Canadian Wireless Telecommunications Association (CWTA) and
Chair, IIC Canada
- 08:30** **Opening Remarks from Co-Sponsors**
- **Jean-Pierre Blais**, Chairman, CRTC
 - **Carolle Brabant**, Executive Director, Telefilm Canada
 - **Valerie Creighton**, President and CEO, Canada Media Fund
- 09:00** **CANADIAN BROADCASTER STRATEGIES FOR MULTIPLATFORM PROMOTION**
The goal of this first panel is to discuss the challenges, and resulting success stories and strategies being deployed by Canadian broadcasters in their efforts to raise the profile of Canadian content with audiences on all platforms.
- How are broadcasters expanding audiences and increasing awareness of Canadian content on the various platforms? What are the challenges? Success stories? What is being done that is working? What should be improved? What should no longer be done?
- Moderator: Trina McQueen**, Veteran broadcaster and journalist
- Panelists:**
- **Mark Bishop**, Co-CEO and Executive Producer, marblemedia
 - **Mike Cosentino**, Senior Vice-President, Programming, CTV Networks, Bell Media and Chair, Bell Media Programming Council
 - **Doug Murphy**, Executive Vice President, Corus Entertainment and President of Corus Television
 - **Kirstine Stewart**, Executive Vice-President, English Services, CBC/Radio-Canada
 - **Barbara Williams**, Vice-President, Content, Shaw Media
- 10:30** Break

10:45 A STRATEGY FOR THE PROMOTION OF CANADIAN FILMS ON ALL SCREENS

The goal of this second panel is to discuss the challenges, the strategies and successes in marketing and promoting Canadian feature films.

What incentives would encourage greater promotion and exhibition of Canadian feature films on television? What role can Canadian broadcasters play to increase the promotion of Canadian films on television and their web properties to benefit exploitation in other release windows? On nascent alternative and complementary platforms?

How are broadcasters expanding audiences and increasing awareness of Canadian content on the various platforms? What are the challenges? Success stories? What is being done that is working? How is the Internet and social media networks being used to raise the profile of Canadian films? How can greater collaboration be fostered among producers, broadcasters, distributors and exhibitors to ensuring success of Canadian promotional campaigns for Canadian films? How can the industry work together to maximize the exposure and audience of Canadian films in emerging platforms?

Moderator: Michael Kennedy, Executive Vice President, Filmed Entertainment, Cineplex Entertainment

Panelists:

- **Hussain Amarshi**, President, Mongrel Media
- **Norm O'Reilly**, Associate Professor, Faculty of Health Sciences, University of Ottawa
- **David Purdy**, Senior Vice President, Content, Rogers Communications
- **J. Serge Sasseville**, Senior Vice President, Corporate and Institutional Affairs, Quebecor Media Inc.
- **Richard Stursberg**, Advisor, TELUS

12:15 Lunch sponsored by Cineplex

KEYNOTE PRESENTATION

Turning "Made in Canada" into a Successful Brand?

Yanik Deschenes

Vice President Global Communications, Sid Lee

13:30 TOWARDS A STRATEGY FOR THE PROMOTION OF CANADIAN CONTENT

The goal of this session is to have an open dialogue in a question and answer forum aimed at seeking an industry-wide agreement to move forward in the development of a strategy to increase the profile of Canadian content. The moderator will focus on a brainstorming session on identifying examples of the kind of industry initiatives that can be envisioned in such a strategy including discussion on the initiative's best governance model going forward.

Moderator: Jim Mitchell, Founding Partner of Sussex Circle

Panelists:

- **Michael Hennessy**, President and CEO, Canadian Media Production Association
- **J. Joly**, CEO & Founder, CineCoup / OverInterActive Media
- **Louis Lalonde**, Executive Vice-President, French Services, CBC/Radio-Canada
- **Tom Perlmutter**, Government Film Commissioner and Chairperson of the National Film Board of Canada
- **David Reckziegel**, President, eOne Films North America
- **Carole Vivier**, CEO and Film Commissioner, Manitoba Film & Music

- 14:30 Symposium Closing Remarks and Next Steps**
- **Carolle Brabant**, Executive Director, Telefilm Canada
 - **Valerie Creighton**, President and CEO, Canada Media Fund

MONDAY OCTOBER 29 – IIC CANADA CONFERENCE

- 15:15 OPENING REMARKS**
Bernard Lord
President and CEO, CWTA and Chair, IIC Canada

KEYNOTE ADDRESS
Jean-Pierre Blais
Chairman, CRTC

- 16:00 PRIVATE INVESTMENT IN CONTENT: DRIVING NETWORK VALUE, ONE BYTE AT A TIME**
- As content and services that trade across networks increasingly become the main value-driving assets for network and platform operators, who is investing in what types of digital content, and why? What types of formal support mechanisms are being employed in other countries and what can Canadian stakeholders learn from their experiences? To what extent does regulation impact investment decisions? Are investment decisions impacted by expenditure requirements more than potential for domestic and international ROI? Are Canadian content creators appropriately structured to take advantage of all possible sources of capital, and what barriers to investment do they encounter? How has Canada's exploding gaming market impacted investment in more traditional forms of content? What does the changing ecosystem for content production and distribution mean for Canada's production industry?

Moderator: Peter Miller, Chair, Interactive Ontario

Panelists:

- **Dr. Marilyn Burgess**, Associate, Communications MDR
(headed by President Maria De Rosa)
- **Frank Taylor**, President and CEO, Title Entertainment
- **Karen Thorne-Stone**, President and CEO, Ontario Media Development Corporation
- **Gina Vanni**, Vice President, Production & Finance, Take 5 Productions

- 17:00 Cocktail Reception**
Sponsored by Cineplex

09:00 BROADCASTING AND TELECOMMUNICATIONS IN THE NORTH

As northern polar regions emerge as major resource centres, what are the opportunities and priorities for broadcasting, telecommunications, satellite and other communications technologies and services? What impact does the availability or lack of communications infrastructure have on investment decisions in the North? What can Canada learn from its polar neighbours when it comes to connecting remote communities, and what benefits to the rest of the country do these investments represent?

Moderator: Jamie Sturgeon, Telecom & Media Reporter, National Post

Panelists:

- **Hon. Dennis Patterson** – Senator for Nunavut
- **Paul Flaherty**, President and CEO, Northwestel Inc.
- **Daniel Goldberg**, President and CEO, Telesat
- **Robert Yates**, Co-President, Lemay-Yates Associates

10:00 Break

10:15 KEYNOTE ADDRESS

General Rick Hillier

Former Chief of the Defence Staff for Canadian Forces

11:00 MISSION CRITICAL: PUBLIC SAFETY BROADBAND NETWORKS

The Government recently set aside 20 MHz of prime wireless spectrum for use by emergency first responders. Where will the investment come from to build and maintain a new public safety wireless broadband network? How will it work in tandem with existing emergency alerting services? What lessons can Canada learn from other countries who have taken similar steps to provide police, fire and ambulance services with dedicated public safety networks?

Moderator: David Farnes, Chief Operating Officer,
Canadian Wireless Telecommunications Association

Panelists:

- **Serge C. Beaudoin**, Director General, Emergency Management Policy and Planning Directorate, Public Safety Canada
- **Bruce Gustafson**, Head of Government & Industry Affairs, Ericsson
- **Michael Sullivan**, Division Chief, City of Ottawa
- **Paul Temple**, Senior Vice President, Pelmorex Media

12:00 LUNCH AND KEYNOTE PRESENTATION

Sean Yang

President

Huawei Canada

- 13:30 SPECTRUM 2.0 SUPPLY AND DEMAND, CAPACITY AND BANDWIDTH**
 Are Canadians making the most efficient use of spectrum as a public resource? Where will spectrum supply pressures come from, on the telecom, satellite and broadcasting fronts? Where is the innovation taking place to wring more bandwidth from available spectrum? Can our current spectrum policy framework ensure adequate spectrum supply to meet looming spectrum demand? What regulatory changes can we make to unlock innovation faster? What impact does ownership and market structure have on investment and innovation in spectrum based technologies? What can Canada learn from other countries when it comes to allocating spectrum more effectively and efficiently? What should our priorities be when it comes to television, radio, wireless communications, satellite capacity, public safety, aeronautics and other growing demands?
- Moderator: Dr. Veena Rawat**, VP and Ambassador to ITU, Research In Motion Limited
- Panelists:**
- **Helen McDonald**, Senior Assistant Deputy Minister, Industry Canada
 - **Ian Munro**, Independent Consulting Economist
 - **Bryan Tramont**, Managing Partner, Wilkinson Barker Knauer LLP
- 14:30 Break**
- 15:00 BEYOND THE WAVELENGTH HORIZON**
 Today's nano and quantum research will change the topography of tomorrow's communications networks. What will it mean for communications companies, consumers and regulators? What's happening on the leading edge of scientific research, and what will it mean for broadcasting and telecommunications in coming years? When the next wave of scientific and technological discovery bursts into the marketplace, how will it impact how people interact with technology, and vice versa?
- Moderator: Prof. Kathryn O'Hara**, CTV Chair in Science Broadcast Journalism, Carleton University
- Panelists:**
- **Dr. Joseph Emerson**, Associate Professor, Department of Applied Math and Institute for Quantum Computing, University of Waterloo
 - **Dr. Joelle Pineau**, Associate Professor, School of Computer, Science and Centre for Intelligent Machines, McGill University
 - **Dr. Pekka Sinervo**, Senior Vice-President, Research, Canadian Institute for Advanced Research (CIFAR) and Professor of Physics, University of Toronto
- 16:00 KEYNOTE ADDRESS**
The Honourable Christian Paradis
 Minister of Industry
- 16:30 CLOSING REMARKS**