

**18TH ANNUAL CONFERENCE**  
**Hybrid Event**  
**National Arts Centre, Ottawa, Ontario**  
**May 16 and 17, 2022**

**MONDAY, MAY 16**

08:45 - 09:30

**Opening Remarks**

**Grant Buchanan**, President, IIC Canada

**Welcoming Prayer**

**Claudette Commanda**, Algonquin Elder

**Keynote Interview**

**Ian Scott**, Chairperson and Chief Executive Officer  
Canadian Radio-television and Telecommunications Commission  
In conversation with **Anja Karadeglja**, Reporter, *National Post*

09:30 - 10:30

Panel 1

**Competition Policy and the Regulation of Digital Platforms**

After years of discussion, the pendulum is swinging forcefully towards increased regulation of digital platforms, including greater oversight of their competitive behaviour. In the U.K., the Digital Markets Unit has been established to operationalize a pro-competition regime for digital markets. In the U.S.A. and European Union, new legislation has been proposed to significantly increase regulation of platforms. In Canada, the Innovation, Science and Industry (ISED) Minister has announced a "comprehensive" review of the *Competition Act*, among other things to better tackle emerging forms of harmful behaviour in the digital economy. This panel includes leading experts and policy makers who will describe and debate the options for application of competition law to digital platforms.

Moderator: **Hank Intven**, President, Haro Strait Consulting

Panelists:

- **Will Hayter**, Senior Director, Digital Markets Unit, U.K. Competition and Markets Authority
- **Vasiliki Bednar**, Executive Director, McMaster University MPP in Digital Society
- **Mark Schaan**, A/Senior Assistant Deputy Minister, ISED
- **Lawson A.W. Hunter**, Senior Counsel, Stikeman Elliott LLP

10:30 - 10:50

Networking Break

10:50 - 11:50  
Panel 2

### **The Online Streaming Act**

The Act was introduced into Parliament as Bill C-11 in February 2022. It contains a number of amendments to the current *Broadcasting Act*, which dates back to 1991. Many of these amendments follow the recommendations of the Broadcasting and Telecommunications Legislative Review Panel, the panel of six experts that published its final report in January 2020. The *Online Streaming Act's* goals include clarifying the scope of the *Broadcasting Act* and determining how the latter should apply equitably to online streaming services. This panel of experts will explore the details and the realities of the key proposals.

Moderator:

**Catalina Briceño**, Professor, Université du Québec à Montréal

Panelists:

- **Monique Simard**, Chairwoman of the Board, Quebecor Fund
- **Kevin Desjardins**, President, Canadian Association of Broadcasters
- **Marcia Douglas**, Vice President, Industry and Business Affairs, Canadian Media Producers Association
- **Jeanette Patell**, Head of Government Affairs and Public Policy, YouTube Canada

11:50 - 13:30

### **Lunch**

#### **Keynote Address**

**Pierre Karl Péladeau**, President and CEO, Quebecor

#### **Keynote Interview**

**Nathan Simington**, Commissioner, Federal Communications Commission

In conversation with **Alexandra Posadzki**, Telecom Reporter, *The Globe and Mail*

13:30 - 14:30  
Panel 3

### **Rural Broadband in Canada - Optimal Mix of Technologies**

Much has been said and written about the importance, indeed the necessity, of being connected to the Internet. The last two years have highlighted how critical it is for education, for medical issues, for financial matters and any number of other areas of day-to-day living. Billions of dollars are being spent to build out our networks to Canadians who have not yet been reached or who need better services. But if we assume that these funds that are being allocated will prove to be sufficient to connect all Canadians, then what is the optimum *technical* solution or mix of solutions? In this panel, our technical experts will provide us with an update on "where we are" today and explore the optimal mix of technologies for providing these services via fiber, satellite, fixed wireless, or mobile broadband given Canada's unique geographic and population characteristics.

Moderator:

**Lisa Severson**, Director of Communications, Eastern Ontario Regional Network

Panelists:

- **Michèle Beck**, Senior Vice President, Canadian Sales, Telesat
- **Christine (C.J.) Prudham**, Chief Legal and Regulatory Officer, Xplornet Communications
- **Alissa Cooper**, Vice President and Chief Technology Officer for Technology Policy and a Fellow, Cisco Systems

14:30 - 14:45  
Short Track 1 **Explosive Growth and Issues in Gaming**  
The gaming industry has grown exponentially in recent years and the explosion of interest (by audiences and advertisers alike) in esports could have a significant impact on traditional media. In this session, the CEO of a successful esports company will discuss the evolution of esports and will address the business and legal challenges associated with purchasing and operating esports organizations around the globe. The discussion will include the differences between marketing/sponsorship partnerships with traditional sports versus esports.

- **Christopher Overholt**, President and CEO, OverActive Media
- **Jamie Firsten**, Partner, Goodmans LLP

14:45 - 15:00  
Short Track 2 **The Accessible Canada Act**  
**Adam Balkovec**, Legal Counsel, CRTC

The Act came into force in 2019 with the goal of realizing a Canada without barriers for persons with disabilities. In line with this goal, the *Accessible Canada Act* seeks to increase awareness and transparency regarding accessibility. Entities under federal jurisdiction, including broadcasting undertakings, Canadian carriers, and telecommunications service providers, are now required to put in place accessibility plans, reports and feedback processes. These requirements have been implemented, in part, by the *Canadian Radio-television and Telecommunications Commission Accessibility Reporting Regulations*, which the CRTC published in 2021. This presentation provides an overview of those Regulations, just in time for the first set of obligations to take effect in June 2022.

15:00 - 15:20 Networking Break

15:20 - 15:35  
Short Track 3 **Developments in Indigenous Media**  
**Jean La Rose**, President and CEO, Dadan Sivunivut Inc.

Dadan Sivunivut is an independent for-profit holding company that gathers all of APTN's subsidiaries under a new umbrella, headquartered in Ottawa. Its mission is "to expand professional opportunities for Our Peoples, to nurture Indigenous-led subsidiaries and to lead Our Future." APTN's former CEO, Jean La Rose, serves as the first CEO of the company and, together with its Board of Directors, is working to ensure that these corporations increase their revenues, expand their reach, continue to provide Indigenous Peoples with professional opportunities and fulfill their role as voices for Indigenous Peoples. In this session, Mr. La Rose will provide us with an update of what is transpiring within the Indigenous media, arts and broadcasting community and what further steps need to be taken to ensure that they become sustainable companies benefiting Indigenous Peoples.

15:35 - 16:35  
Panel 4

### **Cybersecurity and Ransomware**

Ransomware is the most common cyber threat Canadians face and it is increasing rapidly. Such attacks cause disruption in the lives of Canadians and have targeted not only commercial establishments, but also everything from hospitals to pipelines and from medical testing facilities to local police services. Cybercriminals, using malicious software to encrypt, steal, or delete data, demand a ransom payment to restore it and more and more Canadian organizations simply pay up, often in Bitcoin. This has severe impacts including core business downtime, permanent data loss, intellectual property theft, privacy breaches, reputational damage and expensive recovery costs. According to the Canadian Centre for Cyber Security, ransomware attacks against Canadian organizations increased in size, scale and sophistication throughout 2021 with the average cost of a data breach (including but not limited to ransomware) rising to \$6.35 million. What should be the response? Our panel of experts will consider the policies, the data, the legalities, the harm and the mitigation strategies.

Moderator: **Shannon McClure**, Senior Partner, Defence, IBM Canada Limited

Panelists:

- **Katherine Booth**, Partner, McCarthy Tétrault LLP
- **Byron Holland**, President and CEO, Canadian Internet Registration Authority
- **Sylvie Courtemanche**, Chair, Canadian Broadcast Standards Council
- **Sami Houry**, Head, Canadian Centre for Cyber Security

16:35 - 17:00

### **Keynote Address**

**Christa Dickenson**

Executive Director and CEO

Telefilm Canada

17:00 - 19:00

### **Cocktail Reception**

Sponsored by the Canadian Wireless Telecommunications Association

## **TUESDAY, MAY 17**

09:00 - 09:20

### **Keynote Address**

**Robert Ghiz**

President and CEO

Canadian Wireless Telecommunications Association

09:20 - 09:35

Short Track 4

### **Broadband Mapping**

**Jon Lipinski**, President & Co-Founder, Ecopia AI

Broadband mapping has been a huge challenge around the world for regulators and companies alike. More than half of rural Canadian communities don't have access to broadband, according to the CRTC. In November, the Canadian government awarded a contract to create a broadband map to a Toronto-based company, Ecopia AI, that uses artificial intelligence to mine numerous geospatial datasets that together paint a picture of broadband availability. Jon Lipinski, the company's co-founder and President explains the issue, and the solution that is now used by hundreds of commercial and government applications in more than 100 countries worldwide.

- 09:35 - 10:35  
Panel 5
- Addressing Harmful Online Content: Lessons Learned**  
Last summer, the federal government sought public input on a legislative and regulatory proposal to confront harmful content online. Based on the comments it received, it has now gone back to the drawing board, announcing that it would engage a group of experts to collaborate with stakeholders and Canadians to provide the Government with advice on how to adjust the proposal. Other jurisdictions that have faced similar challenges in seeking a workable and effective legislative and regulatory regime for addressing harmful online content have tabled or passed and implemented laws to accomplish that objective. In this session, experts will discuss those challenges and how those other jurisdictions have responded to them, and offer some "lessons learned" from their experiences.
- Moderator: **Shruti Shekar**, Senior Reporter Android Central  
Panelists:
- **The Rt. Hon. Jeremy Wright, QC**, Member of Parliament, United Kingdom
  - **Julie Inman Grant**, eSafety Commissioner, Australia
  - **Emily Laidlaw**, Canada Research Chair in Cybersecurity Law, Associate Professor, Faculty of Law, University of Calgary
- 10:35 - 10:55  
Networking Break
- 10:55 - 11:10  
Short Track 5
- Key Trends in Canadian Privacy Law Reform**  
**Sasha Coutu**, Associate, Dentons Canada LLP
- Jurisdictions around the world, including Canada, are undertaking reviews of respective data protection legislation. The Federal government revealed its direction in modernizing the *Personal Information Protection and Electronic Documents Act* (PIPEDA) through the defunct Bill C-11, the *Digital Charter Implementation Act, 2020*. A new version of Bill C-11 is expected in 2022. Meanwhile, provinces have already started reviewing their own privacy laws. Québec's Bill 64, *An Act to modernize legislative provisions as regards the protection of personal information* received assent on September 22, 2021, introducing entirely new concepts in Canadian privacy law and paving the way for reform at a wider scale. Sasha Coutu will provide a scene-setting overview of key trends in Canadian privacy law reform and the corresponding actions organizations may take to prepare.
- 11:10 - 11:25  
Short Track 6
- Finding Value and Social Good in Data While Respecting Personal Privacy**  
**Pamela Snively**, Vice President Chief Data & Trust Officer, TELUS
- The Public Health Agency of Canada's use of aggregated, de-identified data to assist in combatting the COVID-19 virus divided Canadians earlier this year and led to a Parliamentary inquiry into the issue. TELUS Health is Canada's largest Healthcare IT provider. It was an essential party in the process and was called on to explain what happened, how data was gathered and de-identified, and what exactly was provided on to Canada's health authorities. This was a practical "use case" involving privacy enhancing technologies (like de-identification) and building trust through transparency to meet the need by authorities for more data while protecting Canadians' personal information. This session will provide valuable insights on the importance of robust data governance and the perspectives of policy makers and the public on responsible data use.

11:25 - 11:40  
Short Track 7

**Facial Recognition Issues - What Should Canada's Regulators Do?**  
**Carole Piovesan**, Partner, INQ Law

Facial recognition technology (FRT) is a booming business, not only in the areas of security and surveillance, but also in telecoms, IT, health care, retail, etc. While it holds significant promise, commentators have highlighted a number of negative impacts (both existing and potential) and have called on regulators to do everything from banning FRT entirely, to requiring judicial inquiries, to mandating transparency, to introducing moratoria, to establishing strict legal safeguards. In this session, Carole Piovesan will provide commentary on what steps Canada should be considering in terms of technical criteria, oversight, impact assessments, stakeholder engagement, etc., to align itself with the rest of the world.

11:40 - 11:55  
Short Track 8

**Deficiencies and Opportunities in Better BIPOC Data Collection**  
**Lisa Valencia-Svensson**, Managing Director, Racial Equity Media Collective

It is hard enough to craft policies even with good data, but that does not exist for the Black, Indigenous and People of Color (BIPOC) communities. Despite research, policies and good intentions, across the ecosystem, from funders to broadcasters, there has been no way to track the level of inclusion and representation of racialized communities. As a result, racialized creators and companies continue to experience underrepresentation and structural racism within the very system that is supposed to support the creation, release and export of their work. Recent reports and consultations make clear that BIPOC projects and companies remain unfunded or underfunded, that BIPOC content struggles to get radio airplay and broadcaster licences, and BIPOC creators often do not own the IP of their content. In this short track session, Lisa Valencia-Svensson will discuss what needs to be done to break that cycle.

11:55 - 12:20  
Short Track 9

**Android Location Data**  
**Peter Lord**, Vice President, Strategic Initiatives, Oracle

In this special presentation that never fails to surprise audiences, you will learn about the type and amount of data that is collected from your phone, whether you knew about it or not, and whether you knew you were paying for it or not. Things previously invisible become more transparent and allow insights for users and policy makers alike.

12:20 - 14:00

**Lunch and Keynote Address**  
**Paul Champ**  
Champ & Associates  
Lead Counsel, *Li v. Barber* (Ottawa Convoy Class Action)

14:00 - 15:00  
Panel 6

### **Compensation for News Media**

The federal government has announced legislation with the goal of providing compensation for Canadian news-producing companies. The latter have seen online platforms like Google and Facebook attract 80% or more of digital advertising while the Canadian producers have seen their business models come under significant stress as a result. In Australia, Google and Facebook came to an arrangement with Australian news producers and Canada is expecting to adopt the same model extended to both print and broadcasting news producers. The importance of trusted media for news is critical for a functioning democracy. This panel will discuss both the importance and the potential outcomes of a new Bill.

Moderator: **Christopher Dornan**, Professor (Retired), Carleton University

#### Panelists

- **Jennifer Lee**, Executive Vice President and General Counsel, Corus Entertainment
- **Paul Deegan**, President and CEO, News Media Canada
- **Anita Li**, Founder and CEO, The Green Line
- **Kevin Chan**, Global Director, Meta

15:00 - 15:15  
Short Track 10

### **Developments in the War on Piracy**

**Kristina Milbourn**, Director, Copyright and Broadband, Rogers Communications

In May, 2021, a site-blocking order addressed to ISPs was upheld by the Federal Court of Appeal, a decision in respect of which TekSavvy was denied leave to appeal to the Supreme Court of Canada. Accordingly, site-blocking orders are now considered settled law in Canada. Meanwhile, a new type of order, a dynamic blocking order, has been proposed. In the absence of explicit new statutory authority to deal with piracy, courts are filling in the gaps using existing laws in new ways. This presentation reviews the implications of these precedent-setting decisions and how they may be used to combat internet piracy.

15:15 - 15:30  
Short Track 11

### **The View from Bay Street - The Canadian Telecom and Broadcasting Markets and the Stock Market**

**Maher Yaghi**, Scotiabank Analyst

For-profit companies must balance the needs of various stakeholders, including their shareholders and regulators. While the main focus of this conference is on the regulatory side of the ledger, in this session, one of Canada's foremost financial industry experts explores how the Canadian communications sphere is doing from a "Bay Street" perspective. Nowadays, that also includes how the industry is advancing Environmental, Social and Governance goals as investors are increasingly applying these non-financial factors as part of their analysis process to identify material risks and growth opportunities.

15:30 - 15:45  
Short Track 12

**U.S. Experience Going from Four Wireless Players to Three**

**Babette Boliek**, Professor, Caruso School of Law, Pepperdine University

Many countries, Canada included, are wrestling with how best to encourage competition in the commercial mobile wireless sector. The United States is no exception, and it is where Sprint Corporation and T-Mobile US merged in a \$26 Billion deal. That transaction triggered a two-year long approval process before it finally closed in April 2020. Babette Boliek served as the Chief Economist of the Federal Communications Commission during the examination of the merger application. In this session, she will outline some of the pros and cons of the U.S. experience in going from four major wireless telecom providers to three -- with merger conditions that paved the way for a new fourth provider -- DISH. This all from the perspective of a front row seat during the process.

15:45 - 16:00  
Short Track 13

**The Importance of Diversity at the CBC and in the Industry Generally**

**Nicholas Davis**, Executive Director, Equity & Inclusion, CBC

The importance of improvements in diversity and inclusion cannot be overstated and the Canadian communications sector is no different. In this session, Nick Davis provides insights into what is happening in this area at the Canadian Broadcasting Corporation (CBC) as well as more generally in the industry. What are best practices to achieve appropriate representation and what else needs to be done to get to the point where sessions like this should no longer be necessary?

16:00 - 16:30

Networking Break

16:30 - 16:50

**Closing Keynote Address**

**The Honourable Pablo Rodriguez**

Minister of Canadian Heritage

16:50 - 17:00

**Closing Remarks**

**Grant Buchanan**, President, IIC Canada