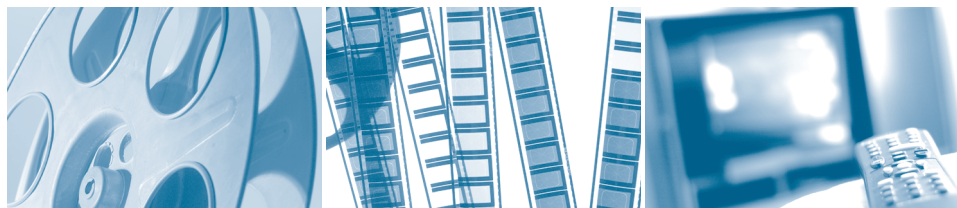


ENTERTAINMENT INDUSTRIES SUMMIT



Over the past year technology has continued in its relentless drive to revolutionize the media industries. Join us and hear our roster of experts address questions such as:

- What impact has technology had so far on traditional media?
- What opportunities does the mobile platform represent?
- What are the common pitfalls and best practices that have emerged in developing content across multi-platforms?
- What new distribution models are emerging and what rate of adoption is anticipated?
- How can new forms of content be monetized?
- What criteria are used in placing a value on rights for online content?
- How can the new forms of distribution be reconciled with Canada's *Broadcasting Act*? Is regulation possible in the new environment?
- What impact will consolidation have on the media marketplace both for creators and distributors?
- Where is the foreign ownership issue going in the face of the new 'merger mania' being helped along by U.S. private equity firms?

and much more...

October 22 – 23, 2007
St. Andrew's Club and
Conference Centre
150 King Street West, Toronto

PROGRAM CO-CHAIRS

Alan Sawyer
Media Strategist
Two Solitudes Consulting

Susan Abramovitch
Partner
Gowling Lafleur Henderson LLP

LUNCHEON ADDRESSES

*New-Era Technologies in
Society and Business*

Dr. David Jacobson
Director – Emerging Technologies
PricewaterhouseCoopers LLP

*Towards a Less Regulated,
More Global World*

Namir Anani
*Associate Executive Director,
Policy Development and Research*
*Canadian Radio-television and
Telecommunications Commission*

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Dear Colleague:

While the pace of technological change has affected the various entertainment and media sectors unevenly so far, it will, nonetheless, relentlessly continue to push the limits of traditional technologies, blurring the boundaries between each sector in the process. No sector is immune, and each must either adapt, die, or transform itself into a new type of enterprise.

Nearly one hundred years ago, manufacturers of buggy whips and other equipment for horse-drawn vehicles faced similarly daunting challenges, as automobiles gradually replaced horses on the streets. Yet this transformation did not occur overnight. Likewise neither will the current revolution in content creation and distribution. Both old and new forms will exist together for some years to come until clearly workable business models emerge for creators and distributors in all forms of entertainment and media to develop the revenue streams they need to push forward. Consumers are also an essential part of the equation of homing in on that new application that will represent the 'tipping point' or catalyst of future mass migration to newer forms of distribution. Today's equivalent of the Model T is yet missing from the equation.

Canadians, like other nationals, are grappling to find solutions in a truly globalized world in which the internet has leveled traditional geographical boundaries upon which much of the current system rests. Solutions are being sought not only to content production and distribution issues, but also to the challenge of how and whether to maintain cultural policies designed to provide Canadians with greater access to the works and cultural viewpoints of their fellow Canadians.

For this conference, **Insight Information** has assembled a program that addresses the most critical issues facing our entertainment and media sectors today. Issues faced by each genre will be discussed providing an opportunity to learn how others are both coping with the challenges and seizing those emerging opportunities that new technology has introduced. Come prepared to participate in interactive discussion about the future of your industry. It's an event we're sure you won't want to miss.

Sincerely,



Alan Sawyer
Media Strategist
Two Solitudes Consulting



Susan Abramovitch
Partner
Gowling Lafleur Henderson LLP

WHO SHOULD ATTEND

- Executives from the Film, Television, New Media/gaming, Music, and Print Media Industries involved in content creation its development and distribution
- Industry association executives
- In-house Counsel such as Director of Business and Legal Affairs; Director of Regulatory Affairs
- Executives from Broadcasters, Cable Companies, ISPs and Mobile Telecommunication Services
- Ad Agencies
- Executives from Financial Organizations
- Consulting Companies and Research Organizations
- Officers and Members of Creator Collectives
- Agents and Consultants to Performers, Artists and Writers
- Corporate, Commercial and IP Lawyers
- Representatives from the Departments of Canadian Heritage and Industry And the Copyright Office
- Representatives from Provincial Ministries/Departments of Culture

MONDAY | OCTOBER 22, 2007

8:15 | 9:00

Registration and Continental Breakfast

9:00 | 9:05

Welcoming Remarks from Insight Information

9:05 | 9:15

Opening Remarks from the Co-Chair

Alan Sawyer

Media Strategist, Two Solitudes Consulting

9:15 | 10:15

The Impact of Technology on Traditional Media

Moderator: Alan Sawyer

Media Strategist, Two Solitudes Consulting

Kirk Allen

*Senior Vice-President, Sales and Marketing
CanWest MediaWorks Publications Inc.*

Steve Billinger

Executive Director, Digital Programming, CBC.ca

Grant Dexter

President, MapleMusic

Douglas Knight

President, St. Joseph Media

Michael Tamblyn

President and CEO, BookNet Canada

- The experience of the music industry with online sales
- The impact on artists, writers and other content creators
- The revenue gap between traditional and online sales both worldwide and in North America
- How technology is changing the business models of media companies
- Pros and cons of new technology

10:15 | 10:30

Networking Coffee Break

10:30 | 11:30

The Mobile Platform: Current Realities and Future Trends

Moderator: Tara Parker

Senior Associate, Goodmans LLP

Aaron Brown

Director of Retail Product Marketing, RIM

Michael Carter

President & CEO, MyThum Interactive Inc.

Steve Comeau

President, Collideascope Digital Productions Inc.

Bob Goyetche

Editor, canada podcasts.ca

David Neale

Vice President, Enhanced Services Development, TELUS

- What does this platform mean for all media industries
- Where are the opportunities?
- How can they be realized? – would it involve cannibalizing existing modes of delivery?
- What types of content is currently most adaptable?

- The current technology available in North America versus rest of world and implications for the development of this platform
- Appropriate pricing of mobile services

11:30 | 12:30

Developing Content in the Multi-Platform Environment

Moderator: Susan Abramovitch

Partner, Gowling Lafleur Henderson LLP

Norm Bolen

*Executive Vice President Content Group
AllianceAtlantis Broadcasting Inc.*

Barbara Baillie

Director, Interactive, Astral Television Networks

Wili Liberman

Publisher/Editor, Teach Magazine

Kenneth Maclean

Vice-President, Interactive Media Services, St. Joseph Media

- Skillssets required to develop content across multiple platforms – print, web, video, mobile
- Optimizing content for each platform to deliver the best user experience
- Integrated planning for content development to create greatest possible efficiencies
- Integration of advertising and sponsors with editorial content – defining church and state for new platforms
- DRM – how to tame the “octopus”
- Who's doing multi-platform content well?
- Challenges and opportunities in re-purposing content
 - are there lessons to be learned from book publishers?
 - eg. *Lord of the Rings*, *The Chronicles of Narnia*, etc.
- How to expand the market opportunity into the realm of education
- The gaming industry in Canada and the impact games may have in developing the ‘whole content package’
- The latest in educational research pertaining to gaming and simulations as a classroom-based tool

12:30 | 1:15

Networking Luncheon

1:15 | 1:45

LUNCHEON ADDRESS

New-Era Technologies in Society and Business

Dr. David Jacobson

*Director – Emerging Technologies
PricewaterhouseCoopers LLP*

1:45 | 2:45

The Challenges in Finding Distribution Models That Work in the 21st Century

Moderator: Alan Sawyer

Media Strategist, Two Solitudes Consulting

Maria Hale

*Vice President, Content Business Development
CHUM Television*

Sean Hutchison

*Director, Digital Business Development
EMI Music Canada*

Mike McGuigan

Head, New Media, Breakthrough Films and Television

Terry Sellwood

*General Manager, Quarto Communications
Publisher, Cottage Life Magazine*

- The degree to which each genre will be affected by new technology, what level of 'drift' is currently taking place within each genre?
- Newer competing applications/platforms and their potential for existing sectors within the entertainment industry
 - IPTV, Joost, mobile, etc.
- Implications for traditional broadcasters of BDUs making deals directly with content producers
- Film distribution; both to theatres (digitally via satellite), online and through DVD rental, eg. Zip.ca, Podcasts, convergence of tv and online viewing
- The economic opportunities represented by 'The Long Tail'

2:45 | 3:00

Networking Refreshment Break

3:00 | 4:00

Monetizing New Forms of Content

Moderator: Tony Tobias

President, Pangaea Media & Music

Ian Kelso

President, Interactive Ontario

Kevin Leflar

President, officialCOMMUNITY

Kim Machado

General Manager, CanadianBusiness Online

Chris McCracken

*Vice-President, Broadcasting & Media Assets
Canadian Football League*

- Customer retention in a community setting
- Targeting and Geo-location
- Sponsorship and Advertising – impact on traffic and audience in a community setting
- Subscriptions, syndication, content distribution networks
- Community management techniques and homesteading
- User-generated content such as blogs, YouTube, MySpace, Second Life, podcasts, social networks

4:00 | 5:00

Pricing Rights for the Digital and Online Marketplace

Moderator: Tony Tobias

President, Pangaea Media & Music

John Barrack

National Executive Vice President and Counsel, CFTPA

Trevor Doerksen

CEO and Co-Founder, Movo Vivo Inc.

Patricia McCutcheon

National Organizer, Digital Media, ACTRA

Charlie Millar

Director, Digital Business Development, Warner Music Canada

Warren Sheffer

Lawyer, Hebb & Sheffer

- ACTRA negotiations for digital rights and what was at stake
- Rights for archival material
- Old artists contracts that don't include these rights
- Upcoming U.S./U.K. negotiations
- Rights of authors whose books have been made into movies which are then distributed in digital format and/or online
- What's fair? Creators want separate rights for each channel/platform; distributors want rights for all channels/platform included in deals
- What rights are broadcasters taking in other jurisdictions?
- Paid versus ad supported rights
- Subscription, rental and digital items
- Does fragmentation benefit everybody?
- Lessons from the music industry
- Why do ring tones, virtual futons and Facebook birthday balloons cost more than a TV episode?

5:00

Conference Adjourns for the Day

TUESDAY | OCTOBER 23 2007

8:15 | 9:00

Continental Breakfast

9:00 | 9:15

Opening Remarks From the Co-Chair

Susan Abramovitch

Partner, Gowling Lafleur Henderson LLP

9:15 | 10:30

Advertising for Traditional Media and Online: Cross-Platform Strategies

Catherine Bridgman

Senior Vice President, Marketing Ventures, Canwest MediaWorks

Mitch Dent

Senior Vice-President, Consumer Publications, Rogers Media

Luke Moore

*Senior Vice-President, Director of Business Development
M2 Universal*

Jennifer Stothers

Senior Director of Sales, AOL Canada Inc.

The current media landscape is incredibly fragmented and increasingly complex. Effective and successful navigation through this landscape is at once a mixture of science, art, risk taking and some common sense. We are no longer in the business of media planning; we are in the business of fully integrated communication planning whereby cross platform strategies are the norm and online media is no longer niche.

- The communication planning process
- Key trends
- The importance of segmentation
- The challenges of micro media
- Effective channel planning and the creative message
- How best to engage and entertain the consumer with your cross-platform message
- Partnering with non competitive media to expand the reach of the campaign
- How to determine a core campaign medium and the subsequent role of support media

- Understanding consumer media consumption and user habits as they relate to the design of a cross-platform campaign

10:30 | 10:45

Networking Coffee Break

10:45 | 12:00

Approaches to Financing Content and Company Development

Moderator: Tracey Jennings

*Tax Entertainment & Media Leader
PricewaterhouseCoopers LLP*

David Bazak

Senior Manager, RBC Royal Bank, Media & Entertainment Boutique

Leif Bristow

President and CEO, Queen Street Entertainment

Ed Glinert

President, Casablanca Media Acquisitions Inc.

Jim Russell

*Partner, Business, Entertainment and Intellectual Property Law Groups
Heenan Blaikie LLP*

Chip Sutherland

Executive Director, Starmaker

- The role of government funding agencies, OMD, CTF, FACTOR, Starmaker, etc.
 - how effective are these? accountability and performance measurement
- The value of tax credit programs, Federal and Provincial
- International co-production strategies
- Access to capital
 - the level of difficulty experienced in accessing traditional forms of capital; regular banks, Canadian Business Development Bank, gap-financing for co-productions, IPOs, private and venture capital, etc.
- What improvements could be made?

12:00 | 12:45

Networking Luncheon

12:45 | 1:30

LUNCHEON ADDRESS

Towards a Less Regulated, More Global World

Namir Anani

*Associate Executive Director, Policy Development and Research
Canadian Radio-television and Telecommunications Commission*

1:30 | 2:15

The Review of Broadcasting Regulations – Ensuring Their Relevance to the Current Environment

Christian Leblanc

Partner, Fasken Martineau DuMoulin LLP

In May, the CRTC Chairman announced that a sweeping review of the entire body of current broadcast regulations had been commissioned. Based on the earlier success of the Telecommunications Policy Review Panel which brought forward solid recommendations based on critical observation, this review now has a similarly daunting task. This session will provide a close look at the results of the review, conclusions reached and recommendations for future Canadian broadcast policy in the digital era.

2:15 | 2:30

Networking Refreshment Break

2:30 | 4:00

Ongoing Regulatory Issues and Their Impact on the Media Sector

Moderator: David Keeble

Keeble Consulting

Grant Buchanan

*Partner, Business Law Group
McCarthy Tétrault LLP*

Duncan McKie

President, Canadian Independent Record Production Association (CIRPA)

Debra McLaughlin

Principal, Strategic Inc.

Pierre Louis Smith

*Vice-President, Policy & Chief Regulatory Officer
Canadian Association of Broadcasters*

Stephen Zolf

Partner, Heenan Blaikie LLP

- Does the Commercial Radio Policy address consumers' needs or is it social policy?
- Is the radio industry addressing consumer needs or is regulation necessary?
- How will the OTA decision impact consumers' use of television?
- What are the trade offs for consumers in terms of diversity of voices?
- The impact of recent and upcoming regulatory reviews
- Challenges ahead for the CRTC with its New Media Project Initiative
- Foreign ownership levels for telecommunication companies
- Where do competition law and regulatory intersect?
- What are the economic implications of market consolidation?

4:00 | 5:00

Ongoing Copyright Issues: Canadian and International Developments

Moderator: Barry Sookman

Partner, McCarthy Tétrault LLP

Maureen Cavan

Executive Director, Access Copyright

Paul Spurgeon

Legal Counsel, SOCAN

Grace Westcott

Barrister and Solicitor

- Is Canada's proposed new copyright legislation WIPO compliant and does it resolve international concerns that have resulted in Canada being labeled a copyright 'laggard'?
- Will the rights of print creators and publishers be protected, strengthened or compromised to any degree?
- Has the activity of illegal downloading been dealt with effectively?
- Will new legislation encourage investment in content development in and for Canada by supporting the value of fair return to content developers?
- Will new legislation encourage the market development of digital business models?
- SOCAN's Tariff 22 and other collective initiatives

5:00

Conference Ends

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