Canada’s entertainment industries continue to grapple with the cataclysmic shift in structure that new technology represents. There is huge uncertainty in the market right now over the impact the internet will have on content distribution and whether conventional carriers will need to re-invent themselves to avoid the possibility of being bypassed in new emerging routes to consumers. Canadian professionals engaged in content production and distribution across all sectors – film, television, new media and music – will also require a policy framework designed for the 21st century. This roster of industry experts will address these and other questions, such as:

- What new business models are emerging for the multi-platform digital marketplace?
- What form is the independent production model likely to take in the future?
- What is the status of Canada’s copyright reform? What lessons can be learned from the music industry?
- The regulatory review of radio and television; should there be a single Canadian Communication Act?
- Is the music industry evolving, or experiencing a revolution?
- What strategies can be considered to maintain ad revenue when audiences migrate?
- What is the best approach to developing content across multi-platforms?
- What opportunities exist for mobile entertainment?

and much more...

October 26 – 27, 2006 • St. Andrew’s Club and Conference Centre • 150 King Street West, Toronto
Dear Colleague;

As improvements to digital technology continue, the threat it represents to content creators and distributors rises exponentially. Higher broadband capabilities and new methods of transferring data mean that wholesale downloading of entire movies and other audio-visual works in minutes instead of hours will be possible sooner rather than later. The rampant piracy experienced by the music industry could well become the new reality for film and television producers as well as distributors. In addition, the new avenues of distribution made possible by the internet and other new services are currently in the process of undermining the decades-old broadcast business model for both radio and television that everyone knew and understood.

While some existing business models appear to be on the verge of crumbling, the uncertainty created by the situation has left government policy-makers scrambling to revise existing policy and legislation that have fallen far behind the new reality; and also to prevent the interests of Canadians from being pushed aside. Policies such as those governing Canadian content for the film and television sector need to be re-visited in a similar manner and in as great a depth as was recently conducted during the CRTC’s Review of Radio. The effort to modernize the Copyright Act that lost steam due to the last federal election needs to be reactivated with all possible speed. Funding policies will also need to be reviewed including an examination of a seeming contradiction in policy goals. While there are programs in place to encourage the sales of Canadian programming to other countries, the achievement of this goal is being hobbled somewhat by the current Canadian content requirements to access funding resulting in programming that is usually less attractive to foreign audiences. This is but one aspect of the current funding crisis currently experienced by film and television producers that urgently needs to be addressed.

Meanwhile the music industry and radio broadcasters have seen three decades of effort building effective Canadian content policies that have bolstered the careers of many internationally successful Canadian artists jeopardized by satellite radio. As they gain subscribers, these new services have the potential to drain a significant number of listeners away from local broadcasters and to undermine their business model in the process. The recent direct-to-consumer sales of program downloads by major American broadcasters is yet another emerging distribution model that threatens local television broadcasters.

This timely conference, produced by Insight Information, offers an exciting opportunity to participate in interactive discussions concerning the many issues challenging Canada’s entertainment industries as well as the policy measures required to support Canadian industry in the 21st century – it’s one we believe you won’t want to miss.

Sincerely,

Peter Steinmetz, QC
Partner
Cassels Brock LLP

Susan Abramovitch
Partner
Gowling Lafleur Henderson LLP

Delegates will receive a set of original materials as well as online access to fully searchable conference papers through Insight’s InCONFERENCE™ that will serve as an invaluable reference source.
THURSDAY
OCTOBER 26, 2006

8:15 Registration and Continental Breakfast
9:00 Welcoming Remarks from Insight Information
9:05 Opening Remarks from the Co-Chair

Peter Steinmetz, QC
Partner
Cassels Brock LLP

An Interview with Peter Grant
Senior Partner, McCarthy Tétrault LLP
By David A. Walden
Secretary-General
Canadian Commission for UNESCO

9:45 Creating New Business Models for the Multi-Platform Digital Marketplace
Moderator: Alan Sawyer
Media Strategist
Two Solitudes
David Basskin
President
CMRRA
Claude Galipeau
Senior Vice President, Digital Media,
Alliance Atlantis Communications Inc.
Jean Phillipe Mikus
Legal Counsel
Fasken Martineau
Kaan Yigit
President
Solutions Research Group
Technology is changing the media landscape at an unprecedented pace and creating new challenges and opportunities both domestically and on a global basis. In order to survive, existing industry players must adopt new business models and explore new distribution platforms. This session will include an examination of:
• Current trends already evident in music, television and film
• The challenge for Canadian media companies
• Multi-platform rights and revenue: how should the pie be divided?
• Tariffs, copyright collectives and the copyright board: is reform needed?

11:00 Coffee Break
11:15 Is the Independent Television Production Model Broken? How Can it be Fixed?
Moderator:
Stephen Ellis
President
Ellis Entertainment Corporation

Michael Donovan (invited)
Chairman and Chief Executive
DHX Media
Scott Garvie
Senior Vice President
Legal and Business Affairs
Shaftesbury Films
Mary Young Leckie (invited)
Executive Producer
Screen Door Entertainment
Guy Mayson
President & CEO
CFTPA

12:15 Networking Luncheon
1:00 Keynote Luncheon Address: Establishing New Terms of Trade Between Broadcasters and Producers
John Barrack
National Executive Vice-president
and Counsel, CFTPA

1:30 Copyright Reform: Bringing Canada up to Global Standards
Moderator:
Barry Sookman
Partner
McCarthy Tétrault LLP
Casey Chisick
Partner
Cassels Brock LLP
Wendy Noss
General Counsel
The Canadian Motion Picture Distributors Association
Richard Pfohl
General Counsel
CRIA
Loris Mirella
Senior Project Leader, Legislative and International Projects
Canadian Heritage
Michael Hilliard
Corporate Counsel
Microsoft Canada
Jay Thomson
Assistant Vice President
Broadband Policy, TELUS
8:00 Registration and Continental Breakfast
9:00 Opening Remarks from the Co-Chair
  Susan Abramovitch
  Partner
  Gowling Lafleur Henderson LLP

9:15 Keynote Session: Attracting Advertisers in the New World
  Interview with Hugh Dow
  President, M2 Universal
  By Roma Khanna
  Senior Vice President Content, CHUM Television

9:45 Co-production Financing Nuts and Bolts: Strategies for Dealing with Today’s Realities in Putting Together a Co-Production Deal
  Martin Katz
  President
  Prospero Pictures

  Dan McMullen
  Senior Account Manager, Media & Entertainment
  RBC Royal Bank

  Carolyn Stamegna
  Partner
  Goodmans LLP

This session will take delegates through the intricacies involved in putting together a co-production deal in today’s environment. The case study will serve to illustrate the difficulties and challenges faced by producers in cobbling together the financing necessary to create appealing content from ever-dwindling dollar amounts from a greater variety of sources.

10:45 Coffee Break

11:00 Strategies for Maintaining Ad Revenue in the Face of Audience Migration

  Rick Nadeau
  Vice President, Telecommunications and Cultural Affairs
  Decima Research

  Maria Hale
  Vice President, Content Business Development
  CHUM Television

  Jennifer Stothers
  Senior Director of Sales
  AOL Canada

  Peter Vaz
  VP M2 U Online
  Universal McCann

This session will take delegates through the intricacies involved in putting together a co-production deal in today’s environment. The case study will serve to illustrate the difficulties and challenges faced by producers in cobbling together the financing necessary to create appealing content from ever-dwindling dollar amounts from a greater variety of sources.
• Determining what sort of commercial presence can be effectively woven into an expanding choice of content and delivery; obtaining maximum impact in a splintering media universe
• Beyond product placement; involvement of sponsors in content development?
• Audience measurement: new techniques for a multi-platform environment

12:00 The Canadian Film or Video Production Tax Credit: An Update

Robert Soucy
Director, Canadian Audio-Visual Certification Office
Department of Canadian Heritage

• Impact of the 2003 draft legislation and the 2005 amended regulations; Has simplification been achieved? What remains to be done?
• Result of CAVCO consultations on new program guidelines; - new indicia of Canadian control, definition of “acceptable revenues” from non-Canadian markets, amended rules for copyright ownership, private investment, access to foreign tax-based incentives, non-Canadian showrunners, Format shows

12:30 Networking Luncheon

1:30 Improving the Audience Experience: Managing the Transition to HDTV

Michael McEwen
Director, Media Asset Capital
Past-President, Canadian Digital Television (CDTV)

Paul Vaccani (invited)
Director, Broadcast Applications Engineering Industry Canada

• Can Canada avoid being left behind the U.S.?
• Impact on popularity of Canadian programming that is broadcast as regular TV, if competing with U.S. programming that is in HD
• Minimizing disruption in the marketplace during transition
• Tackling the current lack of consumer awareness in Canada on how to obtain HDTV
• Strategies for transferring to digital sound in TV

2:15 Content Across Multi-Platforms; Financing, Developing and Exploiting Content in the New Media Environment

Trevor Fencott
President
Groove Media Inc.

Morris Gluck
Assistant Vice President
Commercial Financial Services
HSBC Bank Canada

Mike McGuigan
Head, New Media
Breakthrough Films and Television

David Steinberg
Partner
Heenan Blaikie LLP

• Financing the development of content outside of the single purpose company model

3:15 Refreshment Break

3:30 Video Games – Strategies for Developing a Growing Market

Trevor Fencott
President
Groove Media Inc.

Evan Jones
Creative Director
Xenophile Media

Barbara Bailie
Director, Interactive
Astral Television Networks

• New technology and how it affects gaming
• Do they attract ad revenue; if so, how and how much?
• How they could strategically fit into a programmer’s or program distributor’s plans to attract higher audience levels?
• How is the marketplace divided between retail and online consumption, and will this change?
• Are partnerships possible between gaming companies and broadcasters in game development? Are they possible with mobile services for cellphone versions?
• Economics of game production; risks vs rewards
• Microtransactions and episodic content

4:15 Opportunities for Mobile Entertainment

Moderator:
Jeff Leiper
Director, Canadian Market Strategies
Yankee Group

Raja Khanna
Chief Creative Officer
Quick Play Media

Judy McAlpine
Director, Strategic Projects
CBC/Radio-Canada

Upinder Saini
Vice President, New Products and Content Development
Rogers Communications

• What sort of audio and video programming will consumers find attractive for this platform?
• Podcasting; sources of content and how it’s manipulated to fit this medium
• Creating content specifically for mobile devices; a new ‘short-form’ format
• Audience building and advertising opportunities represented by mobile programming
• To which providers will audiences turn for mobile content? What are the hurdles to mainstream adoption?

5:00 Conference Ends
Yes! Please register the following delegate(s)  (photocopy for additional delegates)

PRIORITY CODE: 032-PDF

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Title:

Area of practice:

Company:

Business Address:

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Type of Business: #of Employees:

Registrant’s Signature Required:

Signature: Date:

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4. E-mail: order@insightinfo.com  5. Internet: www.insightinfo.com

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