

Digital Media at the Crossroads

A Conference on the Future of Content in Digital Media



A conference all students and professionals in digital media should attend!

HEAR ALL ABOUT:

- Strengthening Canadian Content Creation, Discovery and Export
- How to Find and Measure Digital Content, Consumption and Dollars
- Technological Disruption in the Digital Media Sector

SPEAKERS INCLUDE:

- **Valerie Creighton**, President and CEO, Canada Media Fund
- **Jim Lidestri**, CEO, BuzzAngle Music, NYC
- **Sara Diamond**, President, OCAD University
- **Reynolds Mastin**, President and CEO, Canadian Media Producers Association
- **Barbara Motzney**, Chief Consumer Officer, CRTC

WHEN? **Saturday, January 28, 2017**
9 a.m. to 5:30 p.m.

WHERE? **Walter Hall, Edward Johnson Building**
Faculty of Music, University of Toronto
80 Queen's Park, Toronto

Regular Rate:	\$399
University Faculty Rate:	\$99
Alumni [#] Rate:	\$99
Creator* Rate:	\$99
Special Student Rate:	\$39

[#] of the educational institutions who are sponsors of DM@X

* includes members or employees of members of creative institutions who are sponsors of DM@X

Rates include program materials and buffet lunch.

Program schedule and registration: www.digitalmediaatthecrossroads.ca

PROGRAM SCHEDULE

Saturday, January 28, 2017

8:20 a.m. Registration

9:00 a.m. Welcome and Introduction: **Don McLean**, Dean, Faculty of Music, University of Toronto

9:10 a.m. **Keynote Address: "Cultural Strategy in a Time of Rapid Change"**

Speaker: **Charles Falzon**, Dean, Faculty of Communications and Design, Ryerson University

The Faculty of Communication and Design (FCAD) at Ryerson is home to some of Canada's most innovative schools in media and creative industries. Charles Falzon is not only the Dean of FCAD but also a thirty year media industry veteran. He is also a member of the Department of Canadian Heritage's Expert Advisory Group on the future of Canadian content. In this keynote address, Charles brings together these three perspectives to discuss the responsibility, the challenges and the value of public policy and cultural strategy in a time of rapid change.

9:45 a.m. **Exploring Policy Options in the Audiovisual Digital World**

This panel is a follow-up to the keynote address and will feature a debate on the Minister's consultations. Will the borderless nature of the Internet defeat any attempts to support Canadian content other than through subsidy? Should we loosen the rules for Cancon in order to seek global markets? What are the opportunities and pitfalls?

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

Panelists: **John Anderson**, Principal, Anderson Consulting, Ottawa; Author of "An Over-the-Top Exemption" study for the Canadian Centre for Policy Alternatives

Valerie Creighton, President and CEO, Canada Media Fund

Reynolds Mastin, President and CEO, Canadian Media Producers Association

11:15 a.m. Refreshment Break

11:30 a.m. **Technological Disruption in the Digital Media Sector**

With technological change, we may see new approaches to global problems, including the digital divide, the gender gap and the changing nature of jobs. Entrepreneurs in the digital space discuss these changes in the Canadian context.

Moderator: **Kenneth Rogers**, Associate Dean of Research at the School of the Arts, Media, Performance, and Design at York University

Panelists: **Vlad Dascalu**, Partner, Head of Strategy, Pinch VR

Tammy Johns, Co-Founder, Skills.com

Allen Lau, Co-founder, Wattpad

PROGRAM SCHEDULE (continued)

- 1:00 p.m.** Buffet Luncheon (provided)
- 1:30 p.m.** **Luncheon Address: "Strengthening Canadian Content Creation, Discovery and Export"**
- Speaker: **Julia Johnston**, Digital Media Entrepreneur, Toronto
- The Minister of Canadian Heritage's consultation on the future of Canadian content in a digital world is now well launched across the country. In this luncheon address, one of Canada's most experienced digital entrepreneurs provides a unique perspective on what should be done to strengthen Canadian content in the system. Julia Johnston has seen it from all sides - as a communications lawyer, as a business advisor, as a media executive, as a chief operating officer, and as the co-founder of two internet companies. She will provide a personal view as to what she would do if she was the Minister of Canadian Heritage.
- 2:00 p.m.** **How to Find and Measure Digital Content, Consumption and Dollars**
- This panel addresses three central problems for digital content: How do you discover it? How do you measure its consumption? And how can you derive revenue from it? While the initial focus of the discussion will be on measuring music consumption, the panel will also address the general problem of discoverability, and the measurement of consumption and revenue for video content, particularly Canadian content.
- Moderator: **Catherine Moore**, Adjunct Professor of Music Technology & Digital Media, Faculty of Music, University of Toronto
- Speaker: **Jim Lidestri**, CEO, BuzzAngle Music, New York
- Panelists: **Barbara Motzney**, Chief Consumer Officer and Executive Director, Consumer Affairs and Strategic Policy, CRTC
- Rachel Noonan**, Entertainment & Media Specialist
- 3:30 p.m.** Refreshment Break
- 3:45 p.m.** **Creative Clusters: Can Canada Compete?**
- Many economists have focused on the concept of "creative clusters". Canada has such clusters in Toronto, Vancouver and Montreal. But all too often the components of the cluster (music, film/TV, books, games) operate in silos that never talk to each other. This panel examines the links between the sectors and the need and role for umbrella organizations to coordinate policy.
- Moderator: **Trina McQueen**, Adjunct Professor, MBA Program in Arts and Media Administration, Schulich School of Business, York University
- Panelists: **Sara Diamond**, President, OCAD University
- Peter Lyman**, Senior Partner, Nordicity Group Limited
- Chris Unwin**, Founder and Executive Director, Free: A Creator Studio, Toronto
- David Wolfe**, Co-Director, Innovation Policy Lab, Munk School of Global Affairs, University of Toronto
- 5:15 p.m.** Closing Wrapup: **Don McLean**, Dean, Faculty of Music, University of Toronto
- 5:30 p.m.** Termination of Program

DM@X SPONSORS

Educational Institution Sponsors

Arts and Media Administration MBA Program,
Schulich School of Business, York University

Canadian Digital Media Network

Canadian Film Centre

Centre for Innovation Law and Policy, Faculty of
Law, University of Toronto

Digital Media Zone, Ryerson University

Faculty of Music, University of Toronto

Information and Communications Technology
Council

OCAD University

Rotman School of Management, University of
Toronto

School of Creative Industries, Faculty of
Communication & Design, Ryerson University

School of the Arts, Media, Performance and Design,
York University

Stratford Campus, University of Waterloo

Ted Rogers School of Management, Ryerson
University

The McLuhan Centre for Culture and Technology,
Faculty of Information Sciences, University of
Toronto

Creative Institution Sponsors

ACTRA

Association of Canadian Publishers

Canadian Independent Music Association

Canadian Media Producers Association (CMPA)

Coalition for Cultural Diversity, Montréal

Computer Animation Studios of Ontario

Directors Guild of Canada

Documentary Organization of Canada (DOC)

Interactive Ontario

Magazines Canada

Media & Entertainment Business Association,
University of Toronto

Music Canada

Music Canada Live

Music Technology Meetup

Ontario Book Publishers Organization

Ontario Media Development Corporation (OMDC)

PEN Canada

SOCAN

Women in Film & Television - Toronto (WIFT-T)

Writers Guild of Canada