

# 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!

## What's in the Future for Canadian Creators?

### Fourth Annual Conference

#### SPEAKERS INCLUDE:

- **Heather Conway**, Executive Vice-President, English Services, CBC
- **Michael MacMillan**, CEO, Blue Ant Media
- **Carole Tongue**, Chair, European Coalitions for Cultural Diversity;
- **Christopher Waddell**, Professor, School of Journalism & Communication, Carlton University

WHEN? **Saturday, January 27, 2018**  
**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 <sup>#</sup> Rate:	\$99
Creator* Rate:	\$99
<b>Special Student Rate:</b>	<b>\$39</b>

<sup>#</sup> 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](http://www.digitalmediaatthecrossroads.ca)

## PROGRAM SCHEDULE

## Saturday, January 27, 2018

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. **The Digital Media Universe in Canada: Measuring the Revenues, the Audiences, and the Future Prospects**

In 2016, the DM@X conference commissioned a special report from Nordicity entitled "Canadian Media in a Digital Universe". That report reviewed revenues, employment and future trends in each sector of the digital media universe in Canada. In this presentation, Nordicity will update the numbers in its report and will outline the nature of the impending crisis facing Canadian production in the audiovisual, music and publishing sectors.

Speaker: **Peter Lyman**, Senior Partner, Nordicity Group Limited, Toronto

10:00 a.m. **An Action Plan for Canadian Film and Television**

With the decline in cable and satellite subscriptions and the rise of "over-the-top" Internet services (so far unregulated), the production of Canadian television is approaching a crisis. This is particularly true for Canadian television drama. And the CBC faces its own budget problems. What options are available to address the crisis? Is the government's current agenda, announced in the *Creative Canada Policy Framework* introduced by the Minister of Canadian Heritage on September 28, 2017, properly addressing the problem? What are the implications of the Netflix 5-year \$500 million commitment to Canadian production? This panel of experts will discuss and propose an action plan, which will embrace potential actions by the CBC, the CRTC and the federal and provincial governments.

Moderator: **James Nadler, Chair**, School of Creative Industries, Ryerson University

Panelists: **Doug Barrett**, Adjunct Professor, MBA Program in Arts, Media and Entertainment Management, Schulich School of Business, York University

**Maureen Parker**, Executive Director, Writers Guild of Canada

**Stephen Stohn**, Entertainment Lawyer, Executive Producer, Degraasi

**Richard Stursberg**, President, Pen Canada, Former Head of Telefilm Canada, former Vice-President, English Network, CBC

11:30 a.m. Refreshment Break

## PROGRAM SCHEDULE (continued)

11:45 a.m. **An Action Plan for Canadian Music**

What is the impact of digital media like Spotify and YouTube on Canadian music? Is the revenue model for recorded music broken? What can be done to address the problem of discoverability for Canadian music? A panel of experts will discuss and propose an action plan, which will embrace new and improved support measures for Canadian music as well as copyright reform.

Moderator: **Catherine Moore**, Adjunct Professor, Music Technology & Digital Media Program; Special Advisor to the Dean on Strategic Partnerships, Faculty of Music, University of Toronto

Panelists: **Graham Henderson**, President and CEO, Music Canada

**Miranda Mulholland**, Founder, Roaring Girl Records; Founder, Sawdust City Music Festival

**Josh O’Kane**, Music Reporter, Globe and Mail Report on Business; Author, "Nowhere With You"

**Andrea Rush**, Partner, Blaney McMurtry LLP; Chair of ALAI (Association Litteraire et Artistique Internationale), Toronto

## 1:00 p.m. Buffet Luncheon (provided)

1:30 p.m. **Luncheon Address: The Lessons from Europe: A New Vision for the Future of Digital Media**

An expert on cultural policy from Europe will update the conference on developments affecting local content creation in other countries

Speaker: **Carole Tongue**, Chair, European Coalitions for Cultural Diversity; Chair, UK Coalition for Cultural Diversity; former member of the European Parliament

2:00 p.m. **An Action Plan for Canadian Journalism and News Media**

This panel would focus on the world of newspapers and journalism and the crisis facing the print media in Canada, as print ad revenue declines and digital ad revenue migrates to foreign websites like Google and Facebook. A report from the Standing Committee on Canadian Heritage published in June 2017 entitled "Disruption: Change and Churning in Canada's Media Landscape" tells the story. And on September 28, 2017, the Minister of Canadian Heritage released her *Creative Canada Policy Framework*. But is her framework properly addressing the problems faced by print media? A panel of experts examines these developments and proposes an action plan to address the issues. Efforts to support local TV news will also be addressed.

Moderator: **Trina McQueen**, Bell Media Professor, MBA Program in Arts, Media and Entertainment Management, Schulich School of Business, York University

Panelists: **Catherine Cano**, President and General Manager, Cable Public Affairs Channel (CPAC)

**John Hinds**, President and CEO, News Media Canada

**Jesse Langdon**, General Counsel, Globe and Mail

**Christopher Waddell**, Professor, School of Journalism & Communication, Carlton University

**Kenny Yum**, Chief of Staff, CBC News

## PROGRAM SCHEDULE (continued)

**3:30 p.m.** Refreshment Break

**3:45 p.m.** **In Conclusion: Addressing the Imminent Crisis for Canadian Content Production**

Following the three panels and their prescriptions for the future of Canadian creators in the audiovisual, music and news media sectors, a reality check may be in order. A panel of experienced observers with backgrounds in government policy and the cultural industries assesses the recommended action plans and debates the issues. Canada's digital media are definitely at a crossroads. The Minister of Canadian Heritage has set the stage with her *Creative Canada Policy Framework*. But will it be enough? What are the best ways to address the imminent crisis in Canadian content production?

Moderator: **Peter S. Grant**, Senior Counsel, McCarthy Tétrault LLP, Toronto; Adjunct Professor, Faculty of Law, University of Toronto, and Schulich School of Business, York University

Panelists: **Heather Conway**, Executive Vice-President, English Services, CBC

**John Honderich**, Chair of Torstar's Board of Directors; former Publisher of the Toronto Star

**Michael MacMillan**, Co-Founder and Chair of Samara; CEO, Blue Ant Media

**Carole Tongue**, Chair, European Coalitions for Cultural Diversity; Chair, UK Coalition for Cultural Diversity; former member of the European Parliament

**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

Book and Media Studies Program, St. Michael's College, University of Toronto

Canadian Communications Association

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

MBA Program in Arts, Media and Entertainment Management, Schulich School of Business, York University

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 Journalism Foundation

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

Screen Composers Guild of Canada

SOCAN

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

Writers Guild of Canada