

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:

- Digital Disruption in the Canadian Music Industry
- Social Media and the Cultural Industries Revisited
- Over-the-Top Programming Services: The New Reality

SPEAKERS INCLUDE:

- **Liv Buli**, Data Journalist, Next Big Sound, New York City
- **Christopher Goodridge**, Chief Operating Officer, Digital, Star Media Group
- **Marni Shulman**, Head of Content & Programming, *shomi*

WHEN? **Saturday, January 30, 2016**
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 of ACTRA, DGC, SOCAN and WGC

Rates include program materials and buffet lunch.

Program schedule and registration: www.digitalmediaatthecrossroads.ca

SPONSORED BY:

ACTRA	Centre for Innovation Law and Policy, Faculty of Law, University of Toronto	Entertainment, Media and Communications Law Section, Ontario Bar Association	OCAD University	School of the Arts, Media, Performance and Design, York University
Arts and Media Administration MBA Program, Schulich School of Business, York University	Coalition for Cultural Diversity, Montréal	Faculty of Music, University of Toronto	Ontario Media Development Corporation (OMDC)	SOCAN
Canadian Digital Media Network	Digital Media Zone, Ryerson University	Information and Communications Technology Council	Rotman School of Management, University of Toronto	Stratford Campus, University of Waterloo
Canadian Film Centre	Directors Guild of Canada	McLuhan Program in Culture and Technology, Faculty of Information Sciences, University of Toronto	School of Creative Industries, Faculty of Communication & Design, Ryerson University	Ted Rogers School of Management, Ryerson University
				Writers Guild of Canada

PROGRAM SCHEDULE

Saturday, January 30, 2016

- 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: "Canadian Media in a Digital Universe"**
- Speaker: **Peter Lyman**, Senior Partner, **Kristian Roberts**, Partner, **Julie Whelan**, Manager, and **Negin Zebarjad**, Senior Consultant, Nordicity Group Limited, Toronto
- In a special report commissioned by DM@X for this conference, Nordicity will present a review of the revenues, employment and future trends in each sector of the digital media universe in Canada, including television, film, video, music, games and publishing. The full report will be available on the DM@X website.
- 9:50 a.m.** Break
- 10:00 a.m.** **Digital Disruption in the Canadian Music Industry**
- Over the past decade, the music industry has been grappling with the biggest challenges in its history. Can the new focus on subscription-based and ad-supported solutions and spinoff consumer products offset sinking CD sales?
- Moderator: **Don McLean**, Dean, Faculty of Music, University of Toronto
- Speaker: **Richard Pfohl**, General Counsel, Music Canada, AVLA
- Panelists: **Catherine Moore**, Clinical Associate Professor of Music Business, NYU Steinhardt School of Culture, Education, and Human Development
- Daniel G.C. Glover**, McCarthy Tétrault LLP, Toronto, co-author, *User's Guide to Canadian Copyright Tariffs*
- 11:30 a.m.** Morning Break
- 11:45 a.m.** **Incubate, Accelerate and Launch**
- In this session, three speakers will discuss how digital media products and companies can be assisted through incubators and accelerators, and where financing can be obtained for inherently risky ventures.
- Moderator: **Doug Barrett**, Bell Media Professor in Media Management in the Arts & Media Administration MBA Program at the Schulich School of Business of York University
- Speakers: **Valerie Fox**, Chief Innovation Consultant, The Pivotal Point; Co-Founder, Digital Media Zone, Ryerson University
- Kristian Roberts**, Partner, Nordicity Group Limited
- Salim Teja**, Executive Vice-President, Venture Services, MaRS Discovery District, Toronto
- 1:00 p.m.** Buffet Luncheon (provided)

PROGRAM SCHEDULE (continued)

1:30 p.m. Luncheon Address: "Social Media and the Cultural Industries Revisited"

Speaker: **Liv Buli**, Data Journalist, Next Big Sound, New York City

DM@X is pleased to welcome back Liv Buli, the resident data journalist for Next Big Sound. Liv will give an updated view of the world of social analytics.

2:00 p.m. Over-the-Top Programming Services: The New Reality

Video-on-demand programming services through the Internet (so-called "over-the-top" services) are the new reality. This panel examines the impact of these services on the economics of Canadian production.

Moderator: **Charles Falzon**, Dean, Faculty of Communication & Design, Ryerson University

Speaker: **Peter Miller**, LL.B., P.Eng., Barrister & Solicitor, Toronto

Panelists: **Josh Scherba**, Senior Vice President, Distribution, DHX Media

Marni Shulman, Head of Content & Programming, *shomi*

Corey Vidal, Canadian online video content producer

3:30 p.m. Afternoon Break

3:45 p.m. The Future of Publishing in the Digital Age

This final panel addresses the impact of digital media on the publishing sector. Newspapers, books, magazines – all have been affected by the transition to digital forms of distribution. The disruption is obvious, but are solutions beginning to emerge?

Moderator: **Grace Westcott**, Principal, Westcott Law, Toronto; Vice-President, PEN Canada

Speaker: **Christopher Goodridge**, Chief Operating Officer, Digital, Star Media Group

Panelists: **Shannon Culver**, Manager of Technology, eBound Canada

Doug Knight, President of Media Group, St. Joseph Media

5:15 p.m. Closing Wrapup: **Don McLean**, Dean, Faculty of Music, University of Toronto

5:30 p.m. Termination of Program

SPECIAL NOTE: All registrants will receive a free copy of the second edition of the *User's Guide to Canadian Copyright Tariffs*, which is being published on the day of the conference. This 600-page handbook will include the text of all tariffs certified by the Copyright Board of Canada, along with summaries of its decisions.

REGISTRATION

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Fee per delegate:Regular rate: \$399.00 + \$51.87 (HST) = **\$450.87**University Faculty rate: \$99.00 + \$12.87 (HST) = **\$111.87**Alumni[#] rate: \$99.00 + \$12.87 (HST) = **\$111.87**Creator* rate: \$99.00 + \$12.87 (HST) = **\$111.87**Special student rate: \$39.00 + \$5.07 (HST) = **\$44.07**[#] of the educational institutions who are sponsors of DM@X

* includes members of ACTRA, DGC, SOCAN and WGC

Fees include attendance, program materials and a buffet lunch.

For Ontario lawyers, this program contains 7.0 Substantive CPD hours.

Registrant Information: Please complete all registrant information

Name: _____

Title: _____

Firm/Company: _____

Address: _____

City: _____

Province: _____

Postal Code: _____

Telephone: _____

Fax: _____

Email: _____

To qualify for the student rate:

Name of educational institution: _____

Program: _____

Student Number: _____

Persons who register at the student rate will be required to show their student card in order to attend the conference

TWO CONVENIENT WAYS TO REGISTER

- MAIL** your completed registration form, with a cheque payable to "University of Toronto", To Leah Theriault, Centre for Innovation Law and Policy, Faculty of Law, University of Toronto, 78 Queen's Park Crescent, Toronto, ON M5S 2C5. **Please put 'DM@X' in the memo line.**
- ONLINE** at www.digitalmediaatthecrossroads.ca