

Digital Media at the Crossroads (DM@X):

What's in the Future for Canadian Creators?

Sixth Annual Conference

DAY ONE: Friday, February 7, 2020

Location: Walter Hall, Faculty of Music, University of Toronto

1:20 p.m. **Registration** (to register, go to: www.digitalmediaatthecrossroads.com)

2:00 p.m. Welcome and Introduction: **Don McLean**, Dean, Faculty of Music, University of Toronto

2:10 p.m. **The Digital Media Universe in Canada: Measuring the Revenues, the Audiences, and the Future Prospects**

In 2016, 2018 and 2019, the DM@X conference commissioned a special report from Nordicity to review 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 reports and will outline the projected future for Canadian production in the audiovisual, music, publishing and game sectors.

Speakers: **Peter Lyman**, Senior Partner, **Julie Whelan**, Senior Manager, and **Megan Lynch**, Senior Analyst, Nordicity Group Limited, Toronto

3:15 p.m. Refreshment Break

3:30 p.m. **Copyright Policy and the Copyright Board of Canada**

On April 1, 2019, the *Copyright Act* was amended to address the procedural and structural challenges faced by the Copyright Board, with streamlined timelines for decisions. To reflect these changes, a new book, *Guide to the Copyright Board of Canada 2020*, is being published at the DM@X conference. This panel will discuss the updated role of the Board and other changes affecting music creators. The panel will also address the problem of copyright piracy on the internet and the future of possible mechanisms to address the problem.

Moderator: **Adam Tindale**, Associate Dean, Faculty of Liberal Arts and Sciences, Graduate Studies, OCAD University

Panelists: **Andrea Kokonis**, General Counsel, Head of Legal Services, SOCAN

Keith Rose, Counsel, McCarthy Tétrault LLP, Co-author, *Guide to the Copyright Board of Canada 2020*

Nathalie Théberge, Vice-Chair, Copyright Board of Canada

5:00 p.m. **Digital Media Artwork Display and Reception**

At the conclusion of the first day of the DM@X conference, there will be an opportunity to view digital media creative works. Simultaneously, a networking reception will be held on the main level of the Faculty of Music.

DAY TWO: Saturday, February 8, 2020

8:20 a.m. **Breakfast**

9:00 a.m. **An Introduction to the Report of the Broadcasting and Telecommunications Legislative Review Panel**

In January 2020, the Broadcasting and Telecommunications Legislative Review Panel is scheduled to release its long-awaited report. In this presentation, the Chair of the Review Panel will present the highlights of the Report, particularly as they affect Canadian creators.

Speaker: **Janet Yale**, Chair, Broadcasting and Telecommunications Legislative Review Panel

10:00 a.m. Refreshment Break

10:15 a.m. **The Future of Canadian Audiovisual Production and Foreign Service Production in Canada**

This panel addresses the future of the audiovisual production sector in Canada in light of the Report of the Broadcasting and Telecommunications Legislative Review Panel.

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

Panelists: **Colin Bohm**, Executive Vice President, Content and Corporate Strategy, Corus Entertainment

Maureen Parker, Executive Director, Writers Guild of Canada

Marguerite Pigott, Toronto's Film Commissioner and Director of Entertainment Industries

Richard Stursberg, President, PEN Canada; Author of *The Tangled Garden*

12:15 p.m. **Networking Break and Buffet Luncheon (provided)**

Registrants will be assigned randomly to tables in a number of breakout rooms. Facilitators at each table will animate the discussion and will seek views on a variety of policy questions raised by the student-led DM@Xtra event (September 2019) and the work of the Broadcasting and Telecommunications Legislative Review Panel (report released in January 2020).

1:30 p.m. **Luncheon Address: Canadian Indigenous Content in a Digital Age**

The Indigenous Screen Office was created in 2018 to support the development, production and marketing of indigenous screen content and storytelling in Canada. In this presentation, Jesse Wenthe will report on the efforts of indigenous creators to bring their stories on screen in Canada and around the world.

Speaker: **Jesse Wenthe**, Director, Indigenous Screen Office

2:15 p.m. **The Future of Local News in Canada**

With the introduction of digital platforms, traditional sources of news are losing revenue from advertising and subscriptions. As a result, the viability of Canadian news content is

under threat. This session will examine the various measures and proposals to address the problem.

Moderator: **Grant Buchanan**, Counsel, McCarthy Tétrault LLP

Panelists: **Edward Greenspon**, President and CEO, Public Policy Forum

Malcolm Kirk, President, The Canadian Press

Brian Myles, Director, *Le Devoir*, Montreal

Susan Wheeler, Vice-President, Regulatory and Content Distribution, Media, Rogers Communications Inc.

3:30 p.m. **Big Data: Its Problems and Prospects in Canada**

Led by dominant online platforms, companies are increasingly basing their business models on the capacity to collect and analyze Big Data. This can generate great economic benefits. But it also raises ethical considerations relating to privacy and the ownership and use of data collected from multiple users. This session explores the issues arising from the use of Big Data in Canada.

Moderator: **Sarah Bay-Cheng**, Dean, School of the Arts, Media, Performance & Design, York University

Panelists: **Kristin Westcott Grant**, President, Westcott Multimedia Inc.

Roanie Levy, CEO and President, Access Copyright

Carole Piovesan, Partner and Co-Founder, INQ Data Law

Pierre Trudel, Professor, University of Montreal

4:30 p.m. Refreshment Break

4:40 p.m. **Reports from the Networking Breaks**

The results of the discussions at each networking table will be summarized.

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

Catherine Moore, Adjunct Professor, Music Technology & Digital Media Program, Faculty of Music, University of Toronto

4:55 p.m. **Closing Wrapup**

Speaker: **Don McLean**, Dean, Faculty of Music, University of Toronto

5:00 p.m. Termination of Program

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