

Digital Media at the Crossroads (DM@X): What's in the Future for Canadian Creators?

Eighth Annual Conference

January 21-22, 2022

(All times are Eastern Standard Time)

By Zoom on Friday, January 21, 2022

12:00 p.m. Introductory Welcome: **Carolyn Sumner**, Executive Director, DM@X

12:05 p.m. **The Digital Media Universe in Canada: Measuring the Revenues, the Audiences, and the Future Prospects**

In 2016, 2018, 2019 and 2020, the DM@X conference commissioned a special report from Nordicity Group to review revenues, employment and future trends in each sector of the digital media universe in Canada. In this presentation, funded in part by Ontario Creates, 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.

Moderator: **Peter Lyman**, Co-CEO, Senior Partner, Nordicity Group Ltd.

Speakers: **Amina Ally**, Analyst; **Zoe Chronis Brown**, Senior Analyst; **Mario Fasce**, Senior Consultant & Digital Strategies; **Hong Yoong**, Analyst; and **Lola Zhang**, Consultant, at Nordicity Group Ltd.

1:25 p.m. Break

1:30 p.m. **New Digital Payment Technologies for Content**

Financing productions in the creative sector is always difficult, for many reasons. But new payment technologies, including blockchain, have the chance to revolutionize this process. Four experts at the cutting edge explain how this can work to the benefit of creators and investors.

Introducer: **Paul Hoffert**, Adjunct Professor, University of Toronto

Speakers: **Pauline Couture**, Co-CEO, Co-Founder. Block Film Inc.
Elliot Lewis, CEO, Keyavi Data
Vandana Taxali, Founder and CEO, Artcrypton Inc.

Alan Wunsche, CEO, Token Funder Inc.

2:10 p.m. Break

2:15 p.m. [**Addressing Online Harm and Fake News – How Are Governments Dealing With It? – A Panel Discussion**](#)

In the Throne Speech on November 23, 2021, the Canadian government promised to “continue to fight harmful content online”. But this is easier said than done. What responsibilities should the social media platforms like Google and Facebook bear for online harm and fake news? Will restrictions impact adversely on freedom of expression? Can lessons be learned from how press councils address complaints? This panel examines how governments are grappling with the problem and the possible solutions.

Moderator: **Grace Westcott**, President, PEN Canada

Panelists: **Sabreena Delhon**, Executive Director, Samara Centre for Democracy
John Fraser, Executive Chair, National Newsmedia Council
Taylor Owen, Max Bell School of Public Policy, McGill University
Hugh Stephens, Distinguished Fellow, Asia Pacific Foundation of Canada

3:35 p.m. Break

3:40 p.m. [**New Directions in Immersive Media - A Panel Discussion**](#)

One of the fastest growing field in the production sector is immersive media – including virtual reality (VR), augmented reality (AR) and mixed reality (MT), sometimes referred to as hybrid reality. Two experts will discuss what is happening in this exciting sector of emerging technology.

Moderator: **Natalie Alvarez**, Professor, Ryerson University

Panelists: **Raja Khanna**, CEO, Dark Slope Studios
Richard Lachman, Director of Zone Learning, Ryerson

4:15 p.m. Break

4:20 p.m. [**Diversity in Canadian Content: Addressing the Challenge – A Discussion with Two Cultural Agencies**](#)

What policies are being applied by federal and provincial funding agencies to support involvement in the production industry by indigenous persons and persons of colour? Representatives from the Canada Media Fund and from

Ontario Creates outline their respective programs in this area. Have their efforts been effective?

Moderator: **David Nostbakken**, President/CEO, McLuhan Foundation

Panelists: **Erin Creasey**, Manager, Industry Initiatives, Ontario Creates
Tamara Dawit, Lead Support for Underrepresented Communities, Canada Media Fund

4:40 p.m. Break

4:45 p.m. **DM@X-tra - A Digital Student Engagement Initiative**

Since 2018, DM@X has created a special annual program – called “DM@X-tra” – just for digital media students. It involves a separate event planned and organized by the students themselves. Plans to regularize and expand this program will be discussed.

Speakers: **Carolyn Sumner**, Ph.D. Candidate in Musicology, Faculty of Music, University of Toronto
Jessica Bay, Ph.D. Candidate, Joint Communications & Culture Program, York and Ryerson Universities

5:00 p.m. End of Friday Session

By Zoom on Saturday, January 22, 2022

12:00 p.m. Introductory Welcome: **Carolyn Sumner**

12:05 p.m. **Strategy, Successes and Roadblocks: Diversity, Equity and Inclusion in the Media Sector – A Presentation**

Having heard from the funding agencies, it is time to hear from the broadcasters and from those affected by policies to promote diversity and inclusion in our creative sectors. Four panelists with wide experience will assess the current state of play.

Moderator: **Vanessa Pfaff**, Diversity, Equity and Inclusion Consultant

Panelists: **Nick Davis**, Director of Engagement and Inclusion, CBC English Services
Hamlin Grange, CEO, Diversipro
Lenore MacAdam, Head of Diversity, Equity and Inclusion, Corus Entertainment
Sadia Zaman, CEO, Inspirit Foundation

1:05 p.m. Break

1:10 p.m. **Internet Piracy - Is Site-Blocking the Solution? - a Synopsis**

On May 26, 2021, the Federal Court of Appeal upheld a site-blocking order addressed to internet service providers (ISPs) across Canada. The order requires the ISPs to block certain websites that infringe copyright in programming. This presentation reviews the implications of this precedent-setting decision and how it may be used to combat internet piracy.

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

Speaker: **Kristina Milbourn**, Rogers Communications Inc.

1:25 p.m. Break

1:30 p.m. **The CRTC Role in Regulating Streaming Services – What Will the Rules be Like? - A Panel Discussion**

In the Throne Speech on November 23, 2021, the government stated that “to support Canadian culture and creative industries, the Government will also reintroduce legislation to reform the *Broadcasting Act* and ensure web giants pay their fair share for the creation and promotion of Canadian content.” This panel will address the impact of such legislation on CRTC regulation of the digital streamers, including Netflix, Amazon Prime, Disney+ and Crave. What are the issues? What are the problems?

Moderator: **Trina McQueen**, Co-Director of the Arts, Media and Entertainment program at Schulich School of Business.

Panelists: **Doug Barrett**, Adjunct Professor, Schulich School of Business
Marcia Douglas, Senior Director, Business Affairs, Canadian Media Producers Association
Barry Hertz, Deputy Arts Editor, The Globe and Mail
Rob Malcolmson, EVP, Chief Legal and Regulatory Officer, BCE Inc.
Monique Simard, Member, Broadcasting and Telecommunications Legislative Review Panel

3:00 p.m. Break

3:05 p.m. **Podcasts – The Management Challenges**

It started with blogs. But now we have moved to podcasts as an emerging medium for public discourse. One of the key figures in this evolution will discuss the challenges facing this medium of expression.

Introducer: Charles Davis, Ryerson University

Speaker: Vinita Srivastava, Senior Editor, The Conversation Canada

3:20 p.m. Break

3:25 p.m. [Digital Platforms and the News – Evolving Issues and Strategies – A Panel Discussion](#)

Facebook and Google now garner 80% of the digital ad market in Canada. But the newspapers who contribute content are badly suffering. Australia has required the two digital platforms to pay remuneration to local news media or face binding arbitration. Canadian news media want the same regime to apply in Canada. Meantime, both Facebook and Google have agreed to make payments to certain Canadian newspapers to avoid such a requirement. Where does the situation stand?

Moderator: Lisa Henderson, Dean, Faculty of Information and Media Studies, Western University

Panelists: Paul Deegan, CEO, News Media Canada
Jonathan Lee Hickey, VP Legal Affairs, Quebecor
Maria Saras-Voutsinas, National Ethnic Press and Media Council
William Turvill, North America Editor, Press Gazette

4:35 p.m. Break

4:40 p.m. [Video Game Production in Canada: Where Does It Stand? – A Synopsis](#)

Canada is a world leader in video game production. How did this come to be? An industry executive examines the current state of play.

Introducer: Carlyne Sumner

Speaker: Paul Fogolin, VP Policy & Government Affairs, Entertainment Software Association of Canada

4:55 p.m. [Closing Remarks – Carlyne Sumner](#)

5:00 p.m. Termination of Program