

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

Ninth Annual Conference

January 20-21, 2023

(All times are Eastern Standard Time)

By Zoom on Friday, January 20, 2023

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

12:05 p.m. [The Digital Media Universe in Canada: Measuring the Revenues, the Audiences, and the Future Prospects](#)

In five earlier annual conferences, 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 film/television, music and digital media sectors.

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

Speakers: **Zoe Chronis Brown**, Consultant, and **Hong Yoong**, Analyst, at Nordicity Group Ltd.

1:05 p.m. Break

1:10 p.m. [Traditional Media at the Crossroads](#)

Canadian TV networks, stations and cable channel owners are facing a future full of near-existential problems. With the advertising migration to digital media and now to streamers, what do advertisers want? And what is the impact of the decline in cable and satellite subscriptions?

Moderator: **Lisa De Wilde**, Bell Media Professor, Schulich School of Business

Panelists: **Peter Lyman**, Co-CEO, Senior Partner, Nordicity Group Ltd
Perry MacDonald, Vice President, Advertising Sales and Partnerships, Bell Media
Greg McLelland, Chief Revenue Officer, Corus Entertainment

2:10 p.m. Break

2:15 p.m. **The CRTC Under New Management**

On December 19, 2022, Heritage Minister Pablo Rodrigues announced the appointment of Vicky Eatrides as the new CRTC Chair for 5 years, effective January 5, 2023. Alicia Barin has been appointed Vice-Chair, Broadcasting, and Adam Scott has been appointed Vice-Chair, Telecommunications. In this presentation, the new Vice-Chair, Broadcasting, will address some of the challenges that face the Commission in the next two years.

Speaker: **Alicia Barin**, CRTC Vice-Chair, Broadcasting

2:30 p.m. Break

2:35 p.m. **Bill C-11 and the Regulation of Streaming Services**

If enacted, Bill C-11 would require streamers to contribute to Canadian production. What are the implications for creators? How is this playing out?

Moderator: **Shruti Shekar**, Managing Editor, Android Central

Panelists: **Neal McDougall**, Co-Executive Director, Writers Guild of Canada
Jerome Payette, Executive Director, APEM
Bill Skolnik, Co-Chair, Coalition for the Diversity of Cultural Expression

3:35 p.m. Break

3:40 p.m. **Competition Policy and Cultural Policy**

What is the impact of size and concentration in the streaming and social media marketplaces? How do antitrust actions against big tech affect their role in cultural expression?

Moderator: **Jesse Langdon**, VP and General Counsel, The Globe & Mail

Speakers: **Vass Bednar**, McMaster University
Mark Opashinov, Partner, McMillan LLP

4:10 p.m. Break

4:15 p.m. **Bill C-18 and Requiring Google and Meta to pay News Media**

Bill C-18 was given first reading on April 4, 2022. If enacted, it will have a major impact on Canadian journalism.

Moderator: **Sara Bannerman**, McMaster University

Panelists: **Paul Deegan**, President and CEO, News Media Canada
Pierre-Elliott Levasseur, President, La Presse
Hugh Stephens, Executive Fellow, School of Public Policy, University of Calgary

5:00 p.m. End of Friday Session

By Zoom on Saturday, January 21, 2023

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

12:05 p.m. **Role and Budget of Public Broadcasting: Issues and Conflicts**

The CRTC's renewal decision for CBC's broadcasting licences was issued in June 2022 but has been referred back to the CRTC for reconsideration. Public broadcasting is also facing funding challenges here and abroad. This panel examines the issues.

Moderator: **Marla Boltman**, Executive Director, FRIENDS

Speakers: **Patrick Barwise**, Author, *The War Against the BBC*
Shaun Poulter, Executive Director, Strategy, Public Affairs and Government Relations, CBC/Radio-Canada
Gregory Taylor, University of Calgary

12:50 p.m. **What Should Qualify as Canadian Content?**

With the enactment of Bill C-11, the CRTC will need to re-examine the rules for what qualifies as Canadian content. What are the issues?

Speaker: **Doug Barrett**, Adjunct Professor, Schulich School of Business
Erin Finlay, Partner, Stohn Hay Cafazzo Dembroski Heim Finlay LLP

1:40 p.m. Break

1:45 p.m. **Algorithms: Their Role and Impact**

What is the role of algorithms in affecting digital platforms? How do algorithms affect the role of social media in spreading disinformation? Can or should algorithms be regulated?

Moderator: **Catalina Briceno**, School of Media, University of Quebec at Montreal

Panelists: **Bram Abramson**, Principal, 32M
Blayne Haggart, Brock University
Natasha Tusikov, York University

2:45 p.m. Break

2:50 p.m. **Social Media: New Challenges & Opportunities**

Platforms like Twitter, Instagram, and TikTok now dominate the space of online social interaction and distraction. These spaces also offer opportunities and their complementary difficulties for independent creators and legacy brands alike.

Moderator: **Jessica Bay**, York and Toronto Metropolitan Universities

Panelists: **Isik McCallum**, Content Creator
Tara Stevens, Blu Shift Creative

3:50 p.m. Break

3:55 p.m. **On-Line Harm: Can New Legislation Address This?**

The government released the final report of its online harms advisory panel on July 8, 2022. It has promised to introduce legislation this fall. Compare with developments in Europe, UK and Australia

Moderator: **Supriya Dwivedi**, Director of Policy and Engagement, Centre for Media, Technology and Democracy, Max Bell School of Public Policy, McGill University

Panelists: **Emily Laidlaw**, University of Calgary
Heidi Tworek, UBC
Vivek Venkatesh, Concordia University

4:55 p.m. Closing Remarks – **Carolyne Sumner**

5:00 p.m. Termination of Program