



# MEET THE CANADIANS: Toronto & Vancouver December 1<sup>st</sup>-7<sup>th</sup>, 2010

MEDIA XCHANGE  
MEDIA CONSULTANTS

## Host Companies

MediaXchange will introduce you to a range of contacts drawn from:

### Agencies & Financiers

Telefilm/Canada Media Fund  
Ontario Media Development Corp  
Motion Picture Production Association  
National Bank of Canada  
BC Film Commission  
Shaw Communications  
Canadian Film Center

### Platforms & Producers

CBC / CBC Digital Channels  
CTV / The Comedy Network  
Global TV Canwest Mediaworks  
Corus Entertainment / YTV  
Rogers Media  
E1  
Frantic Films  
Shaftesbury Films  
Halifax Film  
Temple Street Productions  
Breakthrough Films and TV  
Insight Productions  
Starz Animation  
Yield and Yield Digital

*"Canada was very innovative when most of the coproduction agreements were signed. And we still are very sought-after partners on the international stage."*

Sheila de La Varende  
Director of National and International Business Development  
Telefilm Canada  
Hollywood Reporter 09.03.10

## The Opportunity

Make connections with key Canadian and international players

Explore content creation and financing for traditional, digital and new media platforms and international coproduction

Gain valuable perspectives on how best to approach potential partnerships within this active market

Hear direct about the pivotal role played by financing incentives and government and regional agencies

Examine production models that have proved successful for Canada and internationally

## The Benefits

- ❖ Chart your course through a busy but accessible market
- ❖ Establish who the potential partners are in different genres
- ❖ Spotlight your company's profile and projects
- ❖ Investigate what genres and projects are being sought for coproduction
- ❖ Compare approaches to transmedia content
- ❖ Defining the essentials of deal making for Canadian and international coproduction

## Examples of Past Meetings & Topics

Development, Coproduction	Digital, Multi-Platform, InterActive
<b>Frantic Films</b> CEO	<b>MarbleMedia</b> Partner/Executive Producer
<b>CBC</b> Executive, Drama Development	<b>Smokebomb Entertainment</b> President & Creative Director
<b>Rogers Media</b> Director of Development and Production	<b>CTV Digital</b> Director, Business
<b>E1 Entertainment</b> SVP Co-Productions	<b>GlassBox TV</b> CEO
<b>Shaftesbury Films</b> CEO	<b>CBC Digital Channels</b> Creative Head

## How to Book:

Turn to Page 2 for more information, including details of fees, terms and conditions. To REGISTER [please visit our website HERE!](#)

**Please Note:** Places will be limited to ensure the best experience for our participants and their interaction with their meeting hosts. Early registration is therefore recommended.

### LONDON OFFICE

1 Noel Street  
London W1F 8GA  
T +44 (0)20 7734 2310  
F +44 (0)20 7287 0096

info@mediaxchange.com  
www.mediaxchange.com  
Company no. 4332501





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## Details

**Arrival:** Delegates will need to arrive the day before the start of your schedule and attend a Welcome & Overview session with MediaXchange's CEO, Katrina Wood, which will be held on the first evening. Time and location of this session will be confirmed to you on registration.

**Meeting Schedule:** 3 days of meetings will take place in Toronto and 2 days in Vancouver. During the weekend (December 4<sup>th</sup>/5<sup>th</sup>) you will transfer between the two cities. Meetings will take place at the offices or studios of host companies. Details will be forwarded to you nearer to your arrival.

**Logistics:** The 2 city, 5 day schedule, will give members of the group the advantage of experiencing the practical aspects of working in the hosts' market. The transfer between cities will take place during the weekend to take accommodate the 3 hour time zone difference and an expected 5 hour approx flight time.

## Previous Participants

Delegates participating in previous MediaXchange groups to make connections with other markets have included creatives, executives and producers from TV networks, studios, production and media companies and government agencies from all parts of the globe. Some examples are:

- **BBC Drama** (UK)
- **ITV Network** (UK)
- **Danmarks Radio** (Denmark)
- **NRK** (Norway)
- **RTL Television** (Germany)
- **Telefe** (Argentina)
- **Icelandic Television Co.**
- **RTE** (Ireland)
- **SVT** (Sweden)
- **VRT** (Belgium)
- **YLE** (Finland)
- **Five TV** (UK)
- **M6** (France)
- **TV Globo** (Brazil)
- **VMM** (Belgium)
- **TF1** (France)
- **SBS** (Europe)
- **STV** (Scotland)
- **Swiss TV**
- **ZDF** (Germany)
- **Talkback Thames Television** (UK)
- **UFA Film & TV Productions** (Germany)
- **Lagadere Media** (France)
- **Endemol Italia** (Italy)
- **Red Productions** (UK)
- **Action Concept** (Germany)
- **Eyeworks/MMG** (Belgium)
- **Rubicon TV/Metronome** (Norway)
- **Fine & Mellow** (Denmark)
- **Studio Hamburg** (Germany)
- **Yellow Film & TV Group** (Finland)
- **Lux Vide** (Italy)
- **Studio A** (Belgium)
- **North West Vision & Media** (UK)
- **National Film & Video Foundation** (South Africa)
- **Abu Dhabi Film Commission**
- **Tresor Entertainment** (Germany)
- **Fremantle Media** (UK)

**Review Your Best Options with MediaXchange**  
Book a consultancy call with our executives today to discuss  
[Creative Vision](#) or [Business Development](#)

## Fees

**Meet the Canadians - Fee:**  
£4250

**Deposit due on registration:**  
£1000

**Balance:**  
£3250 to be settled at least 4 weeks prior to the arrival date

The Fee includes hotel accommodation, certain lunches and main ground transportation (excluding airport transfers)

Participants are responsible for their own flights to the US and, where two cities are included in the schedule, for their flight transfers between cities

Click here for details of [Registration](#) and [Terms](#).

*Once you have registered, you will receive our Welcome Pack which will provide more information regarding your schedule and logistics.*

*"In Canada, we have to do much more: - come up with a variety of financing models and access varied pools of financing. There's a number of people we have to impress..."*

Tracey Jardine  
VP Primetime Production  
YTV Canada  
Hollywood Reporter 09.03.10

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