

TRANSMISSION GLOBAL SUMMIT

TGS 2012: Sustainability in the Creative Industries: Start the Music

Victoria BC – January 27, 2012 - transmission: GLOBAL SUMMIT (TGS) 2012 is about hosting a completely original design process that gives participants and companies a platform to strategize for a sustainable future. The TGS integrated process includes a new business development program, a brand new roundtable workshop synthesis, and multi-disciplinary, artist showcases and exhibits featuring music, film and digital media installations, all set to take place in Victoria, BC, from February 8th to 10th.

The feature narrative at this year's event is centered on global sustainability in the creative industries. A maximum of 150 carefully selected creators, innovators and thought leaders from around the world will journey through a three day process, opening the doors on the deeper impacts of technology, social media, and the economic climate on the creative arts.

“Transmission tends to attract people who are intellectually and entrepreneurially inspired,” says Transmission founder Tyl van Toorn. “We’re bringing elements of an aspiring world together into one place and helping create serious, legitimate, and effective outcomes that will help add value to the creative arts ecosystem.”

While Transmission tends to focus on a unique roundtable design process, there will be some featured interviews, hosted by Michael Enright (CBC Radio One's *The Sunday Edition*) and Nora Young (*Spark*). Key guests on stage include Bill Buxton, Principal Researcher at Microsoft; Paul Hoffert, Composer and Professor at York University; Eric Garland, Founder and CEO Big Champagne; Don McLean, Dean of Music at University of Toronto and Angel Gambino, Serial Entrepreneur & co-founder of Rosa Parks LLC.

Back by popular demand are Transmission's B2B forums, which have become one of the most popular design components in TGS, fulfilling a crucial role in solving applied industrial problems. Key B2B's sessions for 2012 will be hosted by Slacker Personal Radio, PacketVideo, CFC Media Lab, Ayoudo, the Province of British Columbia, and the CMPA, all of which are aligned to distill sector-specific issues. And back for a second round is SOCAN, who will be returning to host a greatly expanded second edition of the **Global Metadata Forum**.

Eric Baptiste, CEO of SOCAN, commented on the forum this year, “The inspired discussion about metadata amongst various players in the content creation industry at last year's Transmission will be taken to a whole new level at the 2012 event. The

interactive and collaborative approach to problem solving at Transmission will help us move quickly in developing a way forward for the industry.”

An exciting addition to this year’s programming is the newly minted **Transmission Innovation Camp**. This business commercialization project has selected four dynamic startups chosen for their capacity to be game changers at a global level. Confirmed ventures include: CafePlaylist, MediaCore, Songspin.fm and Deebo. These entrepreneurs will spend eight days in Victoria working in focused business modeling sessions, in conjunction with a group of international mentors, resulting in a full integration of their offerings into the conference design.

The transmitLIVE Showcase programme will blend elements of over 25 digital media installations, live performances and visual art in downtown Victoria. The centerpiece of the showcase will take place in the landmark downtown, LEED Gold Certified building, the Atrium. The gala at the Atrium will feature a “Dinner in the Dark”, as well as the launch of a five-story high, digital media installation by renowned curator, Malcolm Levy, in collaboration with Jeremy Greenspan (of Junior Boys).

In reviewing the approach and format for 2012, Transmission Board Chairman and TGS General Facilitator, Eric Garland, quietly states, “Some people have remarked that Transmission stays out of the box. I would argue that we ignore the box even exists.”

For more information on transmission: GLOBAL SUMMIT 2012 and other transmitNOW initiatives please visit: www.transmitnow.com. Very limited registration for TGS 2012 is still available. To request more information please contact reg.coordinator@transmitnow.com.

~30~

transmission: GLOBAL SUMMIT 2012 has received support from the following sponsors to date: Province of British Columbia, Royal Roads University, SOCAN, CFC Media Lab, Canadian Music Publishers’ Association, PacketVideo, Slacker Personal Radio, CBC Radio One, Radio Starmaker Fund, Redbull, BC Hydro Power Smart, The Value Web, thenumber creative, and Concerto Marketing.