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transmission: GLOBAL SUMMIT 2011 hits Victoria

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transmitNOW is a think tank that builds connections between executive leaders, thinkers, creators, and entrepreneurs in the creative industry and emerging markets. Through these connections, transmitNOW's ultimate objective is to develop sustainable strategies that will stimulate the growth of the creative and digital sectors as a whole and is primarily concerned with the monetization of digital content.

While beginning in 2005 as a boutique, invitation-only music industry event, market demand and opportunity has propelled transmitNOW to become a premier creative industry event that breaks traditional sectoral boundaries.

The primary transmitNOW event is [transmission: GLOBAL SUMMIT](#) and this year it is being held in Victoria, BC from February 9th to 11th. 150 international decision-makers and thought-leaders from the digital and creative sectors will gather to talk content, digital platforms, investment, R&D and retail.

Past participants of transmitNOW's acclaimed roundtable have included Research In Motion (BlackBerry), Apple, Intel, Nokia, Telus, Warner Music Group, Universal Music Group, Sony BMG Entertainment, Nettwerk Music Group, Baidu.com, Sympatico/MSN Canada, and last.fm.

transmitNOW has produced a series of online video interviews of various leaders, executives, and entrepreneurs that work at the intersection of creative industries and digital technologies to help promote the upcoming event. Below is an interview with Mark Montgomery, a pioneer in the e-commerce and business-to-consumer marketing space.

Mark has been working in the web space since the early 90's, launching his first B2C ecommerce play in early 1996. In 1999, he co-founded echo, a company focused on building communities around entertainment brands. He was the co-creator of the patented platform echotools, a direct to consumer delivery and data management system which ultimately grew to serve millions of users and distribute hundreds of millions of pages, data feeds, and e-commerce transitions. The company was sold in 2007 to IAC/Ticketmaster for eight figures, returning nearly a ten multiple to echo's investors.

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About The Author

Rob Lewis

Rob is the President of Techvibes Media Inc. and Editor-in-Chief of Techvibes.com. His diverse background includes stints in International Trade Finance, Web Development, and Enterprise Software and he is a graduate of the University of British Columbia, British Columbia Institute of Technology, and Simon Fraser University. When not blogging on...[\[more\]](#)



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