



**transmission: GLOBAL SUMMIT 2011
conference program and festival line-up released**

Victoria, BC – Jan 14, 2011 - Exactly four weeks out before transmission's largest ever group of international leaders, thinkers, and entrepreneurs from the creative and digital industries convene in Victoria, British Columbia, Canada from February 9-11, 2011. Exactly four weeks out before transmission's most diverse and interesting group of participants sit down at the roundtables to define and respond to the issues and opportunities surrounding the economics of creative content at a global level. Exactly four weeks to the day when artists and technology buffs present and showcases to fans and industry leaders from both western emerging markets.

This year, transmission: GLOBAL SUMMIT 2011 will explore three themes that revolve around the following spectrums: protection vs. connection, inspiration vs. realization, and globalization vs. localization. transmission's signature roundtables will provide an intimate platform for international decision-makers and thought-leaders from sectors including content, digital platforms, investment, R&D and retail to gather and discuss.

In addition, transmission: GLOBAL SUMMIT 2011 will be an opportunity for delegates to connect with key decision makers from select global markets.

"For the first time, participants can set their agenda for developing business in territories where new technology and out-of-the-box businesses are rapidly changing the economic model of creative content," says Tyl van Toorn, Co-founder and Executive Producer.

The evening program of transmission: GLOBAL SUMMIT 2011, the transmitLIVE showcase festival, will feature select artists that are at the forefront of connecting content with digital technology. A few of these artists include: Jets Overhead, Gordon Blunt w/ Blunt Factory, Ghislain Poirier, Longwalk-shortdock, Bonjay, Keys n Krates, Half Moon Run, Todor Kobakov, and many more.

This year's speaker list takes it to another level with 'gloves off' keynote addresses and interviews featuring Rob Wells (President of Global Digital Business, Universal Music Group), David Neale (SVP Special Projects, Research In Motion/BlackBerry), Eric Baptiste (CEO, SOCAN), Scott Belsky (CEO & Co-founder, Behance), Wu Jun (CEO, R2G and Wa3.cn). This year's conference will be hosted by Nora Young (Host & Creator of "Spark", CBC Radio One).

"The caliber of attendees for this year is simply incredible," remarks Jonas Woost, Director of Community Development. "The roundtables are definitely going to be a highlight during the conference. Participants understand that the roundtables provide an excellent opportunity to connect with every individual in the room."

"We have some incredible speakers and some groundbreaking showcases, all of which are supported by our roundtable discussions," says van Toorn. "We are regularly complimented for the quality of the delegates and the thought that goes into who-sits-with-who. transmission is proud to step up their roundtable game in 2011 by partnering with the globally recognized facilitation team, The Value Web."

Woost continues. "This year, we come together to focus on productive ways to address challenges of the creative content economy. The Value Web does key events such as the World Economic Forum in Davos. This is about developing solutions, and this partnership is a progressive step in that direction," says Woost. "As a truly international leadership gathering, the transmitNOW team is very excited to be working with The Value Web, who will be focused on outcome development for our participants and partners."

transmission: GLOBAL SUMMIT 2011 has already confirmed over 100 companies and organizations from around the world to be at the roundtables. Companies in attendance include: Beggars Group, 2BVIBES (Israel), Behance, BigChampagne Media Measurement, BMI, Bookriff, Boomba Records, Canadian Music Publishers' Association, CBC, CORUS, Centre for Digital Media, Coquetel Molotov (Brazil), Epitaph, Exclaim!, EMI, Gowlings, Grooveshark, Research In Motion (BlackBerry), RGK Entertainment, HMV, INgrooves, International Confederation of Music Publishers, IODA, IRIS, LevGroup Media (Israel), MasurLaw, Merlin, Metrolyrics, Netzwerk, PacketVideo, R2G (China), Rdio, SOCAN, Sonico (Argentina), SoundCloud, Splitworks (China), Telus, The Agency Group, The Future of Music Coalition, The Orchard, Toolshed, Warner Music, Universal Music Group and many, many more.

transmission: GLOBAL SUMMIT 2011 has received support from the following sponsors to date: Province of British Columbia (through the Year of Science initiative), Canadian Music Publishers' Association, Royal Roads University, Rdio, SOCAN, Radio Starmaker Fund, Capital Region Music Awards, CBC Radio One, CBC Radio 3 and Exclaim!.

For more information, please visit: www.transmitnow.com/transmission2011

-- 30 --

