



transmitCHINA 2010 a major success, Victoria B.C.'s transmission 2010 to continue to provide unique environment for international creative industry growth.

Seven cities, nine days, six bands, 150 participants: transmitCHINA 2010 wrapped up the most successful international transmitNOW project to date.

Select creative industry participants and six of Canada's hottest emerging bands embarked on the transmitCHINA 2010 experience, starting with the transmitCHINA Showcase on May 28 in Guangzhou.

The six Canadian bands – FLash Lightnin', illScarlett, Ohbijou, Parlovr, The Racoons and Wil – toured throughout Mainland China, connecting to local fans in Guangzhou, Changsha, Wuhan, Beijing, Tianjin, Shanghai and Hong Kong, between May 28 and June 5.

"It's two fold in terms of a general experience: fun and travel, and having your music heard in a new market and by an entirely new audience," says Kimberly Persley, Manager for Flash Lightnin' and The Racoons, of Piers Henwood & Nick Blasko Artist Management.

In Shanghai, World Expo host city and China's creative industry hub, the transmitCHINA 2010 conference welcomed thought leaders, thinkers and creators from across the globe. With a focus on connecting the West to Asia, keynote speakers such as Kaiser Kuo (a consultant for China's leading internet video site, Youku.com), Wu Jun (Chief Executive Officer at China's R2G), and Yang Haisong (one of the leading figures in Beijing's underground music scene) provided extraordinary insight into the challenges and successes of the music industry in China.

Seymour Stein, co-founder and Chairman of Sire Records, was interviewed on-stage by Yang Haisong and was joined by other Western thought leaders including Kevin LeFlar (Founder, President & CEO of officialCOMMUNITY), Catharine Saxberg (Executive Director of Canadian Music Publishers Association) and Nic Harcourt (Editor at Large, Music & Culture for LA Times).

"transmitCHINA was excellent. I met so many great people and reconnected with others," commented Stein. "I believe everyone was able to accomplish a great deal. I know I did."

“This is the most ambitious and probably the most successful transmitNOW project we have produced to date,” says Tyl van Toorn, CEO of FanTan Entertainment Group, the creator and producer of the transmitNOW events. “The transmitNOW experiences are not your typical conferences. Each event allows participants to connect through three distinct frames: our invitation-only conference, the artist showcases and business-to-business focus groups. It’s a unique format that works, and we exceeded all expectations with it in China.”

transmitCHINA received major support from FACTOR (the Government of Canada through the Department of Canadian Heritage’s Canada Music Fund and of Canada’s Private Radio Broadcasters), the Province of Ontario, and the Province of British Columbia.

As transmitCHINA 2010 wrapped with a memorable party in Shanghai, there was already buzz about the next transmitNOW project, transmission 2010.

transmission 2010 is an exclusive global conference, roundtable program and artist showcase taking place in Victoria, Canada from September 22 to 25, 2010.

Sitting on the spectrum between executive think tank and consumer gathering point, transmission 2010 will offer unparalleled interaction for creators, thought leaders and key corporate decision-makers.

Extending the outstanding insight and relationship building of transmitCHINA 2010, Wu Jun will return as a keynote speaker for the Victoria-hosted transmission 2010 conference. Wu Jun will be joined by author, professor and thought leader Daniel Levitin (Professor of Psychology at McGill University Department of Psychology) and globally recognized writer and management consultant, Georg Engeli. transmitNOW will enhance this stellar line up with three additional keynote presenters to be announced by the end of July.

transmission 2010, in partnership with Victoria’s Rifflandia Music Festival, is also proud to announce this years transmitLIVE artist showcase line-up, which includes some of Canada’s hottest talent. For more information on artists and venues, check out the Rifflandia website at www.rifflandia.com.

Registration for transmission 2010 is now open. For more information, or to request an invitation, please visit www.transmitnow.com.

A unique series of international, invitation-only events, the transmitNOW experiences emphasize the importance of connecting creators to distributors, consumers and financiers, within the spectra of ever-evolving digital distribution platforms. Attendance is limited to 150 people from the creative and digital industries in order to create an intimate think tank atmosphere.