

University of Toronto and Transmission Global Summit Announce Unique International Partnership

FEBRUARY 10, 2012, 1:01 P.M. ET

<http://online.wsj.com/article/PR-CO-20120210-910147.html>

Transmission: GLOBAL SUMMIT to become first institute of its kind for the creative industries

TORONTO, Feb. 10, 2012 /CNW/ - transmission: GLOBAL SUMMIT founder and CEO, Tyl van Toorn, and Dean of the Faculty of Music for the University of Toronto, Dr. Don McLean, announced yesterday their intention to establish a unique, strategic partnership, creating a global institute for the creative industries.

The Transmission Institute (TI) is an expansion of transmission: GLOBAL SUMMIT's commitment to being a centre of gravity for entrepreneurialism, business, science, development and innovation within the creative industries.

"We are very excited about the Transmission Institute (TI) initiative at U of T," says McLean. "We hope to sustain the mission of Transmission between summits and to develop a dynamic research and training environment that will ensure leadership presence and problem-solving capacity in creative digital media technologies."

Through its many different and connected pieces of creative endeavor, TI will become an academic space for research, training and discourse, and a driver for creative industries innovation.

"After six years of developing and executing a series of events around the world, Transmission is ready to evolve into an international institute," says van Toorn. "TI will be supported by a network of experts that creates and transforms ideas into innovative, sustainable and impactful projects and businesses in the creative industries."

transmission: GLOBAL SUMMIT is part of the transmitNOW initiatives, an international event series that brings together creators, entrepreneurs, innovators and thought leaders from the creative content and technology sectors to exchange and leverage ideas linked to the creation and demand of digital creative content.

For more information visit transmitnow.com.