

transmission 2009 steps up with a diversity of global themes bringing artists and music industry leaders from across Canada and around the world to Victoria, BC, Sept. 22 - 26

Victoria, BC – August 27, 2009 - This year's transmitTALKS, presented by Blackberry, will be located in the historic Crystal Gardens in Victoria BC. transmitTALKS is excited to host several days of inspirational presentations and over 60 roundtable discussions focused on the fast changing music sector. transmitTALKS 2009 focuses on the present and future role of copyright in music, the ascendancy of emerging markets such as Brazil, Russia, India and China and discusses the required skills and qualifications of Next Generation Leaders. Featured speakers include Sandy Pearlman, producer, mega band manager, and media professor, Hannes Brun, pioneer of the online book market and President and CEO of Abe Books and David Hyman, celebrated internet innovator and founder/CEO of MOG. They will join other respected individuals from the music business and other creative spaces to share ideas and inspiration at this year's transmitTALKS.

“transmitTALKS has brought together amazing thought leaders from many sectors around the world who have been invaluable to the framing of our themes, presentations and discussion topics,” says Tyl van Toorn, Executive Producer of transmission. “This year we have been proactive to set up a diverse roundtable programme that ensures EVERYONE a stake in creative content can contribute to and learn from the narrative.”

This year's themes are powerful starting points for the roundtable programming of transmitTALKS, but the launch of the new online magazine www.transmitnow.com has led to a unique way of introducing and articulating this year's themes and topics even prior to the meetings. Exclusive industry columns such as PoliTalk 48, have been key for incubating topic and speaker choices at transmitTALKS.

“We have always believed that there are some pretty smart people out there who should be involved in directing the focus of the discussions,” says conference Chair and PoliTalk columnist, Paul Hoffert. “Consequently, we have had more than twenty-five leaders, thinkers and creators from more than ten countries helping us craft the most relevant program and roundtables for the industry leaders that are participating at this year's transmitNOW.”

transmitLIVE presented by Sirius Satellite Radio will be featuring some of Canada's best market ready artists for three nights in amazing venues. Furthermore, A new alliance with sister festival Rifflandia delivers a total sum of 75 artists performing in 8 venues over four days.

transmitLIVE (Victoria BC, Sept 24 -27) aims to showcase artists from across the continent and around the globe to buyers from around the world while Rifflandia focuses its energy on building a memorable audience experience for all artists in all venues. “While we ensure that our artists are getting in front of the music industry, our partnership with Rifflandia will enhance the festival experience for fans that wish to experience four days of great music in BC's capital,” says van Toorn.

“Our two music events were made for each other in many ways, with one being fan driven and the other being about the industry,” says Nick Blasko, Executive Producer of the Rifflandia Music Festival. “I'm thrilled to host both of these events in our fine city.”

“When you combine transmitTALKS, transmitLIVE and the Rifflandia Music Festival in a city like Victoria, you know the fans, the artists and the industry are going to have a great time.” says van Toorn.

“The dialogue for transmitTALKS is developed, the showcase line-up for transmitLIVE is set and this community is ready to layout some serious west coast hospitality,” says van Toorn, “Now it's time to prove to visitors that Victoria is the perfect city for talking about and celebrating music.”

For more information about transmission 2009 visit www.transmitnow.com. Fans can purchase festival wristbands through www.ticketweb.ca.