



transmission: GLOBAL SUMMIT 2011
Roundtable conference at capacity, trying to make room for more

VICTORIA, BC – Jan 27, 2011 – Still two weeks to go, transmission: GLOBAL SUMMIT has reached full capacity – making things interesting for organizers.

“We have never really experienced this situation before,” says Tyl van Toorn, Co-founder and Executive Producer. “We have always been guided by a philosophy to keep the capacity at no more than 150 people. We do this to maintain the intimate nature of the conference. Having said that, we have never actually reached it as we have some pretty peculiar criteria for inviting the right mix of people.” The transmission producers have always subscribed to this rule out of respect for an anthropological principle that asserts that clans have always thrived when under this number but tend to lose cohesion when they exceed it.

All 150 seats at transmission’s unique roundtable format have been filled by some of the world’s leading creative industry thinkers, creators and entrepreneurs. In 2011, conference participants will have the opportunity to have frank discussions with thought leaders from some of the biggest and most progressive outfits such as Behance, Research In Motion (BlackBerry), Google, BigChampagne, Warner, Beggars Group, Universal, Amazon, SoundCloud, Rdio, Slacker, Microsoft and more.

The migration from music to creative industries as a whole seems to be one of the many factors that have generated interest from key stakeholders in the content delivery value chain, including digital platforms, retail, R&D, and venture financing.

“The music industry has been discussing ways to monetize digital content for the past decade,” says Jonas Woost, transmission’s Director of Programming. “When other creative sectors like television and book publishing started facing similar issues with digital technologies, we felt it was necessary to open up our conference dialogue to these industries. What is really interesting is that there is evidently more value for music companies.”

An exciting addition to the 2011 program is the introduction of a renowned group of facilitators, The Value Web. As the facilitators for the current and past editions of the World Economic Forum in Davos, Switzerland, their creative approach to facilitation has inspired new ways of problem solving amongst global leaders including Bill Clinton, Bill Gates, Tony Blair, and more.

“We have worked hard to attract a dynamic, out-of-the-box team of facilitators, rapporteurs and auditors to the conference this year,” continues Woost. “The Value Web will enhance the transmission model with their graphic facilitation approach. We think this will be a new way to articulate issues and solutions and a perfect way to align the issues that matter to those in the creative content business.”

VanToorn agrees. “We are definitely excited to introduce a new, highly-evolved process of roundtable moderation. It has been something we have invested significant energy into. To be clear, there is no way we could have reached this far without the support and backing of our most loyal sponsors and new key partners, such as Royal Roads University.”

“And as far as the capacity issue goes,” van Toorn states, “we are going to try and create a dozen more spaces for some people who still want to make it. We have never been constricted by policies. Rules are made to be broken.”

For more information on transmission: GLOBAL SUMMIT, including the conference program, speakers, and a shortlist of participating companies, please visit: <http://www.transmitnow.com/transmission2011>

To request an invitation to participate in future events, please visit: <http://www.transmitnow.com/request-invitation>

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; Society of Composers, Authors and Music Publishers of Canada; Slacker Radio; Radio Starmaker Fund; Royal Roads University; Capital Region Music Awards; Exclaim!; CBC Radio One, and CBC Radio 3.

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