



**INTRODUCTORY REMARKS**

**DELIVERED BY**

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**INTRODUCTION FOR LUNCHEON KEYNOTE SPEECH**

**ECONOMIC EDGE**

**OCTOBER 26, 2011, RENAISSANCE HARBOURSIDE HOTEL**

**VANCOUVER, BC**

**(CHECK AGAINST DELIVERY)**

THANK YOU WENDY [LISOGAR-COCCHIA, CHAIR OF THE  
VANCOUVER BOARD OF TRADE]

LADIES AND GENTLEMEN,

FOR THOSE OF YOU WHO AREN'T FAMILIAR WITH  
TELEFILM CANADA... YOU CAN GOOGLE US... OR GO TO  
TELEFILM.CA...

FOR THOSE OF YOU WHO DO KNOW US YOU MAY BE  
WONDERING WHY A FILM FUNDING AGENCY IS HERE AT  
*ECONOMIC EDGE* TO DISCUSS THE FUTURE OF THE  
DIGITAL ECONOMY IN CANADA?

WELL FIRST OFF, ONE OF OUR NEW CORPORATE  
OBJECTIVES IS TO FOSTER PARTNERSHIPS WITH  
MEMBERS OF CANADA'S BUSINESS COMMUNITY... SUCH  
AS YOURSELVES.

TELEFILM, BEST KNOWN AS A SOURCE OF PUBLIC FUNDING FOR CANADA'S AUDIOVISUAL INDUSTRY, ALLOCATES ITS FUNDING THROUGH A SERIES OF STRUCTURED PROGRAMS.

HOWEVER, IN A PERIOD OF ECONOMIC RESTRAINT AND LIMITED RESOURCES, WE ARE ENCOURAGING THE INDUSTRY – ONE THAT CONTRIBUTES \$6.8 BILLION TO CANADA'S GDP AND THAT CREATES CLOSE TO 120,000 JOBS ANNUALLY – TO DIVERSIFY ITS FUNDING SOURCES.

AND AT THE SAME TIME, WE ARE INVESTIGATING NEW PUBLIC-PRIVATE INITIATIVES ON THE INDUSTRY'S BEHALF.

SECONDLY, AS WE CAN SEE TODAY WITH THE CONFERENCE PANEL DISCUSSIONS, CONSUMPTION PATTERNS FOR SCREEN-BASED ENTERTAINMENT ARE SHIFTING RAPIDLY TOWARD INTERACTIVE DIGITAL PLATFORMS.

AND THIS IS OF GREAT INTEREST TO US AT TELEFILM.

OUR MANDATE “TO FOSTER AND PROMOTE THE DEVELOPMENT OF THE AUDIOVISUAL INDUSTRY IN CANADA” REMAINS AS RELEVANT TODAY AS IT WAS WHEN IT WAS INITIALLY PUT INTO PLACE 44 YEARS AGO.

IN FACT, TELEFILM HAS A MORE CRUCIAL ROLE TO PLAY TODAY: SUPPORTING AN INDUSTRY AS IT TRANSFORMS ITS TRADITIONAL BUSINESS MODELS TO INCLUDE DIGITAL PLATFORMS THAT GIVE CONSUMERS MUCH GREATER FREEDOM OF CHOICE.

IN AN INDUSTRY ENVIRONMENT, COMPOSED MAINLY OF SMALL- TO MEDIUM-SIZED COMPANIES, WE ARE WELL POSITIONED TO BECOME A CATALYST FOR NEW APPROACHES TO CONTENT CREATION AND PROMOTION, FOR EXAMPLE.

ACCORDING TO IPSOS REID, WEEKLY HOURS SPENT ONLINE (AT 18.1) SURPASSED THE NUMBER OF HOURS SPENT WATCHING TELEVISION (AT 16.9).

THE DATA INDICATES THAT NOT ONLY ARE PEOPLE OF ALL AGES SPENDING MORE AND MORE TIME ONLINE, BUT IT ALSO POINTS TO A SHIFT IN HOW ONLINE CANADIANS ARE CONSUMING MEDIA AND WHERE THEY ARE SPENDING THEIR FREE TIME.

PROPORTIONALLY, CANADA IS THE WORLD'S TOP ONLINE VIDEO VIEWING COUNTRY.

BUT IN ORDER FOR CANADA TO BE BEST POSITIONED FOR THE FUTURE, THE INDUSTRY NEEDS TO BE READY FOR MORE CHANGE...

EVEN THOUGH THE IMPACT OF NEW NONTRADITIONAL PLAYERS IS RAMPING UP, OLD BUSINESS MODELS FOR FEATURE FILM DISTRIBUTION AND TELEVISION BROADCAST STILL DOMINATE.

AS AUTHOR AND MANAGEMENT CONSULTANT **MARGARET J. WHEATLEY** WROTE: “THE THINGS WE FEAR MOST IN ORGANIZATIONS – FLUCTUATIONS, DISTURBANCES, IMBALANCES – ARE THE PRIMARY SOURCES OF CREATIVITY.”

AND WHEN IT COMES TO USING CREATIVITY TO CHANGE THE WAY AN ORGANIZATION DOES BUSINESS AND TRANSFORMS ITS CORPORATE CULTURE, GOOGLE CANADA IS WELL AHEAD OF THE GAME.

IT’S MY PLEASURE TO INTRODUCE YOUR NEXT KEYNOTE SPEAKER.

WITH A COMMITTED FOCUS ON CREATIVITY AND CHANGE MANAGEMENT, HE LEADS A COMPANY THAT IS AN INSPIRATION FOR ME.

SPECIFICALLY, IN TERMS OF NOT BEING AFRAID TO THINK OUTSIDE THE BOX... BUT WHILE EFFECTING ORGANIZATIONAL CHANGE ONE STEP AT A TIME.

HE IS THE MANAGING DIRECTOR OF GOOGLE CANADA, OVERSEEING ALL ASPECTS OF ITS OPERATIONS.

HIS MISSION IS TO EARN THE LOVE OF CANADIAN USERS, ADVERTISERS AND PARTNERS BY HELPING THEM TO GET THE MOST OUT OF THE WEB.

HE IS ALSO A KEY CONTRIBUTOR TO GOOGLE'S AMERICAS EXECUTIVE MANAGEMENT GROUP.

UNDER HIS LEADERSHIP, GOOGLE CANADA HAS MORE THAN DOUBLED ITS NUMBER OF EMPLOYEES IN ONE YEAR... HAS BEEN AWARDED THE #1 BEST PLACE TO WORK IN CANADA – ACCORDING TO THE GREAT PLACE TO WORK INSTITUTE – AND HAS BEEN RECOGNIZED AS THE MOST RESPECTED BRAND IN THE COUNTRY BY *MARKETING MAGAZINE*.

TODAY’S GUEST IS A RESPECTED THOUGHT LEADER AND FREQUENT SPEAKER AT INDUSTRY EVENTS ON THE TOPICS OF INNOVATION, DIGITAL MEDIA, MARKETING AND TECHNOLOGY.

HIS MESSAGE AND MISSION ARE CLEAR: TO ESTABLISH CANADA AS AN INNOVATIVE LEADER IN THE GLOBAL DIGITAL ECONOMY.



FINALLY, ACCORDING TO HIS GOOGLE PLUS (GOOGLE+)  
PROFILE, HE'S A "SUFFERING LEAFS FAN"... BUT WE  
VANCOUVER AND MONTREAL HOCKEY FANS WON'T HOLD  
THAT AGAINST HIM, OF COURSE...

LADIES AND GENTLEMAN, WITHOUT FURTHER ADO,  
PLEASE GIVE A WARM WELCOME TO **CHRIS O'NEILL**.