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CIMA at MIDEM 2012

MIDEM (January 2012), taking place annually in Cannes, France, brings together music industry trendsetters and decision makers from across the globe and remains *the* place to license and discover music, find options to overcome common challenges, make deals, and keep abreast of industry trends as well as make connections to expand and transform businesses.

- **Canadian Presence:** Set in a high traffic area on the Riviera Floor, Canada Stand was centrally located in the conference pavilion, neighboured by stands for UK, Australia and Japan. 57 Canadian delegates registered with the Canada Stand, representing 41 companies (22% of which were new to MIDEM this year). 2012 also saw the highest number of Canadian acts to showcase at MIDEM, with 14 artists being featured, including *Justin Hines, Emma-Lee, PS I Love You, Alyssa Reid, Terra Lightfoot, Kae Sun, The Provincial Archive, Julie Crochetiere, Shaun Boothe, Anna Atkinson, Stone River, Daniel Roa, Les Jupes* and *Eamon McGrath.*
- **Marketing & Promotion:** In addition to the Canada Stand itself, and to promote Canadian artists at MIDEM, over 1000 postcards and flyers featuring the Canadian Blast showcase schedule were distributed throughout the conference campus, along with a heavy digital marketing campaign across social media outlets. A digital sampler of showcasing artists was made available for free download, with tracks receiving over 830 downloads.
- **Outcomes:** CIMA's post-conference survey revealed that registered Canadian companies reported making 872 new contacts at MIDEM, in addition to 661 pre-confirmed meetings. Over 220 deals were negotiated, including dozens to import foreign music to Canada, and almost 200 to export it.

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CIMA's 2012 Mission to Japan

With the objective of its members building relationships in Asia, strengthening current ties, making new contacts and creating defined business opportunities for the export of Canadian music products and artists, CIMA organized its third Music Mission to Japan in 2012. Working in partnership with the Canadian Embassy in Tokyo, CIMA organized targeted B2B meetings, networking events and receptions for its Canadian delegates and held showcases for export-ready Canadian artists. Under the Canadian Blast brand, CIMA presented two showcases, with four performances at Duo Club one night, and another four performances the next night in the Embassy's Oscar Petersen Theatre. Other mission activities included a two-day, 10-session seminar series featuring local speakers as well as two CIMA-invited delegates from Taiwan. Delegates were also invited to an exclusive reception at the official residence of the Canadian Ambassador to Japan.

- **Canadian Presence:** Fourteen Canadian companies and eight Canadian acts registered with Canadian Blast to travel to Tokyo explore opportunities in the Japanese market and showcase for regional industry and gatekeepers. Showcasing performers included *The Barr Brothers, PS I Love You, Courage My Love, Hunter Valentine, Coral Egan, Jenn Grant, Elizabeth Shepherd* and *Pavlo*.
- **Marketing & Promotion:** CIMA produced a 22-page, full-colour booklet, featuring full profiles of registered companies and artists, in both English and Japanese. CIMA's Asian market representative conducted a full publicity campaign, disseminating press releases to Japanese media and industry. Each registered company was provided with copies of their business cards translated into Japanese. Digital and physical flyers were distributed, and a strong social media presence supported these efforts.
- **Outcomes:** Registrants were able to learn, through seminars and presentations, the ins and outs of the Japanese market and its particular protocols. With the guidance of CIMA's Asia representative and contracted staff on hand, differences in language and culture we bridged via translators, customized networking tools and targeted showcases. As a result, potential for new revenues exceeding $500k were reported, along with deals and potential deals secured in licensing, publishing, touring and distribution.

Music Mission 2012 Seminar Series

Canadian Blast Showcase

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CIMA at South By Southwest (SXSW) 2012

South By Southwest (SXSW) is the largest, most influential, and important music festival/conference in North America. In 2012, SXSW drew 18,988 music industry professionals from 58 foreign countries. For the first time on the Canada Stand, CIMA hosted short acoustic performances at the Trade Show. *Les Jupes, Chic Gamine, Ian Kelly, Library Voices, Adam & the Amethysts* and *The Wilderness of Manitoba* performed onsite at the Canada Stand over three days. Survey respondents indicated they made 815 new business contacts at SXSW 2012 and met with 1323 existing business contacts.

- **Canadian Presence:** The Canada Stand served as a command post throughout the show offering key business services for the 47 Canadian music companies/organizations /sponsors (103 delegates) who signed up to be part of the Canada Stand. Among the Canadian acts with Canada House/Canadian Blast showcases were *Bahamas, Rich Aucoin, The Sheepdogs, Whitehorse, Zeus, Said the Whale (w/ surprise guest Dan Mangan) The Stanfields, Ben Caplan, Dog Day, Wintersleep, TOPS, D.O., Great Lake, Swimmers, Imaginary Cities, Library Voices, Hooded Fang, Molly Rankin, The Balconies, Cuff the Duke, The Wilderness of Manitoba, Art of Fresh, Ghettosocks, Timbuktu, Muneshine & the Extremeties w/ guests (Droppin Science), Chains of Love, Great Lake Swimmers, and Elephant Stone.*
- **Marketing & Promotion:** CIMA disseminated press releases at home in Canada and in the US via a local PR company. Posters featuring all Canada House gigs were printed and plastered across downtown Austin. All registered companies/performers were profiled on the Canadian Blast website and featured on the CB digital sampler on SoundCloud. Laminate passes to the beloved Canadian Blast BBQ featuring all showcase info were distributed to VIP delegates, and a street team kept all social media outlets apprised of SXSW goings-on in real time.
- **Outcomes:** 228 deals were started and 69 deals finalized at SXSW 2012 with the majority of them related to gigs, touring, festival bookings, publishing and licensing respectively. Respondents also indicated deals in digital distribution, distribution and signing with a booking agent. $2.3 million in potential revenue was reported, along with $534k in finalized deals. 343 media interviews and/or articles were written about Canadian performers.

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CIMA at Music Matters 2012

Held annually in Singapore, Music Matters is the flagship conference of the Asia Pacific music industry. It provides a one-stop access point to the Asia Pacific entertainment business and is attended by more than 300 companies every year. Featuring artist workshops, mentor sessions, live showcases and networking opportunities, the event attracts a wealth of entertainment industry leaders. For its third annual mission to Music Matters in May 2012, carefully selected the most beneficial avenues to exploit the Canadian delegation through, with a focus on Canadian Blast showcases and targeted B2B meetings.

- **Canadian Presence:** Six export-ready Canadian artists were chosen to showcase according to potential for success in the Asian music market by a selection committee comprised of industry experts from Singapore, Hong Kong, Japan and Canada. Each artist was accompanied by a representative company to maximize exploitation of opportunities available to them. The artists to showcase at Canadian Blast were *Hill & the Sky Heroes, Manafest, Peter Katz* and *USS*.
- **Marketing & Promotion:** CIMA disseminated a press release prior to the conference, and placed it, along with calls for submissions and artist profiles across its online outlets, including social media. A colour, six-panel flyer featuring the Canadian delegation was distributed in Music Matters delegate bags, as well as across the conference. CIMA was an official 'Supporting Partner' of the conference, with its logo placed on signage throughout the host hotel, participating clubs, program guides and numerous official Music Matters industry reception invites. Digitally, this partnership extended to features on the Music Matters App (downloaded 7000 times) and live YouTube broadcasts of performances, which received 100,000 views.
- **Outcomes:** Participating companies reported a total of 93 new business contacts, re-connecting with 36 existing business contacts and 52 formal meetings, with potential deals in touring, licensing, distribution, publishing, festival bookings, and signing with a booking agent. Survey results showed that the Canadian delegation found the untapped Asian market to be rapidly growing and a hotbed of potential business for western artists, labels and managers.

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CIMA at The Great Escape (TGE) 2012

In preparation for The Great Escape (TGE) (May 2012), CIMA organized a day-long Pre-TGE event in London – "Focus on Music Supervisors" at the Canadian High Commission - to generate buzz about the Canadian delegation at the festival. Presented in conjunction with Norway, Scotland, Australia, Ireland, France and Catalonia, the pre-TGE event featured 98 delegates, including 16 Canadians. TGE 2012 saw the inaugural launch of the Canada House brand at the festival, which showcased 12 Canadian acts to a near-capacity crowd throughout. Each Canada House partner hosted a brunch in advance of their showcases, allowing for casual business networking and strengthening of ties made in B2B sessions.

- **Canadian Presence:** CIMA hosted a B2B speed dating session where 18 Canadian delegates met with 18 international delegates (324 meetings). The Canadian Blast at Canada House showcased 12 acts in conjunction with five showcasing partners: SaskMusic, Alberta Music, Music Nova Scotia, FACTOR and M for Montreal. A total of 24 Canadian acts played at TGE, including *Slow Down Molasses, Hot Panda, Jordan Cook aka Reignwolf, Born Gold, The Sheepdogs, The Town Heroes, Ben Caplan and the Casual Smokers, Rich Aucoin, Alexandre Desilets, Misteur Valaire, Hooded* Fang and Gold *& Youth.*
- **Marketing & Promotion:** CIMA disseminated a press release, sent to over 700 targeted delegates and 2000 newsletter contacts in advance of the event, with a focused social media campaign implemented on Twitter, Facebook and Soundcloud, in the form of a free mixtape download. CIMA hired Create Spark, based in the UK to run press relations, and over 5000 posters were distributed and posted across Brighton.
- **Outcomes:** CIMA successfully introduced the Canada House brand to The Great Escape Festival, laying the groundwork for future years. On-site B2B sessions at TGE facilitated 324 meetings, featuring international companies including labels, festivals, agents, publishers and managers. 61% of the delegates surveyed post-TGE had seen an artist that they wanted to do business with, and 89% of the delegates surveyed said that they made new contacts useful to their business. Respondents reported making potential deals in licensing, publishing, distribution and signing with a booking agent.

CIMA's 5th Annual Grammy Showcase & Celebration of Canadian Musical Excellence

On the occasion of the 54th Annual Grammy Awards (February 2012) the Consulate General of Canada, in partnership with CIMA, hosted its *Fifth Annual Grammy Showcase and Celebration of Canadian Musical Excellence* at The House of Blues. The venue was transformed into the "*House of Canada"* to brand Canada as a key player in the international music marketplace as well as an important supplier of entertainment to the world. The event included a targeted audience of close to 500 key decision makers in the Los Angeles music and entertainment industry that provided showcasing and business-to-business opportunities for Canadian artists and companies.

- **Canadian Presence:** Though targeted to LA-based entertainment executives and media, this event was chock full of Canadian talent. *Melanie Fiona, The Canadian Tenors, Rich Aucoin* and *Gold and Youth* showcased four stellar performances to a crowd of about 500 (with Ottawa native actor/comedian Jeremy Hotz, serving as emcee), including Deadmua5, Ryan Shore, Dan Burns, Sum41, Martin Short and David Foster.
- **Marketing & Promotion:** CIMA embarked on a targeted press campaign surrounding this event, with invitations from CIMA and David Fransen, the Consul General of Canada in Los Angeles, to very select guests/executives from the LA entertainment and music industries.
- **Outcomes:** This event was a commercial opportunity for the Canadian performing artists to showcase their talents to key decision-makers in the US entertainment industry. It also created an environment for business-to-business networking before the showcases started. As a result of this event, *Rich Aucoin, Gold & Youth, Melanie Fiona* and *The Canadian Tenors* were approached for US business opportunities (US label, licensing of music, etc.).

CIMA at CMJ Music Marathon 2012

Artists, music fans, and industry insiders descend on New York City every fall for the annual CMJ Music Marathon**.** The festival is one of the world's most important outlets for the discovery of new music, with more than 1,300 performers given a chance to shine in over 80 nightclubs and theatres spread across the city. For the 2012 edition, CIMA embarked on a careful adjudication process and selected five top applicants to showcase at the landmark NYC venue, Arlene's Grocery. To engage local industry and international delegates, a pre-showcase mixer at the venue was hosted as well.

- **Canadian Presence:** The showcase at Arlene's featured five bands – Two Hours Traffic, Elephant Stone, Foam Lake, Teenage Kicks and Humans – and was well-attended due to the interest CIMA was able to generate in its marketing and promotional campaigns, as well as its long-standing reputation at the festival.
- **Marketing & Promotion:** To ensure visibility and buzz around the event, CIMA secured the production and marketing services of Frontside Promotions Group (based in Vancouver and NYC), and the publicity services of New York-based BMF Media. CIMA also coordinated and hosted an industry mixer before the Canadian Blast showcase at Arlene's Grocery, to allow Canadian delegates an opportunity to closely mingle with American and international delegates.
- **Outcomes:** The selected showcase artists, Two Hours Traffic, Elephant Stone, Foam Lake, Teenage Kicks and Humans were able to perform to a near-capacity room of industry and music fans, in one of the world's leading music markets. Attending representatives had the opportunity to build business relationships in an informal environment.

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CIMA at Reeperbahn Festival 2012

Germany remains the world's third largest music market, and Hamburg's Reeperbahn Campus/Festival is the primary gateway to accessing it. Based on the successful outcomes reported by the Canadian companies that participated in 2011's export initiatives, CIMA returned to Germany for Reeperbahn's seventh edition, which took place September 20-22, 2012. The 2012 Reeperbahn Campus conference attracted 2,800 industry professionals and media representatives from 35 countries. CIMA organized a pre-Reeperbahn event in Berlin to draw attention to the Canadian delegation, and furthered those relationships on-site with the Canada House venue/Canadian Blast showcases, B2B/Matchmaking sessions and the VIP Networking Commonwealth Mixer.

- **Canadian Presence:** 22 Canadian companies registered a total of 25 delegates with the Canada Stand, and 19 Canadian acts showcased at Canada House over two days, including The Town Heroes, Ben Caplan & the Casual Smokers, Andrew Cole, Ian Kelly, Jonas & The Massive Attraction, The Wilderness of Manitoba, Rae Spoon, Hot Panda, Greg MacPherson, Les Jupes. Each day's showcases had at least four confirmed sellouts. An additional nine Canadian acts performed at the festival and were included in Canadian Blast promotional items.
- **Marketing & Promotion:** To maximize reach, CIMA hired Kathrin Wagmüller PR for local publicity. Co-sponsored by Byte.FM, Canada House was promoted extensively, digitally via all online outlets, and on-site with 100+ posters put up across the Reeperbahn campus, 1000 flyers distributed to delegates and attendees, and large Canadian flags in front of the Canada House venue for easy visibility. The Canadian Blast mixtape, featuring all showcasing Canadian artists, received over 2000 plays.
- **Outcomes:** In total, 28 Canadian acts were programmed into Reeperbahn 2012, a significant jump from 2011's 18. Three B2B speed networking sessions were held, one in Berlin in advance of Reeperbahn, and two on-site at the festival, and 585 meetings were facilitated, resulting in over a dozen business deals and potential for many more in licensing, publishing, distribution and signing with a booking agent, as well as potential for new revenue sources.

B2B Matchmaking Sessions at Canada House

CIMA at Halifax Pop Explosion 2012

As an official partner of the festival, CIMA delivered its 2nd annual Canadian Blast showcase in support of Halifax Pop Explosion. Working with the Festival, artists were selected to showcase. Held in one of Halifax's top live music venues, The Seahorse Tavern, on Friday – the busiest night of the festival – the 2012 HPX Canadian Blast showcase featured *Brederins, Technical Kidman, Extra Happy Ghost, Coyote* and *Paper Lions*. All participants were able to benefit from CIMA's extensive promotional and marketing endeavours, ensuring a well-attended showcase during the east coast's premiere independent music festival.

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CIMA at A3C 2012

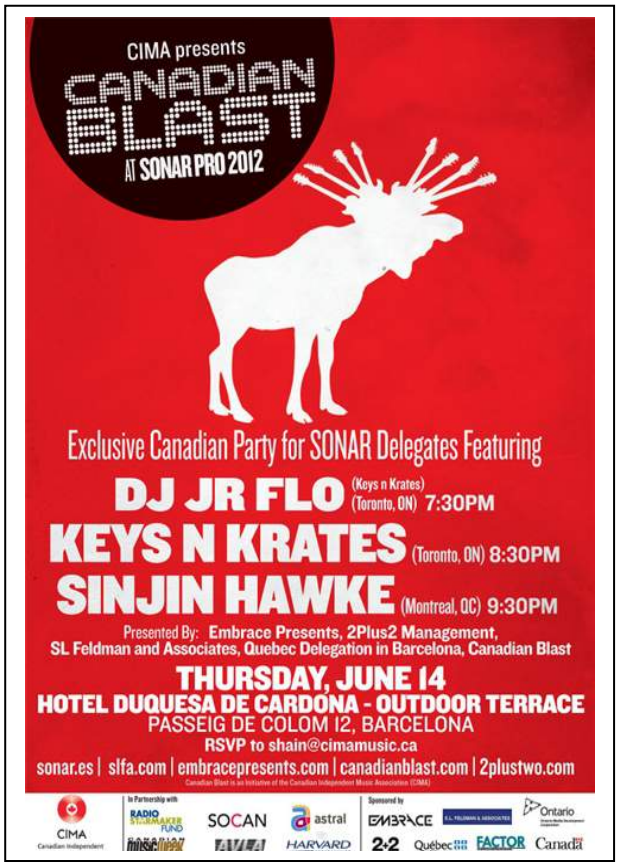
Taking place in Atlanta, Georgia, A3C is a hotbed for rising hip hop talent to showcase and do business. As a presenting sponsor, CIMA/Canadian Blast branding was featured on various promotional materials, with two spots on the A3C International Panel reserved for Canadian representatives to discuss the Canadian market and opportunities within it. Five artists were selected to perform at CIMA's Canadian Blast showcase (*D.O. aka Defy The Odds, Shaun Boothe, Rich Kidd* and *JD Era)*, taking place before the international showcase and after a two-hour industry mixer.

- **Canadian Presence:** With a goal of selecting the most promising and talented Canadian hip hop acts, CIMA worked with A3C and their team of hip-fop influencers familiar with the Canadian scene to select the five Canadian Blast showcase artists.
- **Marketing & Promotion:** Participating artists were included in various promotional materials, including the banner, on-stage projection loop throughout the three-day festival, advertisement in the A3C guide book, all online outlets and had promotional items included in the A3C delegate bags. In addition, artists were given video and photo content from their showcases to further generate attention and publicity.
- **Outcomes:** CIMA was able to delve into the US hip hop market and offer Canadian talent the chance to explore opportunities presented therein. As a presenting sponsor, CIMA has begun developing its relationship with the festival staff and coordinators, working toward building a name and reputation to grow upon in future installments of the event.

CIMA at SONAR 2012

Created in 1994, Barcelona's Sonar is a pioneering festival constantly on the pulse of the current electronic music landscape. Its interactions and hybridizations with digital creation and new media unites established artists with emerging talent in all areas of musical and audiovisual production. For the June 2012 edition, CIMA, with partners, coordinated an exclusive delegate event, assisted three acts in showcasing and welcomed five registered Canadian delegates, along with three other attending Canadians.

- **Canadian Presence:** CIMA showcased three Canadian acts on the rooftop of the Hotel Duquesa de Cardona in Barcelona – *KeysnKrates, Sinjin Hawke* and *DJ JR Flo* – at an official Sonar industry-only event. Eight Canadian delegates attended the event: Embrace Presents, 2 Plus 2 Management, SL Feldman and Associates, the Quebec Office in Barcelona and CIMA. The Ambassador of Spain, Graham Shantz, attended and introduced the event. A total of nine Canadian acts performed at the festival, including the aforementioned three.
- **Marketing & Promotion:** CIMA disseminated a press release to it contacts and membership, including repeated mentions in the newsletter. SONAR listed the press release on its website as well, and 75 personalized invitations were delivered to target delegates. CIMA embarked upon extensive social media promotion, including a free digital sampler of showcasing artists via Soundcloud. As Sonar partners, CIMA and Canadian Blast had logos and descriptions printed in the festival's 10,000 program guides, and printed poster boards were displayed in front of the venue and in the hotel lobby to encourage foot traffic.
- **Outcomes:** Over 100 delegates attended the Canadian Blast rooftop showcase, resulting in significant networking opportunities for the Canadian delegation and great exposure for the showcasing acts, some of which received foreign label and festival interest.



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CIMA at WOMEX 2012

For the second year, CIMA joined the Canada Council for the Arts, CINARS and Folquébec at the annual World Music Fair and Expo (WOMEX), held in Thessaloniki, Greece in June 2012. In order to bolster the Canadian presence for all participating companies, organizations and members, CIMA organized the redesign of the layout of the delegation's stand at the conference and organized an off-site, private, VIP reception in cooperation with Canada's folk festival buyers. WOMEX 2012 saw the highest ever number of CIMA members in attendance, increasing the Canadian presence at the conference to a previously unsurpassed level.

- **Canadian Presence:** CIMA continued to grow the Canadian brand at WOMEX 2012, in partnership with the Canada Council for the Arts, CINARS and Folquébec, a crucial step in building Canada's profile at the conference. 23 Canadian delegates from 21 companies attended WOMEX 2012, including nine Folk Festival buyers.
- **Marketing & Promotion:** WOMEX attendees registered with CIMA were included in all online promotion on the CIMA and Canadian Blast websites, as well as on those of partners Canada Council for the Arts, CINARS and Folquébec. CIMA organized a VIP festival mixer for delegates and provided opportunity for B2B sessions. Registrants were also allotted real estate to display individual promotional material within the Canada Stand.
- **Outcomes:** Over 50 international delegates attended CIMA's VIP mixer, co-hosted by Thessaloniki's Reworks Festival, which invited select European contacts participate. Attendees were able to make meaningful, international industry connections in an otherwise extremely busy, crowded conference. CIMA and its partners were able to make significant headway in establishing Canada as the important market it is.

Canada Stand at WOMEX 2012

2012 WOMEX Trade Show

B2B Networking Sessions @ WOMEX 2012