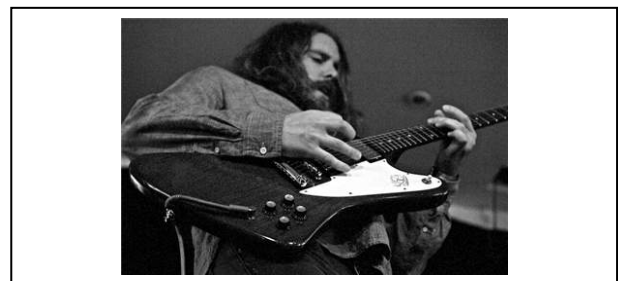


CIMA at The Great Escape (TGE) 2012

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.





Canadian Independent Music Association

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.



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 Wagnmüller 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'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



CIMA at MIDEM 2013

MIDEM (January 2013), 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:** CIMA’s Canada Stand at MIDEM’s served as home base for the 33 registered Canadian companies (38 delegates in total) in attendance. Through the Canadian Blast brand, and in partnership with OMDC, CIMA showcased nine export-ready Canadian acts over two nights, including: *Divine Brown, Jesse Labelle, The Balconies, Alejandra Rivera, Ann Vriend, Luke Nocholson, Kinnie Starr, Kim Bingham* and *Manafest*.
- **Marketing & Promotion:** CIMA designed and distributed a full-colour, 40-page booklet with company descriptions, photos and showcase information. Postcards and flyers featuring the Canadian Blast showcase schedule were also distributed, and a heavy digital marketing campaign across social media outlets was in place to support all on-site initiatives. A digital sampler featuring all showcasing artists was available for free download, with tracks receiving over almost 1300 combined streams and downloads.
- **Outcomes:** In a survey conducted after the event, delegates reported 553 new contacts/leads; 572 meetings and 149 deals finalized or in negotiation (in areas of licensing, distribution, touring & publishing) with a potential value of \$2.4 million. 79% of participating companies say MIDEM is important to help make digital contacts and 71% successfully made those contacts.



CIMA presents

CANADIAN BLAST

AT MIDEM 2013



MORRISONS 10 RUE TEISSEIRE, CANNES
SUNDAY, JANUARY 27

9:00 PM **ANN VRIEND** (WATSON ENTERTAINMENT)
 9:45 PM **LUKE NICHOLSON** (GYPSY SOUL RECORDS)
 10:30 PM **KINNIE STARR** (GRANITEWISH ENTERTAINMENT)
 11:15 PM **KIM BINGHAM** (MUDGIRL MUSIC GROUP)
 12:00 AM **MANAFEST** (MANAFEST PRODUCTIONS)

MONDAY, JANUARY 28
OMDC PRESENTS THE ONTARIO SHOWCASE

9:00 PM **ALEJANDRA RIBERA** (PANDYAMONIUM MANAGEMENT)
 9:50 PM **JESSE LABELLE** (WAX RECORDS)
 10:40 PM **DIVINE BROWN** (FULLCC MUSIC GROUP)
 11:30 PM **THE BALCONIES** (AUDIO BLOOD/COALITION)

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Canadian Blast is an initiative of the Canadian Independent Music Association (CIMA)



CIMA
Canadian Independent
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In Partnership with





With Support from



CIMA at South By Southwest (SXSW) 2013

South By Southwest (SXSW) is the largest and one of the most influential music festivals/conferences in North America. In 2013, SXSW drew 25,119 music industry professionals from 64 foreign countries.

- **Canadian Presence:** Serving as the unofficial kick off for the SXSW music conference/festival and Canada House, the annual Canadian Blast BBQ featured *Rah Rah, Daniel Romano, Hey Ocean!, Hannah Georgas, Paper Lions and The Trews*. Among the Canadian acts who performed at Canada House were *Tim Chaisson, Two Hours Traffic, Poor Young Things, Boats, Chic Gamine, Royal Canoe, Imaginary Cities, Jenn Grant, In-Flight Safety, Ben Caplan, Dusted, Tom Fun Orchestra, Whitehorse, Wilderness of Manitoba, Bend Sinister, The Darcys, Teenage Kicks, Folly and the Hunter, Martha Johnson, Christopher Smith, Fine Times, The Belle Game and Humans*. 46 Canadian music companies (86 delegates) registered with The Canada Stand.
- **Marketing & Promotion:** CIMA disseminated press releases 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 400 VIP delegates, and a street team kept all social media outlets apprised of SXSW goings-on in real time.
- **Outcomes:** Companies with the Stand reported meeting with 621 new business contacts and 873 new existing business contacts, with 103 business deals started, and 21 finalized at SXSW 2013. 177 interviews and/or articles were written about Canadian performers, and companies reported \$1,213,000 in potential revenue from deals started during the festival.





Canadian Independent Music Association

CIMA's 6th Annual Grammy Showcase & Celebration of Canadian Musical Excellence

On the occasion of the 55th Annual Grammy Awards (February 2013) the Consulate General of Canada, in partnership with CIMA, hosted its *Sixth Annual Grammy Showcase and Celebration of Canadian Musical Excellence* at Couture in Hollywood. 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 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:** Targeted primarily to LA-based entertainment executives and media, Canadian talent was prominently represented. *The Sheepdogs, Jarvis Church, Divine Brown, Snowblink* and *Diamond Rings* performed five fantastic performances to a crowd of about 350 delegates from the music, entertainment and media industries.
- **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 is an annual commercial and marketing opportunity for 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 and after the showcases.

CANADIAN GRAMMY NIGHT
ON THE OCCASION OF
55TH ANNUAL GRAMMY AWARDS
The Consul General of Canada
MR. DAVID FRANSEN
CORDIALLY INVITES YOU AND A GUEST TO ATTEND
A SHOWCASE AND CELEBRATION
OF CANADIAN MUSICAL EXCELLENCE
PERFORMANCES BY
SNOWBLINK • DIVINE BROWN
DIAMOND RINGS • JARVIS CHURCH
AND FEATURING
THE SHEEPDOGS
MC OF THE NIGHT: **MICHAELA PEREIRA (KTLA)**
THURSDAY, FEBRUARY 7TH 2013
6:30PM - 10:00PM
COUTURE
1640 N. CAHUENGA BLVD.
LOS ANGELES, CA 90028
RSVP BY MONDAY
FEBRUARY 4TH 2013
INVITATION IS NON TRANSFERABLE

PRESENTING SPONSORS
CIMA **Canada** **ONTARIO CANADA** **SASKO MUSIC**

CIMA Presents
CANADIAN BLAST
in Los Angeles

Showcase and celebration of
CANADIAN MUSICAL EXCELLENCE
Couture, 1640 North Cahuenga Blvd, Los Angeles
Thursday, February 7, 2013, 6:30 PM-10:00 PM
Performances by
THE SHEEPDOGS
JARVIS CHURCH
DIVINE BROWN
SNOWBLINK
DIAMOND RINGS

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Canadian Blast is an initiative of the Canadian Independent Music Association (CIMA)

In Partnership with
RADIO **SOCAN** **FMTV** **ONTARIO** **COUTURE** **FACTOR**
MUSIC **HARVARD** **MMF** **SASKO MUSIC** **Canada**