

Canadian Synch Mission to Pilot Season to Hollywood, Los Angeles

CIMA's Canadian Synch Mission to Pilot Season to Hollywood took place in Los Angeles on May 19-22, 2015. To support our members' business objectives, CIMA is focusing on the US market, and one of the areas of concentration is the Los Angeles music, film, and TV market. The purpose of this mission was to develop further connections and ultimately business in the lucrative LA market. CIMA's mission coincided with the announcement of the fall lineups, creating opportunity to develop relationships when music for synchronization is in the highest demand.

- **Canadian Presence:** Ten Canadian companies participated in the mission, including Alma Records (ON), Aporia (ON), eOne (ON), File Under:Music (BC), FullCC (ON), Home (ON), Pipe and Hat (MB), Popguru (ON), Sonic Unyon (ON) and The Truth Music Group (ON). The Canadian Musical Reproduction Rights Agency (CMRRA Ltd.) participated as an observer.
- **Marketing & Promotion:** CIMA contracted an in-market consultant familiar with the LA television industry to research and write a guide on the networks (The Synch Report: A Guide to Synch Opportunities in US Television (LA Focus)), to plan four targeted meetings and visits to four studio networks (Lionsgate, Sony Pictures Television, Warner Bros. Television and NBC/Universal), and to organize a networking event. In addition, the consultant arranged for the Canadian delegates to have a private meeting off-site with a 5th studio head at CBS music who was scheduled out of town during the actual meeting days.
- **Outcomes:** The Canadian delegation met with 19 studio network executives who are responsible for the music production of about 40% of television programming in the US. In total, mission participants reported making 163 new business contacts, held 66 meetings in total. Moreover, 49 of those meetings were with existing business contacts.

