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**Toronto Section
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2015/2016**

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Promotions Advisor:

Peter Armstrong

Topic: The Times they are a Changin'

Date: Tuesday, January 12, 2016

Time: 7:00 pm (*Pizza & Pop Dinner is provided at 6:30pm*)

Location: Rogers Communications Centre - Ryerson University
Room RCC-204 - Eaton Lecture Theatre, 80 Gould Street

Arranged By: Reid Robertson and Peter Armstrong

Sponsor: SMPTE Toronto Technical Seminar - BOOTCAMP 2016

Part 1 - Jobs: Now you see them ... now you don't. What does it take to find one?

Speakers: Philippe Frappier – Senior Partner, Searchlight Recruitment
Darrick Li – Director, comScore Inc.

Does your old job and title exist in today's market? Does your skill set meet the criteria for current positions? We will explore the new reality of jobs in the rapidly changing media landscape. Learn where the jobs are, what the requisite skills are, what recruiters and hiring managers are looking for, and how to present yourself.

Part 2 – The changing Media Landscape: A look at the OTT market place.

Speaker: Laurie Kennedy, Sapphire Leadership Inc.

The television landscape is continually changing with new Over the Top TV (OTT) services being provided via the internet at a constant pace. Laurie will review some of the new OTT services in North America, what their business models are, and how they differ from the traditional TV models. She will also look at what is driving the change.

We know "cord cutters" are on the increase and many of the newer generation are selecting to be "cord nevers". This is one key change factor, however there are others, including the ability for content creators to deliver direct to the consumer without the traditional distribution layers, and the desire to have timely and accurate audience data.

This is affecting the TV networks and speciality channels, along with cable and satellite providers, and not to be forgotten, OTA (over the air) distribution. What is not clear, is how long the existing business models and operational infrastructures can be maintained and stay profitable. How quickly can they adapt to stay competitive and meet the demands of the future?

The SMPTE Board of Managers will meet in RCC-102 starting at 4:45 PM.

Pizza & Pop Dinner is provided at 6:30pm, there is no break between presentations

