

**North By Northeast Music Festival and Conference (NXNE) and  
Ontario Media Development Corporation (OMDC) Present**



*Extreme Music Licensing*

*for*

*Film, Television, Interactive Digital Media & Music Companies*

**January 15, 2008, Toronto, Ontario**

in partnership with:

Canadian Independent Record Production Association (CIRPA)  
Canadian Music Publishers Association (CMPA)  
Documentary Organization of Canada (DOC)  
Interactive Ontario (IO)  
Producers Roundtable of Ontario (PRO)

and in association with:

Canadian Recording Industry Association (CRIA)  
CFTPA-Ontario Producers Panel (OPP)  
Directors Guild of Canada - Ontario (DGC Ontario)  
Women In Film & Television - Toronto (WIFT-T)

We heard you! After two successful REEL Music Events at the NXNE Music Festival and Conference, NXNE & OMDC are rolling out an even bigger, bolder version for 2008: MUSIC MAKES IT. We're launching a call for submissions for this one-day high level event to bring together key industry companies to meet, network, and celebrate the rich pool of Ontario talent on Tuesday, January 15<sup>th</sup>, 2008.

Through one-on-one meetings, information sessions, a networking luncheon, an evening cocktail party and a showcase of Ontario musicians, **MUSIC MAKES IT** will be a fun forum through which executives from the music, interactive digital media, advertising, feature film, documentary and television industries will find ways to merge their content together, to the creative and commercial benefit of each sector.

Feature film, television, documentary, interactive digital media, advertising, and music industry executives are invited to participate in the **MUSIC MAKES IT** event. Interested companies are required to complete and submit an on-line application to participate as space is limited.

#### **TIMELINE:**

The deadline for applications is **November 26<sup>th</sup>, 2007 by 5:00pm**. Selected participants will be notified by December 7<sup>th</sup>.

#### **ELIGIBILITY**

**MUSIC MAKES IT, presented by NXNE and OMDC, is open to qualified, Ontario-based companies.**

- Music Companies: must demonstrate a track-record in the industry and represent a sizeable talent roster and catalogue with appropriate licensing rights.

- Feature Film, Television, Documentary producers: must have at least two producer credits on films, series or one-offs that have been theatrically distributed or nationally broadcast.

-Interactive Digital Media: preference will be given to companies who have released at least one product.

Please note that although there is no registration fee, program selection is a competitive process. For film, television, documentary, interactive digital media and advertising companies, preference will be given to companies with projects currently in production/development (interactive) or post production, for which they are now or soon will be seeking music. Selection will be made on the basis of what information is submitted in the application.

#### **APPLICATION PROCESS**

For Application Forms please visit OMDC's website at ([www.omdc.on.ca](http://www.omdc.on.ca) - under Programs/Domestic Markets and Events) and click on the link to **MUSIC MAKES IT** on the main page.

For further information on this program, please contact:

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interactiveontario

PRO

