



CTAM Canada Leadership Forum

June 20th 2023

Panel 1 : Finding Generation Z

Andrew Peterson (Youtube) & Gave Lindo (TikTok), Moderator: Leah Rifkin

❖ **Andrew Peterson, Head of YouTube Canada**



Andrew Peterson is the Head of YouTube Canada, where he oversees the content, creator and viewer ecosystems for the country. In his role, Andrew works with the next generation of independent content creators through to the largest media, entertainment and news publishers in the country. His team focuses on growing the number of Canadian storytellers on the platform and helping them to connect with audiences both at home and abroad. Additionally, Andrew works to bring new products to Canada to elevate the experience of Canadian viewers and creators.

Prior to YouTube, Andrew worked in the music industry and in broadcasting leading digital content creation and commercialization across the Asia Pacific region.

❖ **Gave Lindo, Head of Content Programming, TikTok North America**



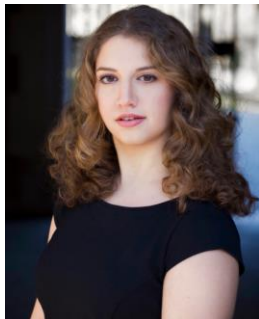
Gave is a seasoned executive, lawyer, and board director in the media and cultural sectors. He has extensive experience in developing and structuring projects across various media formats. Currently, as Head of Content Programming for North America at TikTok, he leads the team responsible for original live production and content collaborations. Previously, he played key roles at CBC, overseeing digital content offerings and launching CBC Gem. Gave has also served in executive and legal positions, and he actively participates in various boards and is a frequent speaker on content and the creator economy.



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❖ **Leah Rifkin, Founder, Spark Light Media Ltd.**



Leah is an award-winning director, producer, and author telling Commercial stories with Soul. She has created and produced web series, short films, music videos, and her latest project, Canada's #1 music variety show, The Sonic Room. Leah has produced for popular YouTube channels with content that has reached over 232 million views. She is the Festival Director for T.O. Webfest, Canada's premier web series festival. Leah has been recognized as a finalist for the Netflix-BANFF Diversity of Voices Initiative and the Armoza Formats' Formagination Pitch Competition. In 2021, she and her creative partner were runners-up for the Junior Entertainment Talent Slate Initiative.

Panel 2 - Canadian companies adapting to the new marketplace:

David Kines (Hollywood Suite), Don McDonald (Super Channel), Guney Yasavur (Cineplex), Michael Gray (Rogers) & Myro Fal (Telus). Moderator: Uday Abbi

❖ **David Kines, President and co-founder, Hollywood Suite**



David Kines is the President and co-founder of Hollywood Suite, a Canadian broadcaster with four HD TV movie channels. He has over 35 years of experience in Canadian television, including launching MuchMusic and overseeing original productions. David also serves on the Board of Directors for Kids Help Phone and advises the music education charity MusiCounts.



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❖ Don McDonald: President and CEO Super Channel



Don McDonald, as President and CEO of Super Channel, leads the network's four channels and oversees corporate finance and accounting functions. He focuses on expanding the company's brands on emerging platforms and driving growth. Don joined Super Channel in 2009 and has played key roles in restructuring, launching new programming initiatives, and overseeing the corporate rebrand. With over 25 years of experience, he is a seasoned finance executive with a track record of delivering outstanding financial results.

❖ Guney Yasavur: Vice President, Cineplex Store



Guney Yasavur is an accomplished streaming professional with a wealth of experience in the global digital content landscape. Currently serving as the Vice President of Cineplex Store, a leading Canadian TVOD service, Guney leverages his expertise in streaming technologies and platforms to drive content monetization, business development, and revenue optimization strategies. His innovative approach has consistently led to the growth and success of Cineplex Store, establishing him as a highly valued expert in the industry.



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❖ **Michael Gray: Director, Content revenue and user engagement**



15+ years of experience in the media and content industry. Current role is overseeing user engagement and revenue for Rogers video offerings. This entails working with non traditional content partners like Apple, Disney+ and Netflix + finding ways to generate revenue through emerging streams like advertising, marketing, FAST, partnerships and new packaging constructs.

❖ **Myro Fal: Director, Content – TELUS**



A veteran of the Canadian content industry for the last 25 years with a foundational background in film and television production, Myro eventually moved to the telecom industry during the early days of video and content consumption on mobile devices. Having held various roles in marketing and product operations over the years at TELUS, Myro shifted from mobility to TV. His role currently oversees areas of partnership management around content merchandising, marketing and operations impacting TELUS TV entertainment platforms encompassing VOD, PPV, linear and apps.



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Panel 3 : Canadian Broadcasting at the Cross Roads

Mike Cosentino (CosMedia.Inc), Troy Reeb (Corus entertainment) & Howard Law (Mediapolicy.ca). Moderator: Brad Danks

❖ **Mike Cosentino, President & Executive Producer, CosMedia.Inc**



Mike Cosentino is a highly experienced senior media leader in the Canadian media sector. In 2021, he launched CosMedia.Inc, a specialized media company focused on content, production, and distribution. The company has formed partnerships with renowned entertainment brands. As former President of Content & Programming for Bell Media, Mike played a crucial role in the company's success, leading programming, production, and content partnerships. He spearheaded the launch of Crave and a new portfolio of specialty channels, as well as greenlighting successful original programs and formats. Mike has also been involved in various industry boards and organizations.

❖ **Troy Reeb : Executive Vice President, Broadcast Networks, Corus Entertainment**



Troy Reeb, as Executive Vice President of Broadcast Networks, is responsible for programming and operations across Global Television, 15 local stations, 33 specialty television services, 39 radio stations, and Corus online platforms. He previously led Global News to win prestigious awards for excellence and innovation. Troy has extensive experience as an anchor, correspondent, and bureau chief, with a background in news and broadcasting.



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❖ **Howard Law, [Mediapolicy.ca](https://mediapolicy.ca) and former Media Director at Unifor**



Howard Law writes the commentary blog, [MediaPolicy.ca](https://mediapolicy.ca). Until his retirement, he was the Media Director at Unifor from 2013-2021 and served local unions representing journalists and media workers in online and print journalism, television and radio.