



AT LARGE, OUT LOUD

at large media

2004-08-01

Thank you for subscribing to At Large Media's newsletter, dedicated to the exploration of Media & Meaning. It's been a busy summer so far ... we've released some exciting compilation CDs for the CBC, received top honours at the New York Festival, started working with Mountain Equipment Co-op, and facilitated conference sessions on video games and animation for delegates from around the world.

At Large News

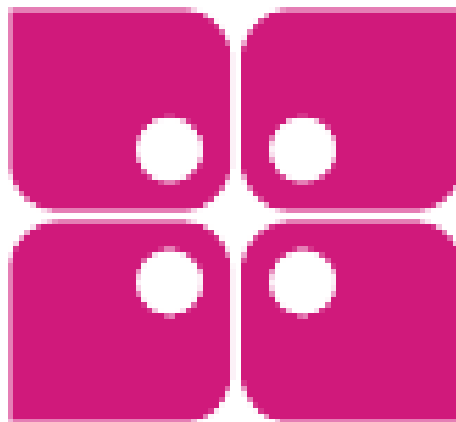
Radio 3 wins top honours at the New York Festival

CBC Radio 3, the multi-platform initiative led by Robert Ouimet, has received top honours at the prestigious New York Festival. Read more about Robert at www.atlargemedia.com/robert.html, and visit www.cbcradio3.com to see what's got New York talking.

At Large Client Announcement

Mobile Urban Shared Experience (MUSE) Project

Emma Payne & Robert Ouimet have been working with the Mobile MUSE Project, a new initiative that unites BC leaders in research, industry, community and culture around an ambitious, long-term economic development strategy. The Mobile MUSE Project network will undertake collaborative research and produce multidisciplinary R&D prototypes that pioneer the mobile cultural content landscape - the "mobile mosaic" of Canada in BC. The research seeks to discover and frame the social, cultural and technological blueprints for constructing mobile experience, focusing initially on the three domains of Memory, Ambience and Amusement.



Mountain Equipment Coop Benefits from Anja Haman's Expertise

Peter ter Weeme, Senior Manager, Communications & Marketing Department, MEC, recently hired Anja Haman and Neil Patton to provide strategic planning services to the department. Anja and Neil's efforts are providing the team with a shared vision, clear targets for success and the tactics required to achieve them. This set of planning sessions and follow through activities are part of a series of enterprise-wide initiatives designed to reinforce MEC's premier position as Canada's largest consumer co-operative and leading outdoor recreation store.

CD releases from CBC Radio 3

At Large Media has been working closely with CBC Records to release the first ever Radio 3 audio CDs. Here's a little more about these new ultra-Canadian releases:

CBC Radio 3 Sessions Vol. 1 is a collection of tracks from some of our most memorable and popular studio recording sessions from the past few years. You'll hear The Weakerthans' frontman John K. Samson perform an exclusive acoustic track, Hot Hot Heat just before they were scooped up with a multi-million deal, Buck 65 playing for the first time with the live band that would later appear on his groundbreaking Talkin' Honky Blues and The Hidden Cameras in the coming-out party that helped land them an international record deal.

New Music Canada Vol. 1 is a love letter from CBC Radio 3 to you. You'll hear the sci-fi punk sludge of Victoria's Atlas Strategic, the lush, dreamy trip-hop of Vancouver's Audio Lava, the catchy boom-bap hip hop of Calgary's Dragon Fli Empire, the warp-speed neck-snappin' beats of Toronto's Danny Dopamine, the post-explosion indie rock of Dartmouth's Orange Glass, and much more.

The CD's are priced at 12.99. You can order online by clicking the title of each CD listed above.



Featured Article

Reality Television: It's What We Want

At Large Media's owner, Emma Payne, has been moonlighting as the Technology Editor for Scarlett Magazine, writing bi-monthly articles about technology, society, and media. Her current article, entitled 'Reality Television: It's What We Want' can be found online by clicking here. The article features interviews with Wendy Montgomery, Vice President & General Manager of the W Network, and Deborah Beatty, Vice-President of Interactive for Corus Entertainment.

Emma's next article explores the role of technology in music creation and distribution, and will appear in the August/September issue of Scarlett (www.scarlett.ca). It features an interview with Andrea Duffy, Director of eMarketing for Sony Music International, as well as Canadian DJ & interactive producer, Nicole Goodman.

Industry News

Canadians May Soon Get Satellite Radio

The Canadian federal regulator for broadcasting, the Canadian Radio-television and Telecommunications Commission has set a hearing for November 1st to listen to applicants looking to bring satellite radio to Canada. Two U.S. based companies have forged partnerships with Canadian companies to bid for licenses, both would be pay services. Both propose about 100 channels, 60 percent are music, with the remainder some version of talk. On the heels of the satellite applications, Toronto's CHUM Ltd. has jumped in with a unique terrestrial pay service based on the Canadian Digital Audio Broadcasting standard, Eureka 147. The CHUM application is the only one that promises all 'made in Canada' channels. The two satellite applicants are: Canadian Satellite Radio Inc. who are partnered with XM Satellite Radio, and the Canadian Broadcasting Corporation in partnership with SIRIUS Satellite Radio and Toronto's Standard Radio Inc.

Click here for a direct link to the applications on the CRTC web site.



Rhyme Pays

Canadian teens have a mind-blowing \$25 billion a year in spending money, so it's no wonder marketers are looking to hip hop music to try to cash in. Product placement has been going on in the movies for years — think Reese's Pieces and E.T. — and with savvy consumers no longer paying much attention to commercials, what better way to sell your product than by slipping it into the lyrics they listen to and the videos they watch over and over again.

Click here to read (and view) this CBC Marketplace special report.

Conferences

The At Large Media team was involved in the highly successful VidFest Conference, held in Vancouver in June. The At Large team facilitated sessions on Animation and Video Games, which featured contributions from companies including MTV Animation, Electronic Arts and The Cartoon Network. At Large Media also arranged company tours and presentations for a group of senior delegates from China who were in Canada to learn about our top new media companies.

Catherine Warren is scheduled to speak at Digital Hollywood. September 27-29, 2004, Santa Monica, Calif., Loews Santa Monica Beach Hotel

In this session, Catherine Warren and other industry leaders show how entertainment companies are using sophisticated data analysis to track performance and impact of content delivered across interactive and traditional media.

Contact Us

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