






# TIME FOR YOUR CLOSE UP

Four networks got new bosses this year and two got renamed. *Strategy* checked in with some of the key players to get their take on the industry. BY ETAN VLESSING

	What is your network brand?	What's the biggest challenge in Canadian media today?	What's the biggest opportunity in Canadian media today?	I believe TV is still king because:	In a multi-platform world, is a TV-first, digital-second strategy still relevant?	Is appointment TV still relevant with VOD and other emerging digital platforms, outside of live TV events?	What is your strategy for mobile and other cross-platform options and revenue streams?	Which shows do you never miss, and which do your family prefer?	If you could be a character in one of your network's shows, you'd be:
 <p><b>PAUL ROBERTSON</b> Now president of Shaw Media (formerly of Corus Television), Robertson is looking to push content from prized TV assets across distribution platforms including online, mobile and tablets. He argues social media drives interest in water-cooler shows and network TV remains the cornerstone.</p>	The Global brand is a robust slate of prime-time fare coupled with a solid news offering. We have programming that speaks to vastly different audiences, but it all ties back to connecting Canadians in conversation.	Canadian broadcasters are required to make substantial investments in Canadian programming as a condition of licence. Unregulated competitors coming in over the top do not have any such obligations. This has created a new competitive dynamic that risks destabilizing the market.	Vertical integration of content and distribution companies creates new opportunities to enhance the viewer experience through the combination of TV and web content.	There are significant technology and social changes that are great for TV. Social networks add velocity to the water-cooler chat while the web provides unprecedented access to the performers. Anytime and anywhere viewing will be aggregated with linear viewing to continue to grow audiences.	A group of us went to the CES to preview the new technologies. At the centre of all of these new devices was the TV – it continues to be the cornerstone of the viewing experience. We would frame the opportunity as content on all platforms, TV still being the most formidable from a commercial and viewership standpoint.	Absolutely. In fact, with some of our hit prime-time series we're seeing the social media phenomenon fuel appointment television. Take <i>Glee</i> – the show draws incredible numbers on Global, while simultaneously burning up social media discussion during the show and immediately afterwards.	We plan to make our content available across all platforms. We also plan to include an appropriate commercial load.	I never miss <i>House</i> , but my daughter prefers <i>Glee</i> .	Mark Harmon is cool in <i>NCIS</i> . 
 <p><b>KIRSTINE STEWART</b> In recent seasons, CBC has won audiences from the competition and secured a prime-time foothold for homegrown shows like <i>Dragon's Den</i>. Kirstine Stewart, EVP, CBC English services, discusses sticking to the CBC brand.</p>	Our network brand is best defined as what it does – puts Canada first.	The biggest challenge is ensuring a strong Canadian voice within today's fast-moving and borderless media.	The biggest opportunity is to connect with Canadians in a distinctive way and to provide the platforms for their stories and opinions to be heard.	TV is still king because it is a modern king – it evolved with changing tastes and needs and has become an important "must-see" part of a complex media environment – everything complements each other and we combine to tell a whole story.	I don't think windowing has been relevant for a while, but the content changes according to the platform. What you get first on digital is content that performs and connects there best; what you get on TV is the same.	Yes. People still want to sit and enjoy TV, but they'll have a laptop on the table and an iPad in their hands while they share what they're watching with friends, some they've never met.	Too many to list. We're taking advantage of it all to ensure we keep delivering the best programming to Canadians.	<i>Hockey Night in Canada</i> during the playoffs – my partner watches too, luckily.	Erica [from <i>Being Erica</i> ], because you get to "do it over." I'd say George Stroumboulopoulos or Peter Mansbridge, but those jobs are a heck of a lot of work to make them look easy. 
 <p><b>PHIL KING</b> As president of CTV programming and sports, King is in the hot seat at Canada's top-rated broadcaster, charged with propelling it into the 21st century as new owner BCE drives its content to existing and emerging digital platforms.</p>	"Home of the hits."	New digital platforms.	New digital platforms.	Everyone still comes to work and talks about what they watched on TV last night.	"Deliver on the best screen available" is our motto. We see digital platforms as being complementary to linear television. And increasingly, social media is driving audiences even higher on television.	There is every indication that, so far, yes it is. Viewers like to experience television in real time. And especially now with the advent of social media, real-time television viewing is communal. We provide the opportunity as well for catch-up viewing, but the goal is to drive viewers back to the timeslot.	The four-screen approach is the future, along with selling advertising on all platforms. It's early days for this in the industry, but we will see rapid change in the near future.	I never miss <i>The Big Bang Theory</i> , but my kids prefer <i>Spongebob Squarepants</i> . 