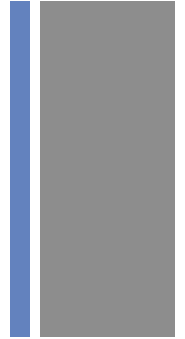


# **Arts, Culture and Tourism in the New Economy**

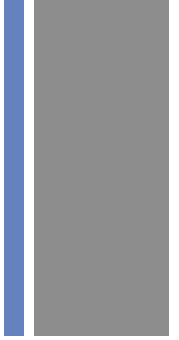
Discussion Panel

# + Quick Background

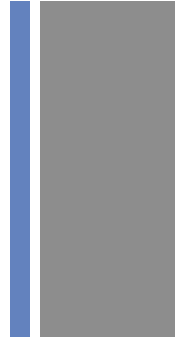


- SMU Bachelor of Commerce (Marketing and Management)
- The Marilyn Denis Show (Season 1 - 4)
- MTV, Much, ETalk, CTV News, national lifestyle specials
- Came home to Miramichi in 2014 and began to freelance
- Writing, Development, Directing
- Lead THC Project Team to Evaluate Film Industry and Create New Program
- Started production company Ninen Productions Inc
- Far and Wide / Infiniment Canada



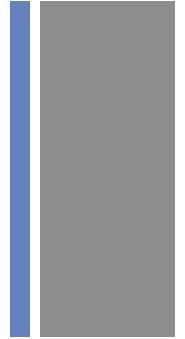


# + NB Film and Television (Media) Industry Overview



- “Creative” industry has a program budget of about 3M and induces about 12M in economic impact
- New program empowers NB artists to tell NB stories
- Industry in NB is 2/3 francophone
- Commercial industry exploding / video is the fastest growing advertising format in the world
- By the end of 2017, 74% of internet traffic will be video
- Huge opportunities across many sectors, including TOURISM

# + What's The Cutting Edge? Far and Wide



- Lines blurring between creative and commercial content
- Destination Canada / MUCH / Scarlett Street
- Multi-million dollar campaign designed for digital/online
- Engage “Experience” generation in Canadian travel for 150
- Designed to look like viral videos / vlogs
- Tourism content opportunities (macro and micro) are a huge win for production/content creators as well as tourism operators

# + POV Cam



# + Is it a vlog?

The screenshot shows a web browser window with the address bar displaying `farandwide.much.com/destinations/nb/?ep=nb`. The website's navigation bar includes the **FAR & WIDE** logo and menu items for **DESTINATIONS**, **EPISODES**, **ARTICLES**, and **OFFERS**. The main content area features a video player titled "Far and Wide: Sixth Episode - New Brunswick". The video shows a woman with long blonde hair, wearing a black t-shirt, speaking directly to the camera in a bedroom setting. The video player includes a progress bar at 0:04 / 5:27 and standard playback controls. On the right side of the video player, there is a vertical sidebar with the text "DETAILS" and a yellow arrow pointing right. The "FAR & WIDE" logo is also visible in the bottom right corner of the video player area.



# + Let's take a selfie

Far and Wide: Sixth Episode – New Brunswick



▶ 🔊 2:20 / 5:27



+ “It looks like a tear drop”

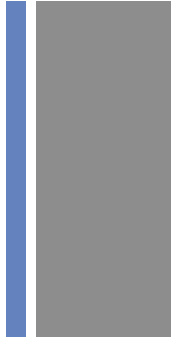
Far and Wide: Sixth Episode – New Brunswick



▶ 🔊 3:00 / 5:27

CC ⚙️ YouTube 📶 🗄️

# + Look at things in a new way



Far and Wide: Sixth Episode – New Brunswick

A video player interface showing a scene from a documentary. The video content displays a wide river with several large, rounded, reddish-brown rock formations protruding from the water. The background is a dense forest of green trees under a clear sky. The video player includes a progress bar at the bottom, a play button, a volume icon, and a timestamp of 4:59 / 5:27. On the right side of the player, there is a vertical menu with the word "DETAILS" and a yellow arrow pointing right. At the bottom right, there are icons for Creative Commons (CC), settings, YouTube, and a full-screen icon. The "FAR & WIDE" logo is visible in the bottom right corner of the video frame.

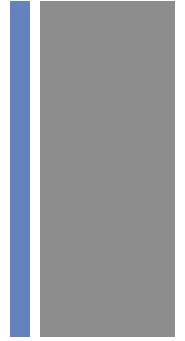
DETAILS

4:59 / 5:27

CC YouTube

FAR & WIDE

# + The intersection of arts/culture/ tourism/technology



- Video content is scalable, local and global
- Opportunities to create demand (they don't know they need or can have)
- Experiential Tourism
- Experience can start before they arrive and continue afterwards
- Now to our esteemed panel...