

# JUNOS 2019 HOST COMMITTEE LONDON

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## Leaders from the Music and Video Game Industry to Unite During JUNO Week to Explore Innovation and Opportunity

***Music + Video Game Collision* Conference**  
**Thursday March 14, 2019 | 10:00AM – 2:30PM**  
**DoubleTree by Hilton Ballroom**

**LONDON, ON** – Exploring and explaining the emerging convergence in the Canadian music and gaming realm, the JUNO Week ***Music + Video Game Collision*** conference will feature insights and ideas from the nation's top tech leaders. The JUNO Week ***Music + Video Game Collision*** conference will take place in the DoubleTree by Hilton Ballroom on Thursday, March 14<sup>th</sup> from 10:00am – 2:30pm. [Tickets are on sale now.](#)

### **TICKETS ON SALE TODAY at 10AM**

Order online at <http://bit.ly/MVGJUNO>

Tickets: \$20.00\* (\*STUDENT ID REQUIRED), \$35.00 (General Admission)  
(plus any applicable service charges)

Presented by the JUNO Host Committee and the London Economic Development Corporation, this event will unite game developers, gamers, composers, producers, musicians and fans to discuss the complex and layered world of gaming and music, and most importantly, how one is essential to the other's continued success.

In 2018, the global video game industry reported revenue in excess of \$101-billion, a staggering accomplishment in a market transformed by online streaming services. Music has always offered a tremendous value for gaming, but now gaming is a necessary outlet for music and musicians.



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It could be argued that if musicians expect to thrive in the coming years, let alone survive, they will have to view gaming as not only a reformatted Top 40, but as a wholly unique site of commercial and creative convergences.

**Music + Video Game Collision** will explore just that idea with industry and thought leaders; including Monstercat's Head of Business Affairs Dan Turcotte, Bitbird/Heroic's Heads of Business Affairs Matthew Shelvock, Head of Licensing and Publishing at Six Shooter Records Kim Temple, Karen Chalmers of Big Blue Bubble, George Spanos of Digital Extremes, Josh Richardson of Tiny Titan and PhD candidate in Gaming and Music at Western University Mack Enns.

"We are thrilled to have so many industry leaders from both the music and gaming sector converge in London during JUNO week in what will be a very innovative and important industry discussion," said Chris Campbell, Chair of the 2019 JUNO Host Committee.

Emceed by Jay Hodgson (PhD), a Professor in the Popular Music Studies program at Western University, the event will also feature a networking luncheon that will profile students from Fanshawe College's vibrant Video Game Design program and their works created during their studies.

"The most popular artist at my kids' school is Marshmello. All the students love him. When I asked how they found out about him, they all said the same thing: they saw him on Fortnite. Then they found him on Youtube. And some of them, now, follow him (and Monstercat) on Spotify," said Jay Hodgson. "An entire generation is learning about music from video games. It's crucial we understand this, and we come to understand what motivates them to listen outside of their gaming."

Given that Canada is the third largest Video Game producing country in the world, it's prudent that we explore a convergence that Steve Schnur, president of music at EA, once called "*bigger than MTV.*"

## Media Contact:

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**About Matthew T. Shelvock:** Matt Shelvock is a musician, engineer, and researcher. His research, which appears in anthologies published by Routledge, Focal Press, and Future Technology Press, discusses record production practices, such as sampling, signal processing, digital production, mixing, and mastering. His work is interdisciplinary, and also covers issues related to technology, psychoacoustics, genre studies, sonification, and perception. As a professional musician, he has had the pleasure of working with Grammy/Juno/Billboard award-winning personnel such as Skip Prokop (Lighthouse, Janis Joplin), Josh Leo (LeAnn Rimes, Lynyrd Skynyrd, Glen Frey), and many others. Matt's solo music can be heard on numerous streaming platforms (iTunes, Spotify, Google, Tidal, etc) under the moniker kingmobb (ghosttape records). He has contributed to over 300 recordings, including JUNO nominated projects.

**About Daniel Turcotte:** Daniel oversees the Commercial Operation of Monstercat and focuses primarily on the identification and negotiation of key digital licensing agreements, commercial partnerships, and recording deals. Driving Monstercat's global strategy with a heavy emphasis on Asian Markets, Daniel has experience in securing digital licensing deals across developed and emerging markets. Daniel has worked directly with Artist and Management teams to sign Recording and Publishing deals for the likes of Marshmello, Vicetone, SLANDER, Infected Mushroom, Gareth Emery, and beyond. Prior to joining Monstercat, Daniel co-founded the UWO Chapter of Unity Charity where he spent four years as Artist Relations while completing his B.Sc and M.A. at Western University.

**About Monstercat:** Monstercat is Canada's largest independent electronic music record label with 47 staff across 9 departments including highly successful branches of publishing, merchandising, live event promotion, technological innovation and gaming. Founded in 2011, the Vancouver-based label has released over 2,100 Records from a roster of world-renowned Artists including Marshmello, Vicetone, Seven Lions, Infected Mushroom, and Krewella. Monstercat signs publishing and record deals on a track-by-track basis and adheres to a strict release schedule of 4 releases per week across their two label brands, Uncaged and Instinct. Notable achievements include: over 7 million YouTube subscribers, 2 Million daily streams on Spotify, and a Platinum Record (US + Canada) with Marshmello for his label debut "Alone", and an internationally syndicated mixshow in Call of the Wild.

**About Kim Temple:** Six Shooter is a label, artist management, publishing and festival production company based in Toronto. As Head of Licensing & Publishing, Kim Temple pursues sync placement opportunities in film & television, gaming, ads, branded and digital content. She manages Six Shooter's songwriter roster and creates new opportunities through co-writing and collaborations with other publishers and songwriters. With 20+ years of experience in Canada's music industry her varied background includes touring internationally as a professional drummer, as well as managing international royalty collections for film & TV composers, artists and publishers. She is a Juno-nominated musician. Six Shooter's roster includes: The Dead South, Tanya Tagaq, Whitehorse, William Prince, The Deep Dark Woods, Zaki Ibrahim, The Jerry Cans, Ensign Broderick, Whitney Rose, Riit, Sam Outlaw, Whitney Rose, The Wet Secrets, Amelia Curran, NQ Arbuckle, C and C Surf Factory, and more. Kim is also Manager of Member & Industry Relations for the Canadian Music Publishers Association.

