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Telefilm Canada launches comprehensive profile of the sound recording industry in Canada prepared by Nordicity

OTTAWA — January 20, 2005 — Telefilm Canada announces the release of Profile of the Sound Recording Industry in Canada, an in-depth study of the Canadian music business. The industry profile, prepared by Nordicity Group Ltd., has the endorsement of the Department of Canadian Heritage, the Canadian Independent Record Production Association (CIRPA) and the Association québécoise de l'industrie du disque, du spectacle et de la vidéo (ADISQ).

The profile gives readers and enhanced the understanding of the structure of the sound recording industry in Canada, and provides detailed statistical information on the financial health of Canadian companies and their domestic and international recording sales.

According to Telefilm Canada, the report also assists in “establishing a financial profile of the sound recording sector, in furnishing quantifiable information for use in assessing the effectiveness of policy objectives and industry-related programs, and in providing insight as to the future repositioning of companies.”

Nordicity Group Ltd. (www.nordicity.com) is the pre-eminent, independent, Canadian consulting firm specializing in policy analysis, business strategy, and process improvement for clients in the communications and cultural sectors. Nordicity Group Ltd. helps organizations transform their business through sound strategic decisions, shrewd investments, and effective change processes.

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