



The **Vancouver Economic Development Commission**, an agency of the City of Vancouver, works to strengthen the city's economic future by helping existing businesses, attracting investment, researching the business environment and making policy recommendations.

Media Backgrounder

DIGITAL MEDIA AND FILM

1.0 Industry Snapshot

Overview

Metro Vancouver has a perfect ecosystem for a thriving digital media industry. Outstanding research and educational assets in science, technology and design play an important role in making the region a magnet for attracting creative and experienced professionals. In the province of British Columbia (BC), more than 1,300 companies employ 22,000 people, and generate revenues of approximately \$3B a year. Metro Vancouver accounts for more than 60 per cent of the digital media companies in BC.

Sub-sectors

Digital media companies currently operate in five areas: digital film, animation and visual effects; digital entertainment and games, mobile content and wireless, interactive marketing, communications and social media, and e-learning.

Products developed by Metro Vancouver's digital media companies will impact many other sectors – for example, health care, education and resource extraction – as practical applications and training tools, and as next generation technology innovations.

Top Industry Performers

Metro Vancouver is a hub for cutting-edge video game development with local presence from major game publishers including Electronic Arts (EA), Propaganda Games (an affiliate of the Walt Disney Company), Radical Entertainment (an Activision Blizzard company), Relic Entertainment (now part of THQ inc.), Ubisoft (formerly Action Pants), Big Park Inc. (recently purchased by Microsoft) and Nintendo.

In 2009, Metro Vancouver added two international leading animation and visual effects studios, Pixar and Digital Domain to an already vibrant cluster of companies including Rainmaker, CIS Vancouver, MPC Vancouver, Image Engine, The Embassy and Prime Focus VFX (formerly Frantic Films).

Growth and Trends

Moving forward, Metro Vancouver will remain competitive due to its talented workforce, flexible immigration policies, world-class educational infrastructure, and prime geographic location. Recent annual growth in the digital media industry has been 30 per cent, and the future looks bright.

2.0 Sector Incentives and Support

The province has invested heavily in industry infrastructure, and structured a tax environment that supports digital media and film companies. Eligible labour expenses are refundable as a tax credit to film and television projects as well as digital animation and visual effects (DAVE). Recipient corporations do not have to be Canadian-owned, or have an interest in the copyright.

3.0 Resource Organizations

→ B.C. Film

Non-profit that administers B.C. film credits and provides support for the development and marketing of film, TV and digital media products from B.C.

www.bcfilm.bc.ca

→ Centre for Digital Media at Great Northern Way Campus

Partnership between four institutions: British Columbia Institute of Technology, Emily Carr Institute of Art + Design, Simon Fraser University and the University of British Columbia. The Centre offers an innovative, professional Masters of Digital Media degree recognized and accredited by each of the participating institutions.

www.mdm.gnwc.ca/

→ DigiBC

The Industry Association representing the combined Digital Media and Wireless industries, DigiBC represents more than 22,000 people in 1,300 companies that generate combined annual revenues of more than \$3 billion making it one of the largest industry associations of its kind in B.C. and Canada. DigiBC's vision is to make BC the most recognized and admired centre of digital media and wireless excellence in the world. Its mission is to promote, support and accelerate the growth, competitiveness and sustainability of BC's digital media and wireless industry.

→ Mobile Muse

Local network of small and large companies, industry associations, community organizations and academic institutions engaged in the development of mobile media.

www.mobilemuse.ca

→ Vancouver ACM SIGGRAPH

Vancouver ACM SIGGRAPH is the local chapter of the Special Interest Group for Computer Graphics (SIGGRAPH). The Special Interest Group is part of 34 distinct areas of the Association for Computing Machinery (ACM) – the world's largest educational and scientific computing society, founded in 1947. Since its inception in 2003, Vancouver ACM SIGGRAPH

has successfully promoted and fostered the local computer graphics community, holding sold-out events (SPARK FX and SPARK Animation), attracting internationally renowned speakers, and keeping abreast of how to best serve the dynamic community. Vancouver ACM SIGGRAPH is currently building momentum to help ensure the success of SIGGRAPH 2011 in Vancouver, the largest conference on computer graphics and interactive technology. It will be the first time the conference is held outside the U.S.

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