



Digital Media & Entertainment
Canada's Creative Coast



British Columbia, *Naturally.*

BritishColumbia.ca

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British Columbia (B.C.) is Canada's leading creative content production powerhouse. With its vibrant mix of digital media, film, television, visual effects, animation and post-production companies, B.C. is at the forefront of the global creative economy. The province is home to a thriving interactive gaming ecosystem, world-class VFX, animation and post-production studios and is a leading AR/VR centre. B.C. is also Canada's second largest centre for motion picture production and offers a range of looks and locations all in a single jurisdiction.



Exceptional Creative Talent

British Columbia is home to the world's largest cluster of animation, VFX and post production companies boasting top digital media and entertainment talent. All of British Columbia's major educational institutions and many private educational institutions are engaged in providing comprehensive world-class training opportunities in digital media and entertainment. The Vancouver Film School and the Vancouver Institute of Media Arts were ranked #1 and #2 respectively, on Animation Career Review's Top 25 list of International Animation Training Programs in 2022. A steady stream of new graduates continues to propel B.C.'s creative economy forward.

A Prime Location

British Columbia's close proximity to Los Angeles' entertainment industry and to the technology centres of Seattle and California's Bay Area/Silicon Valley, places B.C. in a desirable geographic position.



B.C.'s Digital Media & Entertainment Advantages

Home to award-winning industry leaders and innovative trailblazers, B.C. offers deep artistic and technical talent, strong government and partner support and an attractive and nurturing environment for creators.



Industry Profile

British Columbia is a place where deep roots in the art and science of entertainment have grown through decades of globally recognized leadership in both film production and interactive game development. Through collaboration and innovation this creative hub has sparked market-leading and award-winning productions and new technologies.

Interactive Gaming

British Columbia is an international hotspot for console, PC, mobile, social and streaming game production. The interactive gaming sector is made up of 161 companies ranging from large-scale gaming developers such as Electronic Arts, Microsoft and Nintendo, to boutique indie game studios. Industry members enjoy strong relationships with film, television, animation and virtual reality producers.

AR/VR

Home to North America's second-largest AR/VR cluster outside of California, British Columbia is playing a major role in the development of augmented, virtual and mixed reality technology. Microsoft, Cloudhead Games and Archiact are part of one of the largest AR/VR ecosystems in the world.

Film and TV Production

Home to world-class studios, soundstages and a growing number of LED stages used for virtual production, B.C. is a globally recognized full-service production centre.

With over 2.5 million square feet of stage space available and significantly more planned, Metro Vancouver offers state-of-the-art facilities for all sizes of productions.

- Vancouver is home to over 150 visual effects and animation companies
- B.C. has produced cutting edge animated content, award-winning shorts and internationally renowned series and feature films.
- B.C.'s industry has been one of the main global benefactors of the increased spending on productions by streaming giants Netflix, Disney+, Apple TV+, and Amazon Prime.
- B.C. companies have led the way in the development of new technologies that serve and improve the industry — from inflatable green screens, to bio-degradable snow effects and portable green power sources.

Digital Animation and Visual Effects

With a well-established international reputation for quality production and state-of-the-art facilities for design, models, miniatures, in-camera and digital effects, B.C.'s animation and VFX studios have provided services to produce international blockbusters and award-winning features including Spider-Man: Into the Spider-Verse (**Sony Pictures Imageworks**), Dune (**DNEG**), Marvel's Avengers: Infinity War (**ILM, DNEG, Method Studios and Cinesite**), Star Wars: The Rise of Skywalker (**ILM**), Rick and Morty (**Bardel**) and HBO's Game of Thrones (**Image Engine**).



B.C.'s DIGITAL MEDIA AND ENTERTAINMENT SECTOR BY THE NUMBERS:

- 39% growth by count of video game industry companies from 2019-2021
- Canada's largest foreign production hub and North America's 4th largest film and TV production centre
- 2nd largest AR/VR centre in North America
- #1 and #2 ranked animation training programs globally

Vibrant Associations

One of the defining features of B.C.'s thriving digital media and entertainment ecosystem is its tight-knit, collaborative and supportive community. Industry-led associations work together with world-class educational institutions and government to support the continued growth of this sector.

Canadian Media Producers Association — BC Producers' Branch is a non-profit trade organization for B.C. companies engaged in the production and distribution of television, feature film and digital media content. Visit cmpa.ca

DigiBC (The Creative Technology Association of BC) fosters community, networking and partnerships in the digital media industry. DigiBC also hosts a job board for companies seeking local talent. Visit digibc.org

Frontier Collective is a coalition of leaders in tech, culture, and community driving the development and support of Web3, the metaverse, VR/AR, climate tech, AI, eSports, and digital arts and culture such as NFTs, VFX and animation. Visit thefrontiercollective.com

Motion Picture Production Industry Association of British Columbia (MPPIA) is a member-based non-profit organization promoting British Columbia's motion picture production sector. Visit mppia.com

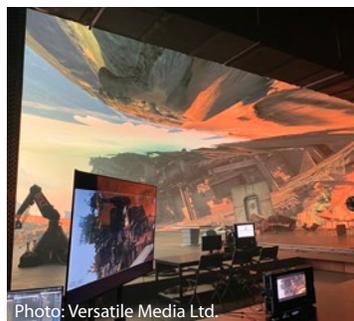
Animation & Visual Effects Alliance of BC is a collaboration between MPPIA and DigiBC whose members have helped establish British Columbia as the global benchmark for excellence in this segment of the industry. Visit animvfxbc.ca

Vancouver Post Alliance represents the interests and capacity of B.C.'s post production community, marketing its talent, aiding in professional development and the exchange of knowledge. Visit vancouverpostalliance.com

VR/AR Association is an international organization with a Vancouver-based chapter which fosters collaboration between innovative companies and people in the AR/VR ecosystem. Visit thevrara.com

Motion Picture Industry Initiatives

- Creative Pathways helps increase workforce capacity in the motion picture industry by helping new entrants find their path. Visit creativepathwayscanada.com
- Reel Green helps improve production practices and reduce environmental impacts in motion picture production. Visit reelgreen.ca
- **Levelling Up: Growth Strategy for BC's Creative Technology Talent Pipeline** is an industry strategy to increase creative tech visibility and collaboration with post-secondary schools.



World Class Training and Education Facilities

The following institutions offer programs and training to support B.C.'s digital media and entertainment sector:

British Columbia Institute of Technology's Digital Arts, Media and Design department offers specialized training in computer animation, graphic design and web design.

Capilano University is rated #7 by Animation Career Review on its list of the Top 25 International Animation Training Programs in 2022.

Emily Carr University of Art & Design is Canada's highest ranked Canadian university for art and design according to QS World University Rankings, 2023. The University offers programs in such fields as 3D Computer Animation and Film & Screen Art.

LaSalle College Vancouver is ranked as the #1 undergraduate school in Canada for video game design by the Princeton Review for 10 years in a row. LaSalle will open its new 108,000 square foot education centre in 2024.

Lost Boys Studios, School of VFX offers project-based training and has been providing award winning content to films, commercials, television series, music videos and game cinematics.

Simon Fraser University (SFU) School for Interactive Arts & Technology (SIAT) offers an integrated computer science and arts curriculum at both the undergraduate and graduate level.

The Centre for Arts and Technology offers programs in audio engineering, digital film, animation, photography and graphic design.

The Centre for Digital Media (CDM) offers Canada's first professional graduate program in digital media.



The University of British Columbia is ranked 21st in QS World University Rankings as part of a global review of 1500 institutions offering Computer Sciences and Information Systems programs.

Think Tank Training Centre (TTTC) is ranked #3 on The Rookie's list of best visual effects schools and colleges in the world in 2022.

Vancouver Film School's fifteen programs include 3D Animation & Visual Effects, Digital Design, Film Production, Sound Design and Classical Animation. VFS alumni and faculty are top industry professionals who have been recognized with Oscar and Emmy nominations and awards.

Vancouver Institute of Media Arts (VanArts) was founded in 1995. Animation Career Review ranked VanArts #2 worldwide in its list of Top 25 International Professional Animation Training Programs for three years running (2020, 2021, 2022).

Supportive Government

British Columbia is a place where creativity can flourish and where industry-led associations work together with the government to foster continued growth of the sector.

- **Interactive Digital Media Tax Credit** – calculated at 17.5% of eligible salary and wages incurred in the tax year.
- **Motion Picture Tax Credits:**
 - > **British Columbia Production Services Tax Credit** for international or Canadian film and television production corporations that have incurred eligible labour costs in British Columbia.
 - > **Film Incentive BC tax credit** for Canadian owned and controlled production corporations that have incurred eligible labour costs in British Columbia.



Photo: Electronic Arts



Photo: Versatile Media Ltd.

Creative BC supports B.C. creators, entrepreneurs and industries to develop their projects, gain access to new markets, build stronger global partnerships and make a creative impact, domestically and internationally. Creative BC administers B.C.'s motion picture tax credit programs, delivers sector program funding and export marketing support, and provides provincial film commission services for film and television, interactive and digital media, animation, gaming and app development and virtual and augmented reality. Visit creativebc.com

Creative BC's **Provincial Film Commission** stewards, promotes and facilitates the province's production capabilities. It maintains a comprehensive database of potential filming locations, provides industry and location services along with stakeholder management and community affairs. It also supports 35 municipal film offices and eight Regional Film Commissions to collaborate and provide local expertise to incoming productions. Visit creativebc.com/services/provincial-film-commission

Tax credits and exemptions encourage growth in targeted areas including film production, interactive digital media and digital animation and research and development.



Level up with B.C.'s gaming talent

- Animal Logic ■ Atomic Cartoons ■ Capcom ■ DNEG
- Eastside Games ■ Electronic Arts ■ Imagine Engine
- Industrial Light and Magic ■ Kabam (Net Marble)
- Nintendo ■ Relic Entertainment

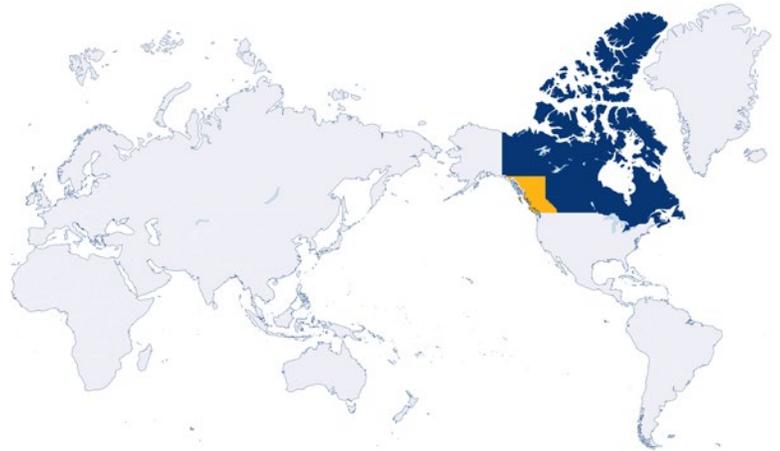


Photo: Electronic Arts



British Columbia's Competitive Advantages

- World-class artistic and technical expertise
- Globally recognized education and training facilities
- Collaborative creative ecosystem
- Supportive government with attractive tax incentives
- Prime location and excellent quality of life



Discover why the world of entertainment does business here:

- Apple ▪ Discovery ▪ Disney ▪ Hallmark ▪ NBC Universal
- Netflix ▪ Sony Pictures Imageworks ▪ Warner Bros.

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Trade and Invest British Columbia

999 Canada Place, Suite 730
Vancouver, British Columbia
Canada, V6C 3E1
Phone: +1 604 775-2100
international@gov.bc.ca

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[BritishColumbia.ca](https://www.britishcolumbia.ca)