

# Metro Vancouver Digital Media & Entertainment Sector Profile

## Global Industry Outlook

Global revenue in 2023

### Digital Media and Entertainment

(DM&E) is a rapidly growing sector that includes **video games, immersive media (augmented, virtual, mixed, and extended realities), animation, and visual effects (VFX)**. It leverages digital platforms to entertain, inform, and engage audiences.

The industry's **adaptability** to new technologies and changing consumer behaviors continues to influence global content consumption and engagement. Key trends include the **integration of AI**, fostering inter-sectoral collaboration, and post-COVID-19 market recovery, where companies **focus on workforce development** and explore new geographical and sectoral opportunities.



Total DM&E  
**\$2.32 trillion**



Video Games  
**\$184B**



Animation & VFX  
**\$164B**



Immersive Media  
**\$32.1B**

## Metro Vancouver's DM&E Ecosystem

**17.5%**

BC Interactive  
**Digital Media tax credit**

**~1,000**

**DM&E businesses in Metro Vancouver**

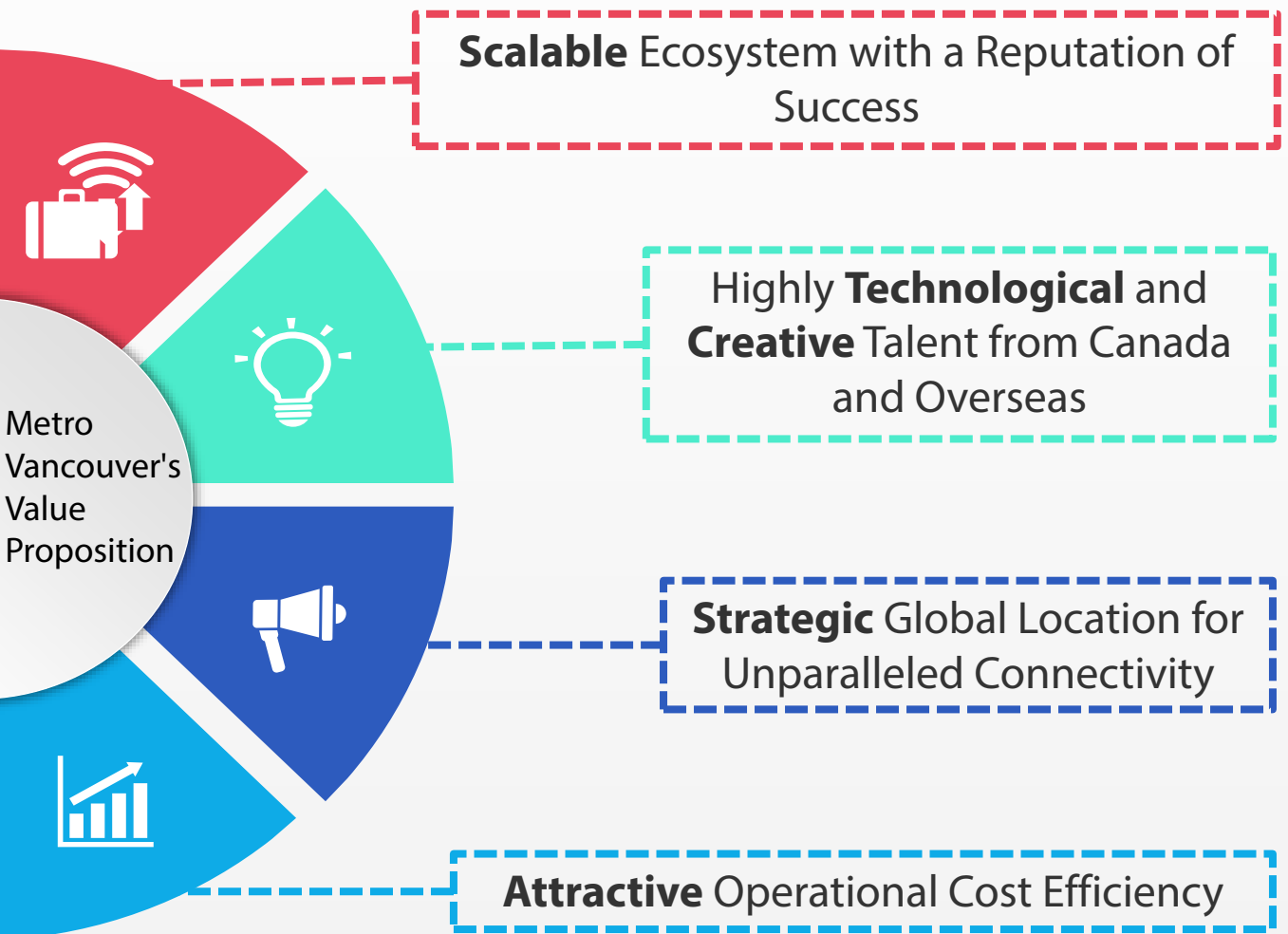


**40,000+**  
DM&E workers



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# Top Reasons to Invest in Digital Media & Entertainment in Metro Vancouver



**Metro Vancouver's DM&E Industry hosts nearly 1,000 businesses.** As the third-largest film & TV production centre in North America, Metro Vancouver provides a robust foundation for animation, visual effects, and video games.

**Metro Vancouver hosts over 40,000 skilled workers in the DM&E Industry.** Canada's immigration policies prioritize attracting skilled labour, offering various pathways for permanent residency. Leading post-secondary institutions also actively engage in DM&E, preparing the next generation of professionals.

**Having the same time zone as LA and Silicon Valley, and geographical proximity to ASEAN countries** – the largest creative tech hubs in the world – ensure ample opportunity for communication and collaboration, partnership development, and business success.

**Stable, predictable tax credit programs mitigate operating costs and encourage long-term investment.** Diverse funding sources and growing investor communities further enhance operational cost efficiency.

# Digital Media & Entertainment Sub Sectors in Metro Vancouver

Metro Vancouver offers a **supportive ecosystem**, **financial incentives**, **talent**, and **market access** - key factors serving as primary indicators for investors considering international markets.



## VIDEO GAMES

- ▶ BC is home to **160 video game companies** including industry giants like EA, Nintendo, Microsoft Studios, which draw new ventures into the ecosystem.
- ▶ BC's direct employment in video games grew **to 8,700 FTEs** in 2021.
- ▶ Metro Vancouver's strategic location provides easy access to West Coast of the US where a large portion of the industry in the country is located.
- ▶ BC Interactive **Digital Media Tax Credit (IDMTC)** offers **17.5% tax credit rate**.

## ANIMATION & VISUAL EFFECTS



- ▶ Vancouver is home to **over 50 animation studios** including Disney's only global animation production hub outside its California HQ, and **150+ VFX and animation businesses**, including major VFX players like Image Engine which has been in operation for almost 30 years.
- ▶ **8,000 VFX & Animation professionals** in Vancouver.
- ▶ BC's **Digital Animation or Visual Effects (DAVE)** tax credit offers 16% for productions in the province.



## IMMERSIVE MEDIA

- ▶ BC hosts **230 immersive media companies**, only second to the Bay Area/Silicon Valley.
- ▶ In 2020, there were approximately **1,700 FTEs** of direct employment in Vancouver.
- ▶ **Digital Media Tax Credit (IDMTC)** offers **17.5% tax credit rate**.