

Metro Vancouver: A World-Leading Hub for Digital Media and Entertainment

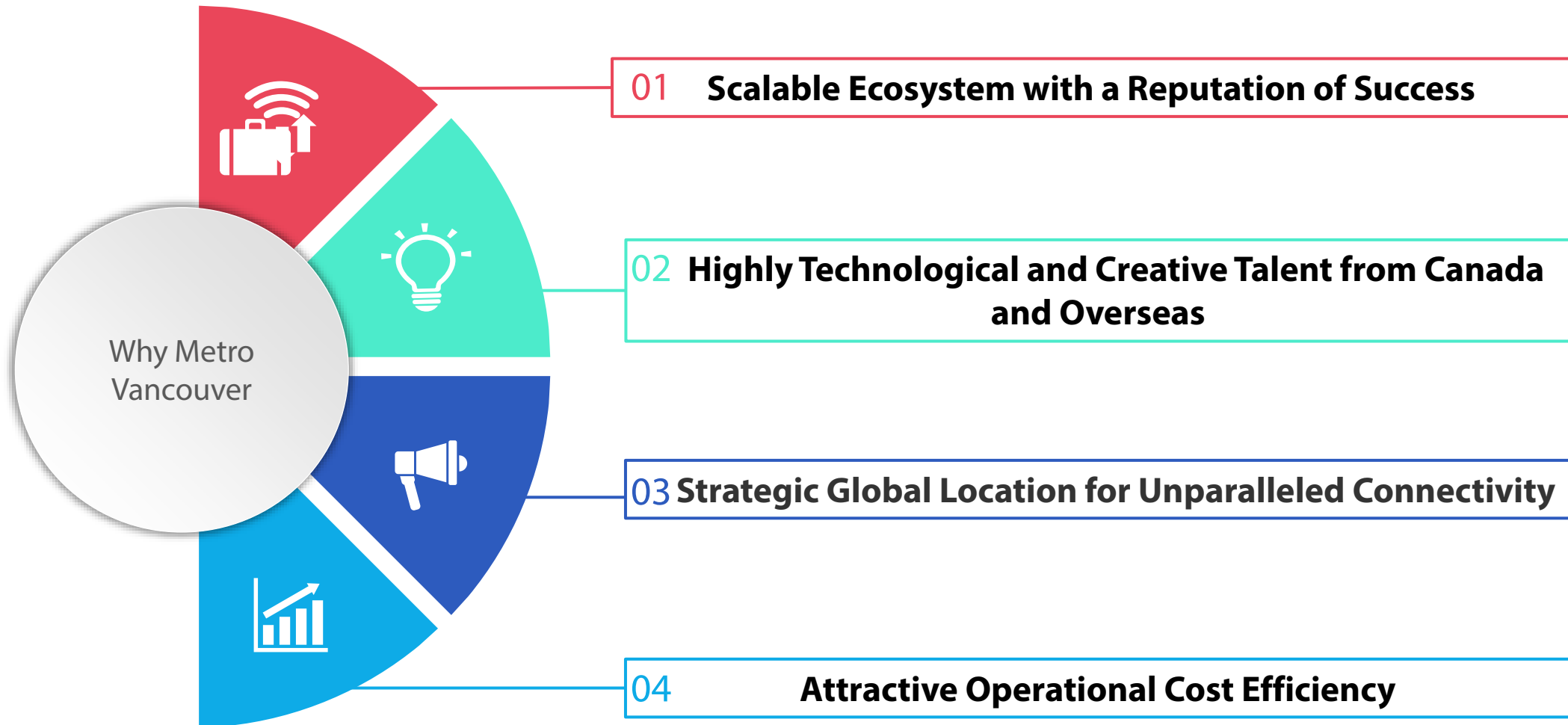
Investor Deck 2024

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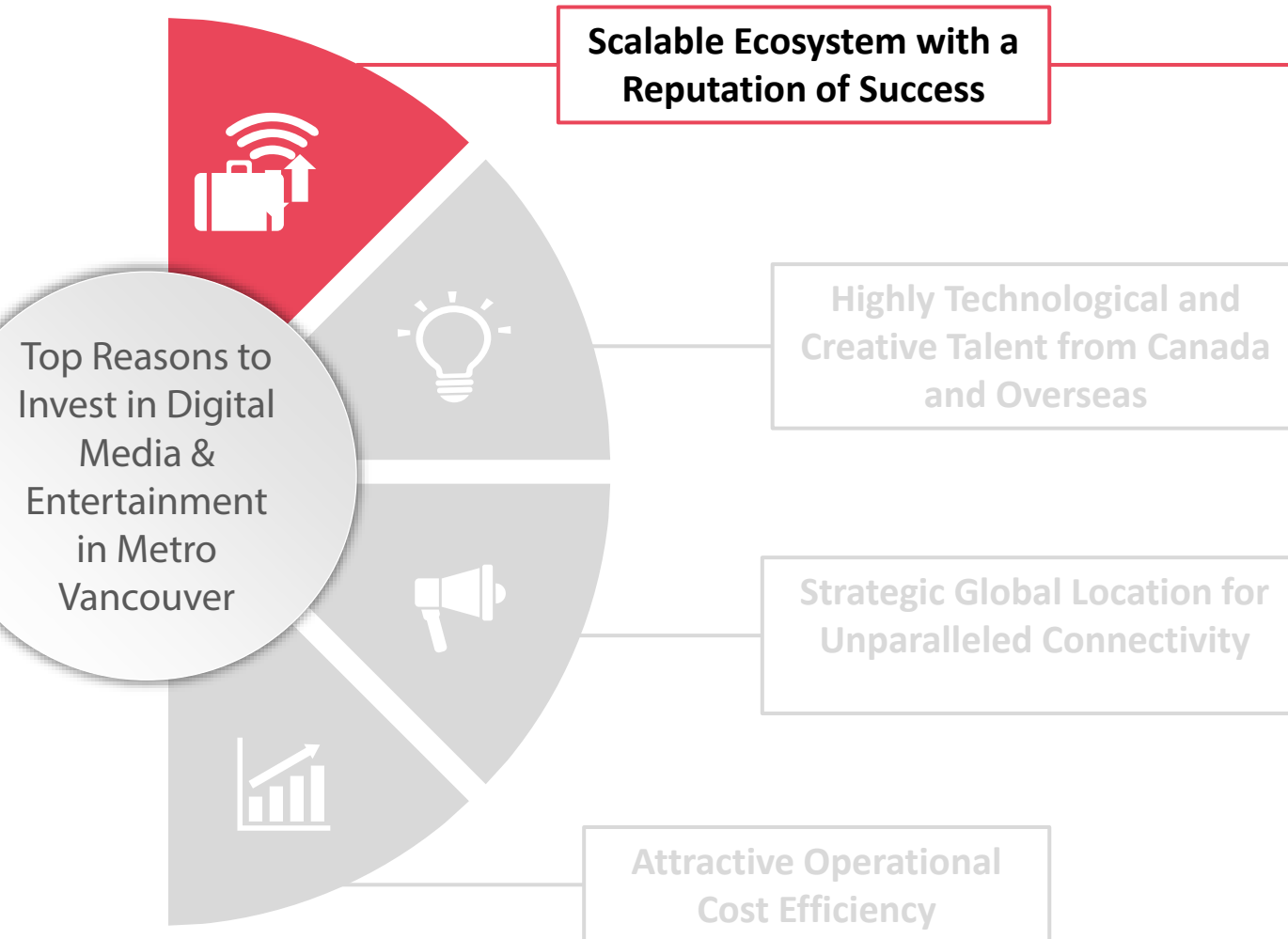
The logo for Nordicity, featuring a stylized blue and grey graphic of a person or a flame-like shape.

Nordicity

Top Reasons to Invest in DM&E in Metro Vancouver

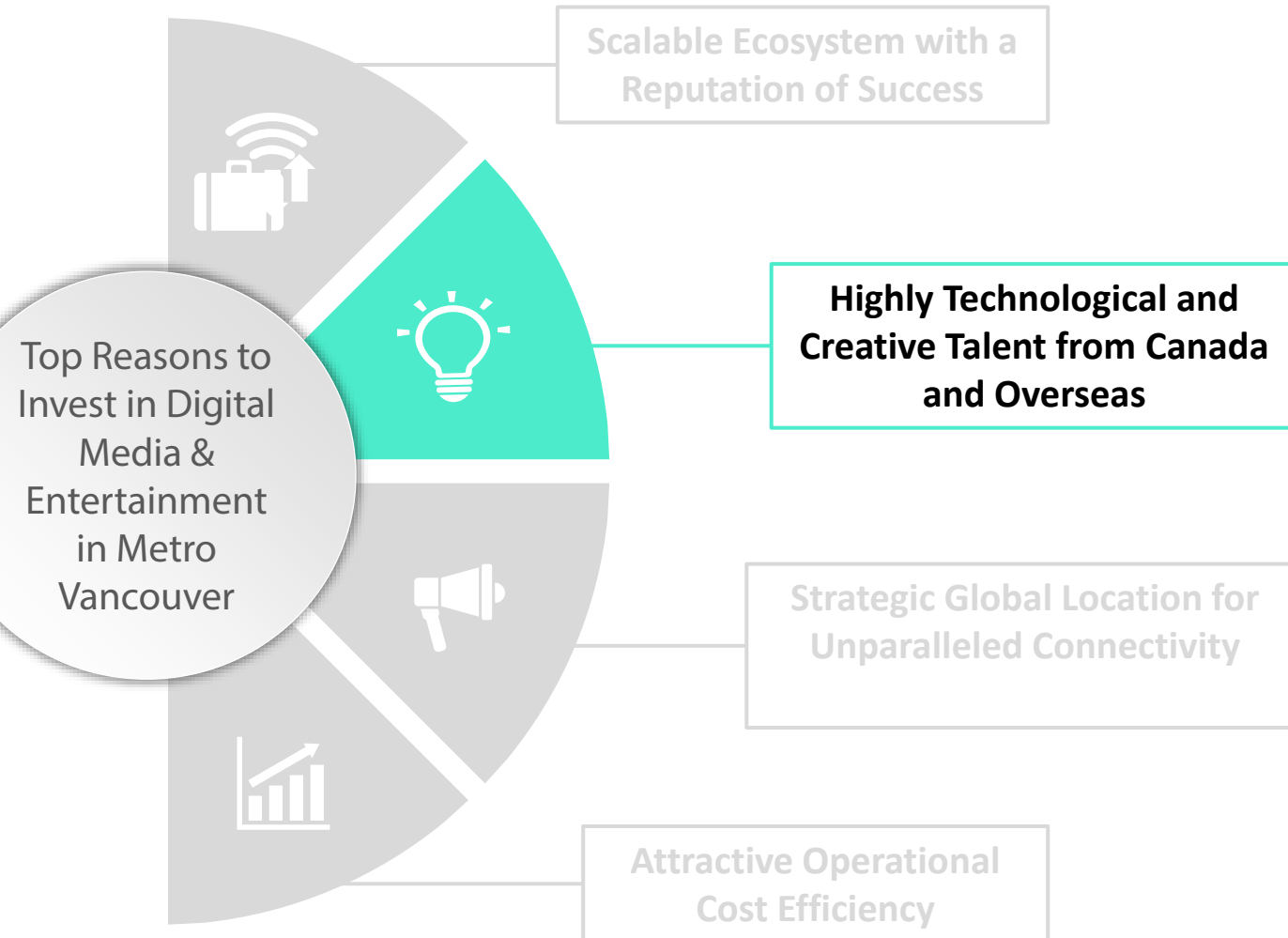


Scalable Ecosystem with a Reputation of Success



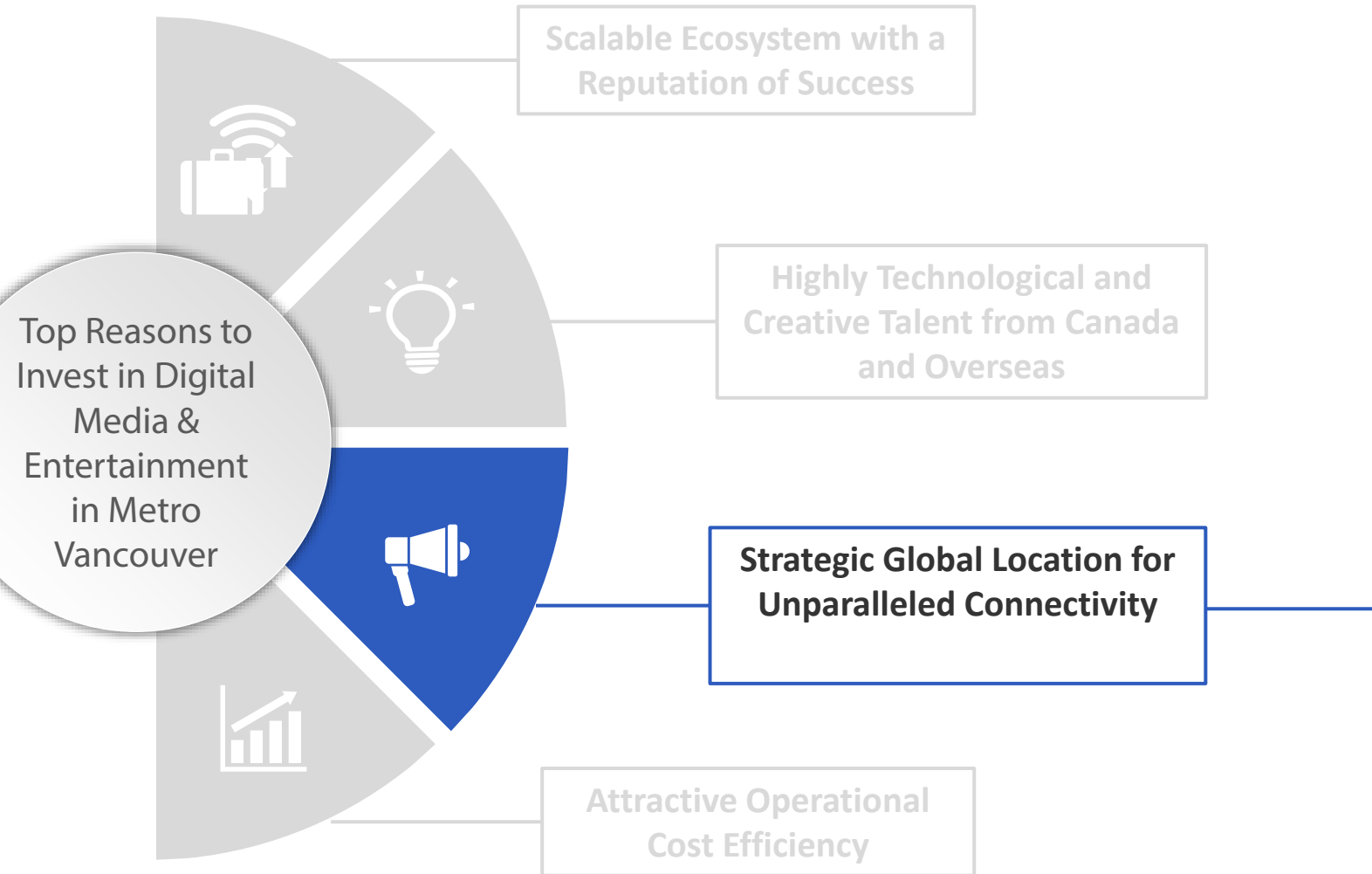
- Metro Vancouver's DM&E industry has nearly **1,000 businesses**, generating over **40,000 direct and indirect jobs**.
- As the **third-largest film & TV production** centre in North America, Metro Vancouver lays a solid groundwork for Animation, Visual Effects, and Video Games.
- The region's growth is fueled by a comprehensive ecosystem ranging from tech giants, promising start-ups, industry associations, and leading educational institutions, **forming synergies and fostering industry advancement**.
- **Globally renowned creative companies** and studios, including EA, Nintendo, DNEG, Walt Disney, Sony Imageworks, ILM, and more, have found success in Metro Vancouver, further reinforcing its reputation as a premier DM&E destination.

Highly Technological and Creative Talent



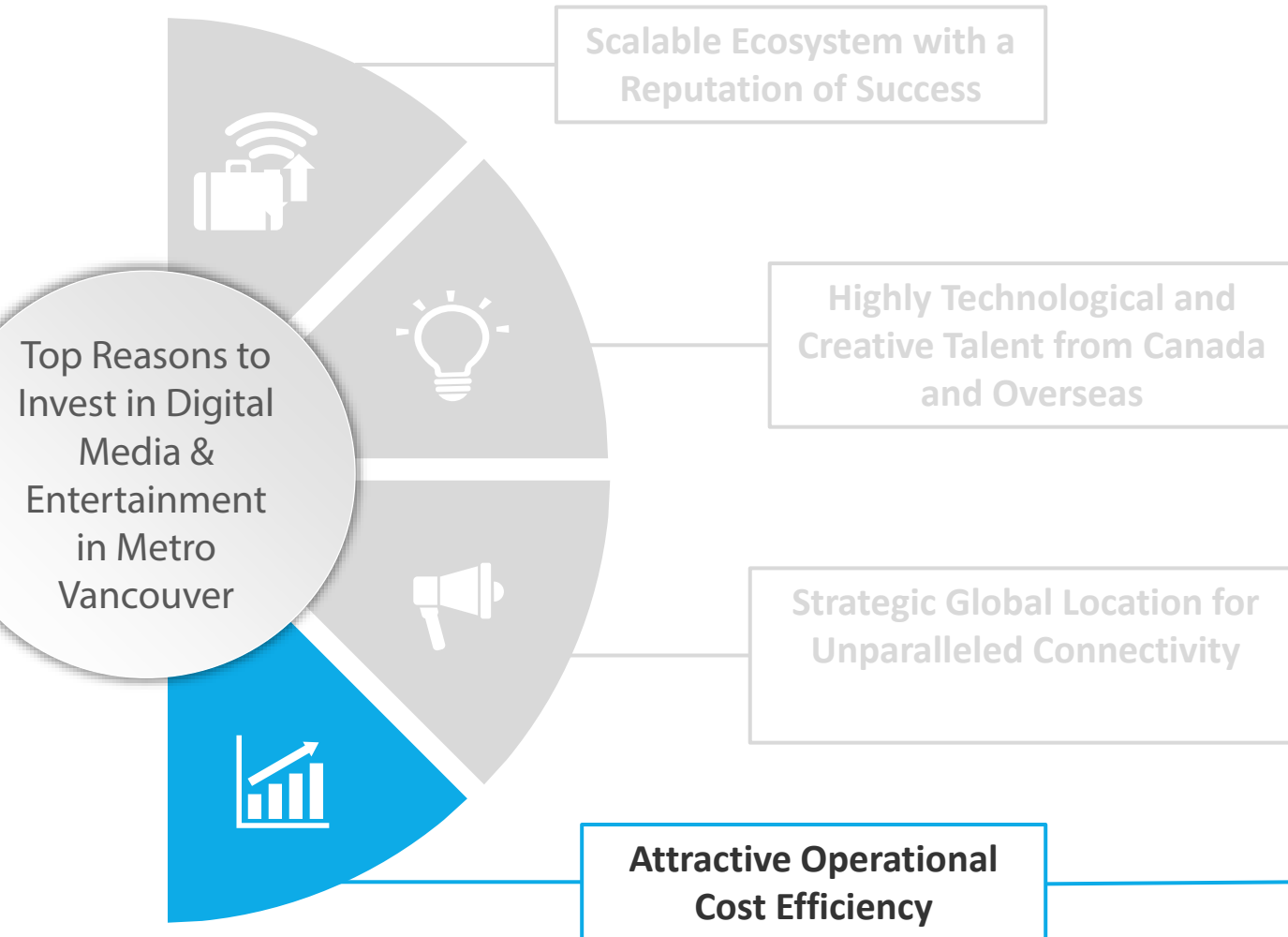
- Metro Vancouver benefits from a **robust talent pool**, comprising creative and technologically talented workers across various levels, from junior to senior positions.
- Canada's immigration policy focuses on attracting skilled labour to the country, **offering various pathways for foreign individuals to pursue permanent residency**, such as Express Entry, BC'S Provincial Nominees Program.
- **Major post-secondary institutions** (e.g., Centre for Digital Media jointly owned by UBC, SFU, BCIT, and Emily Carr University) actively engage in the DM&E industry, nurturing the next generation of industry professionals.

Strategic Global Location for Unparallel Connectivity



- Being in the **same time zone and proximity to Los Angeles and Silicon Valley** – largest creative and tech hubs in the world – ensures seamless communication and collaboration, allows for timely engagement with key industry players, enhancing partnership development and overall business success.
- **Strategically situated** on the west coast with connectedness to the fastest growing production and consumption markets including **Japan, China, and ASEAN countries.**

Attractive Operational Cost Efficiency



- **Stable, predictable tax credit programs** (e.g., IDMTC, DAVE) make the cost of tech talent – which is the primary cost in the DM&E industry – less expensive.
- Metro Vancouver benefits from **diverse funding sources** from public funding programs and growing investor communities.

Metro Vancouver: A powerhouse in 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.



Metro Vancouver: Excellence in 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. The industry generated 44,000 FTEs in direct and indirect employment in 2022 in BC.



Top-tier education institutions and programs: VFS, Centre for Digital Media (CDM) offered by UBC, SFU, Emily Carr University, and BCIT. **Established film & TV industry** which provides market channels for animation distribution and promotion.



BC's Digital Animation, Visual Effects, and Post-Production (**DAVE**) offers **16% tax credit** rate. Film Incentive British Columbia (FIBC): 35%. Provincial Production Services Tax Credit (PSTC): 28%

Metro Vancouver: Pioneering the Future of 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.



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.

**Opportunity,
Amplified. In a region
like no other.**



Contact Us

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Appendix: Metro Vancouver's Competitive Positioning

	Vancouver, CA	Toronto, CA	Montreal, CA	Los Angeles, US	London, UK
Ecosystem	Vancouver has one of the strongest industry association supports with two organizations dedicated to researching and promoting DM&E – DigiBC and MPPIA	Toronto benefits from Film Ontario and other industry associations, offering targeted industry support to the creative industries.	Montreal is supported by investment associations that promote the industry. Quebec also benefits from La Guilde for video games.	Los Angeles does not have industry associations specifically dedicated to promoting DM&E, but it has an Economic Development Corporation that promotes the industry.	London benefits from access to industry associations in the UK that research, promote, and advocate for the DM&E industry.
Financial Incentives	BC has a specific digital media tax credit at 17.5% that can be complemented by others, such as the R&D tax credit.	Ontario has one of the most competitive digital media tax credits in Canada between 35-40%, alongside Montreal.	Quebec has one of the most competitive tax credits for multimedia production at 26.25%- 37.5%, on par with Ontario.	California does not have a specific digital media tax credit, but it has other types of credits that could support DM productions as the heart of DME financing.	The UK's digital media tax credits are among the highest among the four jurisdictions from 34-39%, competing with Ontario and Quebec.
Talent	Educational institutions and training programs in each jurisdictions are increasingly shifting focus to specialized curriculum. All three jurisdictions leverage Canada's convenient and accessible immigration policies to attract and retain talent, along with specific programs like the Provincial Nominee Programs, which facilitate the process for professionals. Importantly, these programs offer pathways to permanent residency and eventually citizenship.			California offers visas for skilled workers, but it does not guarantee permanent status, thus making it less attractive for attracting foreign talent.	The UK offers visas for skilled workers, but it does not guarantee permanent status, thereby making it less attractive for attracting foreign talent.
Access to Markets	Strategic location on the Pacific Corridor and its time zone alignment with California provides advantageous trade links to global entertainment and tech hubs.	Toronto's geographic proximity to major North American cities and extensive airport services connect it seamlessly with key markets.	Montreal's highly bilingual and trilingual workforce make it an ideal location for multicultural and international media production.	Los Angeles leverages its robust film industry ecosystem and proximity to Silicon Valley to foster rapid adoption of multimedia technology.	London's prime location and time zone offer a gateway for targeting European markets and access to emerging markets in Africa.