

Company Case Study: Digital media & entertainment



Peliplat

About Peliplat

Peliplat, an innovative platform for film and television enthusiasts, serves as a dynamic community hub where users can explore a rich database of content, engage in deep discussions, and participate in content co-creation. Originally established in Latin America, Peliplat has rapidly grown into a global community with over 3 million registered users. The company's move to the Metro Vancouver region for its North American headquarters signals its ambition to break into the English-speaking market, leveraging the region's rich talent pool, collaborative ecosystem, and strategic geographic location.

Why the Metro Vancouver Region?

When Peliplat's leadership explored locations for expansion to break into the English-speaking market, the Metro Vancouver region emerged as a surprise contender. Initially considering Miami, the company shifted its focus after an influential visit organized by Invest Vancouver. The visit showcased the region's robust film and tech infrastructure, world-class post-secondary institutions, and its unique "Hollywood North" appeal. As Bob Woolsey, Public Relations Manager at Peliplat, noted, "Initially, we were planning on Miami, but after seeing what Metro Vancouver had to offer—its talent, infrastructure, and the support from organizations like Invest Vancouver—the decision was clear." The Metro Vancouver region's strategic geographic location between the Americas and Asia offered an ideal solution, allowing seamless operations across continents and enabling Peliplat to address its expansion criteria effectively.

The Metro Vancouver Region's Competitive Advantage

Peliplat's success highlights the unique set of advantages that the Metro Vancouver region provides to companies looking to thrive and grow in dynamic industries like film, television, and technology.



Skilled Workforce

The Metro Vancouver region is home to world-class educational institutions, including the University of British Columbia, Vancouver Film School, British Columbia Institute of Technology, and Emily Carr University of Art and Design. These institutions not only produce highly skilled graduates with expertise in film production, digital media, and technology, but also offer robust career development programs.

For Peliplat, partnerships with these institutions have been pivotal in recruiting interns and entry-level talent through career fairs, info sessions, and internship programs. The ability to tap into a steady stream of industry-ready talent gives the company a competitive edge.



Integrated Ecosystem

The Metro Vancouver region's thriving business ecosystem fosters collaboration across industries. Organizations like Invest Vancouver and Creative BC actively support companies through networking opportunities, mentorship, and access to resources. Peliplat benefited directly from this ecosystem through introductions to key stakeholders, ongoing consultation, and strategic partnerships.

"What's been amazing is the partnership and collaboration. Invest Vancouver and Creative BC have been incredibly responsive, always ready with connections and solutions to help us grow," said Bob Woolsey. Additionally, the region's vibrant creative sector, including film festivals like the Vancouver International Film Festival and Whistler Film Festival, as well as events like Fan EXPO Vancouver, provides platforms for innovation and outreach. These connections allow companies like Peliplat to expand their reach, strengthen their presence in the community, and contribute to the broader ecosystem of film and digital media.

"Peliplat operates at the intersection of film, television, and technology, making the Metro Vancouver region the perfect match. The 'Hollywood North' infrastructure, combined with a thriving tech sector—home to major players like Microsoft and Amazon—made it clear that this was the right place for us."



Strategic Location

Nestled between mountains and the Pacific Coast, the Metro Vancouver region's stunning natural beauty not only attracts global talent but also enhances employee satisfaction and retention. For Peliplat, the location offers a practical advantage as well. Strategically situated between its main hubs in Argentina and China, the region allows the company to efficiently manage operations across time zones. This unique geographic positioning enhances workflow and enables seamless communication between global teams.

Moreover, the Metro Vancouver region offers a unique blend of Hollywood North's world-class film and TV infrastructure and a thriving tech ecosystem, making it an ideal location for companies like Peliplat, operating at the intersection of these industries. The region's cutting-edge studio spaces and production facilities, robust tech community, and significant investments in innovation and infrastructure provide a fertile environment for creativity and technological advancement. This rare synergy between advanced technology and established creative industries enables companies like Peliplat to thrive and lead in their fields.

Looking Ahead

Since establishing its North American headquarters in the Metro Vancouver region, Peliplat has experienced significant growth, expanding from an initial team of four to a dynamic staff of twelve full-time employees. The company continues to actively hire to further support its expansion and prepare for a new phase of ambitious growth.

Peliplat is committed to deepening its engagement within the region's dynamic ecosystem, leveraging partnerships with local institutions, industry organizations, and creative communities to solidify its position as a key player in the film, television, and technology sectors. With a focus on building its IP incubator and nurturing talent from local institutions, Peliplat aims to redefine global content creation.



Invest Vancouver provides tailored services to help you grow and expand in the Metro Vancouver region.

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