

INFORMATION AND COMMUNICATIONS TECHNOLOGIES

Digital Media

- **A world-class industry.** The Canadian videogame industry includes more than 350 firms with a workforce of approximately 16,000 (compared to approximately 32,000 in the United States). The strength of the industry is particularly visible in the video-game sector and related activities, such as animation and special effects (Canadian companies have contributed to many Oscar-winning productions). Canada also has significant expertise in simtech (simulation technologies), an industry that uses game-like technologies for training purposes.
- **Sources of talent.** Canada is home to world-renowned schools such as Screen Industries Research and Training Centre and the George Brown College in Toronto, and the National Animation and Design Centre, the Institute for Computer Graphics Creation and Research, and the National Audio-Visual Institute in Montréal. Other top schools include Simon Fraser University's Centre for Digital Media, and the University of British Columbia, both located in Vancouver; Sheridan, Seneca and Centennial Colleges, located in the Toronto area; the Université de Sherbrooke located in Quebec, and the University of New Brunswick.

Software

- **Enterprise Application Software (EAS).** Canada is well positioned to tap into the global EAS market. Gartner Group, a leading IT research firm, estimates that the North American EAS market will experience consistent growth through 2014, when its total value will exceed \$143.6 billion. And Canada has ready access to the US, the world's largest IT market. Canadian firms are leaders in EAS applications for customer-relationship management, digital content creation, data, project and portfolio management, supply-chain management and web conferencing.
- **Health IT.** Canada's public-funding initiatives help bolster the country's health IT industry. The country has committed up to \$12 billion in capital investment over the next 10 years as part of the country's plan to advance its health infrastructure. Researchers and entrepreneurs possess an ever-broadening range of expertise: development of applications for electronic health records; creation and deployment of picture archiving and communications systems; creation of state-of-the-art drug-information technology that links physicians and pharmacists; and enhancements to in-home, remote-monitoring, and assessment-support systems for alternative-care facilities.