

ON THE MAP
Recent foreign
investments in
Canada's digital
media games
sector



1,000 jobs. In 2007, **Ubisoft Entertainment SA** of France expanded its Canadian production facility, creating approximately 1,000 jobs in Montréal.

350 jobs. U.K.-based **Eidos Interactive Ltd.** created 350 jobs, by establishing a new Montréal studio in 2007.

Between 2007 and 2009, California-based **Activision** brought several hundred jobs to City of Québec when it expanded its **Beenox** facility.

Longtail Studios of New York continued its Canadian expansion, by opening a new studio in Charlottetown, Prince Edward Island, in 2008.

INVESTING IN CANADA'S GAMING SECTOR IS A NO-BRAINER

Canadian companies have won international recognition for developing a wide range of quality digital gaming products. Some 20 percent of the top-selling games in North America hail from Canadian studios.

Console Games Category-leading console games developed in Canada include *Too Human* by Silicon Knights, *Unreal Tournament* by Digital Extremes, *Crash of the Titans* by Radical Entertainment (Activision Blizzard), *Neverwinter Nights* by Bioware (EA), *Super Mario Strikers* by Next Level Games and *Bee Movie* by Beenox (Activision).

Casual Games Canadian companies are important players in the casual games market. Calgary-based Games Café created a game that was the top seller on Real Network's "RealGames" family of sites. Toronto-based Ganz is the creator of the popular *Webkins* toys and website for children.

Serious Games Canada is a world leader in the "serious games" market, which uses gamelike technology for training and simulation. CMLabs and CFB Gaġetown undertake defence simulations, while Artifact Software, Coole Immersive and Xpan Interactive specialize in industrial training. Spongelab Interactive and Project Whitecard are working on math and science games. Canadian companies such as CAE and Presagis build highly accurate simulators for military and commercial airlines, space agencies and other hi-tech clients.

Mobile Games Canada is home to numerous mobile game developers. France's Ubisoft has a substantial presence in Montréal. Canadian mobile developers have produced titles such as *Emily Yeung* by Marblemedia, A2M's *Spiderman: Friend or Foe* and *Super Monkey Ball* by Other Ocean Interactive.

Online Games Popular online games created in Canada include *Warhammer* by Relic (THQ), *Club Penguin* by New Horizon Interactive (Disney Interactive), *NHL 09 SPORTS™* by HB Studios, *Need for Speed* by EA and *Assassin's Creed* by Ubisoft.

Tools Development Canadian companies are leaders in the development of innovative animation tools, digital models and artificial intelligence. Game developers increasingly turn to Canada for graphics software developed by Autodesk's Alias and Softimage to make their games more lifelike. Companies such as Side Effects and Rainmaker are also producing 3D animation and visual effects that are customized and integrated into games, to provide a more exciting experience.

Other players in the value chain include motion effects specialists like D-BOX, GestureTek Technologies, Mġestyk Technologies and XYZ RGB; multiplayer middleware developers such as Quazal Technologies; and hardware developers like AMD, which manufactures its ATI graphic chips in Canada.