

Digital Media

Home to booming digital media clusters, Canada is inspiring the world with its world-class digital media products and industry talent. Historically, two of the Top 5 best-selling video games in the world have come from Canadian studios. The Canadian interactive entertainment industry alone exceeded \$2.2 billion in sales in 2008.



The province of Quebec is a major global centre for games development. Quebec's biggest video game companies include Artificial Mind and Movement, EA, Frima Studio, Eidos, Ubisoft and now, THQ. The province's 4,000-plus developers specialize in all aspects of game development and all genres.

CANADA HAS LONG BEEN AT THE forefront of developing the latest high-tech digital media tools. For example, world-renowned 3D modeling and animation software such as Maya®, Houdini, VFX and **Softimage Co.**'s 3D animation products are all Made-in-Canada platforms that allow industry experts to create lifelike graphics, animation and visual effects. Such award-winning software is heavily relied upon in today's digital gaming, film, television and advertising industries.

Digital Gaming

With 20% of the top-selling digital games in North America produced by Canadian firms, it's no surprise that Canada has become a leading player in digital gaming. **Electronic Arts'** Vancouver studio and **Ubisoft Entertainment's** Montréal studio are ranked second and third respectively on Develop 100's list of Top 100 most bankable games development studios.⁶ The country's game development scene is thriving with new jobs at its 247 participating studios and gaming firms. By late 2009, the number of game developers in Canada had grown to about 14,000, according to Game Developer Research (GDR).

In 2009, California's **THQ Inc.** announced plans to establish a video game development studio in Montréal. The studio is expected to become **THQ's** largest facility in its global studio system, and will result in over 400 jobs over the next five years.