

Support for Digital Media in Ottawa

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playbrains

Digital Media

- Super-Hot market
 - Video Game revenues are now larger than movie box office receipts
 - Smartphone market growing leaps and bounds everyday world-wide
- Tremendous support for new and emerging game studios and interactive media companies in Ottawa
 - Local
 - Provincial
 - Federal

Two-minute History of Playbrains

- **Spun out of local high-tech company bitHeads**
 - Decided to expand to a lucrative market we had a passion for as we grew domain experience
 - bitHeads has been a long-term client of EDC for things like receivable insurance
- Released our first game to Microsoft Xbox LIVE Arcade and Steam for the PC this summer
 - Looking to land next big contract
 - Looking to leverage EDC support for new opportunities



Support - Local

- OCRI has identified over 280 local companies in the Digital Media space
- World-class interactive media companies:



- OCRI is setting up a new cluster concentrating in this space
 - The Ottawa Digital Media Cluster will launch this month with the mandate to organize and promote Ottawa's rich Digital Media capabilities to the world stage
- The biggest thing we've learned with Playbrains is that it's a small community, but other companies are absolutely willing to lend a supportive hand

Support - Provincial

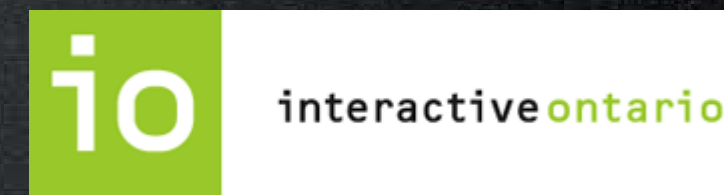
- **Government:**

- The MEDT and OMDC have mandates to grow the sector
- New round of FedDev funding for Southern Ontario
- Most visible with ITCs and the IDM Fund
 - New changes to ITCs to help larger media companies
 - IDM Round 2 (\$1.7M available) closes next week
- Ubisoft Toronto - \$200M in advance ITCs



- **Interactive Ontario:**

- Trade association with a mandate to promote and grow Ontario's Interactive Media industry
- 200+ member companies and growing



Support - Federal

- **Government:**
 - Canada Media Fund (replaces Canada New Media Fund) - \$300M
 - A significant chunk (\$30-\$50M, probably) will be earmarked for digital media (the rest with traditional media and broadcasters)
 - EDC looking to grow the Digital Media space specifically
 - Beyond receivables insurance
- **Other national and provincial organizations:**
 - Canadian Interactive Alliance, Alliance Numerique, etc.
- Investment climate in Digital Media is really heating up and will be a lead sector when the big economic bounceback begins

Summary

- **Location, location, location:**
 - Media companies in Ottawa have an enviable three full tiers of support across all governments – a rarity
- **Timing is perfect:**
 - Attention being paid to the sector from all areas, public and private
- **Fun area to be in:**
 - Young industry that can still grow in hundreds of different ways
 - Not just content production, but distribution, support, tools, etc.