



Doing Business in New Media

November 9, 2009

Did you know?

- ▶ In 2007, the New Media industry in Canada employed over 50,000 employees in 2960 companies, generating total gross revenue of approximately CAD \$4.7 billion per year
 - ▶ [Number of Tweets to date](#)
 - ▶ In August 2009, 120.5 million viewers watched nearly 10 billion videos on YouTube.com (82.6 videos per viewer). The average online video viewer in Canada watched 605 minutes of video in the month, the largest amount of time in the world
 - ▶ Video game consoles are not just being played by kids - just under 50% of game play came from adults 18+

EDC Overview

- ▶ Supported more than **\$85 billion** in exports and investments
- ▶ Served more than **8300** Canadian exporters
- ▶ In the ICT sector:
 - EDC supported **\$7.2 billion** in exports and international investments
 - EDC facilitated trade in approx. **145** countries all over the world
 - EDC served **over 1300** Canadian ICT exporters & investors
 - EDC currently supports **176 companies** in the new media space in over 100 foreign markets

How is EDC Relevant?

- ▶ A full range of financial and risk management solutions
 - ▶ Accounts Receivable Insurance
 - ▶ Bonding
 - ▶ Financing
- ▶ Trusted Partner Orientation
 - ▶ Regional presence
 - ▶ Sector expertise
- ▶ International connections
 - ▶ Foreign market knowledge
 - ▶ Strong relationships with foreign buyers and banks

Understanding the New Media Industry

Understanding the Industry:

- ▶ Review of industry publication and research reports sourced through industry partners

Alignment with Industry Partners:

- ▶ Established relationships with Government Partners (DFAIT, Industry Canada, Provincial Governments)
- ▶ Collaboration with Industry Associations (Interactive Ontario, New Media BC, Alliance Numerique)

Sponsorship / Attendance of Industry Events:

- ▶ EDC ICT Team has sponsored 3 Association led events to date
- ▶ Attendance at these events allows us to meet Canadian Exporters and key foreign buyers

Game Industry Value Chain Developed

- ▶ Currently populating the Value Chain database

Canadian Game Industry Value Chain

Hardware

Infrastructure and Services

Developers

Publishers

Distribution

Devices & Peripherals

Middle ware

Creative Services

Technical Services

Contract Studios

Independent Studios

Studio Publishers

Channels /Portals

...including:
Consoles & Systems;
Mobile Devices;
Graphics Cards;
Peripherals;
Speakers

...including:
Game Engines;
Graphics Tools & Solutions (Middleware)
3D Animation;
Production Tools (Level Editing, Script Compilation)

...including:
Modeling, Animation & Video Services;
Visual Effects Design;
Audio and Sound Services

...including:
Authoring Services;
Quality Assurance Testing;
Localization Services;
Porting Services;
Customer Support

...including
Game developers, designers, and artists of non proprietary IP

...including:
Game developers, designers, and artists of proprietary IP

...including:
Consoles and PC Games;
Online Games (MMO, Java, Flash,
Browsers for Social Networking sites;
Mobile Games;
E-Learning

...including:
Traditional Distributors / wholesalers;
Retailers;
Online Game Hosting;
E-Commerce Platforms;
DRM;
Tracking

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