



The place to be for Interactive Digital Media

Companies in Manitoba's interactive digital media industry are engaged in the creation, production and delivery of interactive digital content to inform, educate or entertain.

- Content providers represent approximately two-thirds of the sector including web design and development, animation, e-learning, gaming, visual effects, digital content publishing and internet marketing.
- Enabling companies create tools and provide resources for digital content development. Key activities include internet applications, software, technology, technology consulting and content development applications.

We're a Leader!

We rank among the best according to KPMG's 2004 Competitive Alternatives Study.

- Winnipeg, Manitoba is among the lowest of cities in 11 leading industrialized countries for software and R&D.
- Canada ranks as the #1 place to do business in North America and Europe for web and multimedia content development – and second in the world.
 - Content distributors include companies across the spectrum of broadcast and communications to Internet service providers and web hosting services.

Manitoba's interactive digital media sector is home to approximately 232 companies and has notable strengths, including a proven expertise in 2D and 3D computer animation, web development, visual effects, CD-ROM development, software development, music and sound processing. The Manitoba government is committed to supporting the growth of the sector with the creation of a Cluster of Excellence for Interactive Digital Media by 2007.

Lower Costs. Higher Profits.

- Tailored programs such as the Manitoba Interactive Digital Media Fund and others provide financial support to help firms bring new products to market around the world.
- With salaries at only 94.8 per cent of the national average, Winnipeg has the most competitive IT salaries of seven major Canadian markets (Robert Half Technology Survey, 2005).
- You'll pay less for statutory and other benefits. At 29 per cent of salary and wages, Canada compares well with the 32 per cent paid in the US, due in large part to lower medical premiums.

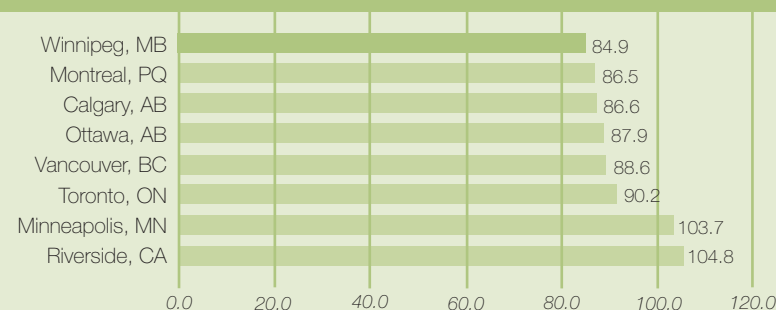
- Canada's income tax incentives for research and development are among the most generous in the world and Manitoba companies reap even greater rewards. In 2005, the combined federal and provincial tax credits for a non-manufacturing firm in Manitoba reduced a \$100 R&D investment to an after-tax cost of just over \$40.

**KPMG's Competitive Alternatives – The CEO's Guide to International Business Costs G7, 2004 edition*

Software Design (Advanced Software)

KPMG Ranking of Cost Advantage in Selected Cities*

US Average Index = 100



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Our People – Young, Educated and Loyal

- The interactive digital media sector in Manitoba draws from a tremendous base of artistic and technical talent, due in part to its long involvement in traditional media production. Our film and sound industries have combined annual revenues of more than \$104 million, and employ an estimated 800 people.
- The sector is supported by a progressive educational infrastructure across more than a dozen institutions. Firms are able to draw on a readily available pool of highly skilled and home-grown talent.
- Our ICT workforce is young – over 65 per cent are 25 to 44 years old.
- Manitobans are well educated, with more than 81 per cent of ICT workers having post-secondary education. Our eight post-secondary institutions are educating more than 70,000 students annually.
- Manitoba's workforce is loyal, showing the second highest job tenure in Canada at 108 months.
- Manitoba is one of the country's most multicultural provinces, with more than 100 different languages spoken.



Home to Innovators

Interactive digital media continues to grow in Manitoba, encompassing world-renowned firms, some of which have made significant contributions to digital media on a global scale.

- Frantic Films - Best known for their work on feature films X-Men 2, The Core, Swordfish, Scooby-Doo 2 and others, Frantic has been firmly established as one of North America's most creative resources for stunning visual effects, post-production and animation. The company provides a complete line of post production services including 2D and 3D animation.

- Canwest Global - Canada's largest diversified media company owns, operates and/or holds substantial interests in conventional television and specialty cable channels in Canada, New Zealand, Australia, Ireland and the United Kingdom. The company's program production and distribution division and new media division operate in several countries throughout the world.
- KidsWebTV is an innovative content provider of youth entertainment via the Internet, television and mobile devices. The company has garnered attention from CNN.com, CNN Cable, and the Hollywood Reporter for its innovative content. No stranger to Hollywood or Silicon Valley, KidsWebTV has worked on projects with Gena Lee Nolin, Mary Hart, Keifer Sutherland, hockey star Keith Tkachuk, Rob Burgess, CEO Macromedia and other celebrities.

We can help - Financial Support for Interactive Digital Media Companies

Digital Media ventures in Manitoba have access to numerous financial support programs including:

- Manitoba Interactive Digital Media Fund
- Telefilm Canada New Media Fund
- Manitoba Film and Video Production Tax Credit Program
- Bell Broadcast and New Media Fund
- Manitoba Feasibility Study/Business Plan Program
- Manitoba Technology Commercialization Program
- Scientific Research & Experimental Development Tax Credit Program
- Manitoba Research and Development Tax Credit
- Manitoba Trade Assistance Program
- Industrial Research Assistance Program

Invest In Manitoba's Interactive Digital Media Industry.

We have all the advantages that can help you improve your bottom line. Visit us at www.gov.mb.ca/est/knowledge or call 204-945-6657 to learn more.