



Top 10 reasons to invest in the Ontario Technology Corridor

- 1) Stable, highly talented motivated workforce
- 2) Access to the North American Market (NAFTA)
- 3) Openness to diversity and multiculturalism
- 4) Economic engine of Canada
- 5) World class research institutions
- 6) Innovation leadership
- 7) Low risk business environment
- 8) Superior infrastructure
- 9) Business incentives
- 10) Quality of life



Ontario fires up digital gaming revolution

With the projected global market for the digital media/gaming sector to reach US\$1.48 trillion in 2009, the Ontario Technology Corridor is poised as a global centre of excellence. Ontario's entertainment and creative cluster is the third largest in North America by employment, after California and New York, and is growing at a remarkable rate of 38% a year.

Premier developers/publishers like Capcom Entertainment and Koei have their North American production centres in Ontario, and brilliant homegrown companies like Artech Studios, Magmic Games, XYZ RGB, Christie Digital and Dalsa are conquering the gaming world. Over the past five years nearly every film nominated for a special effects Oscar has used Ontario-developed technology.

Gaming and digital media graduates from Ontario colleges and universities are also prized employees at companies like Pixar Animation Studios, Electronic Arts, Walt Disney and Microsoft.

Ontario programs target digital media/gaming opportunity

Ontario government programs targeted at the digital media/gaming sector include: the Interactive Digital Media Fund, the Video Game Prototype Initiative, and the Entertainment and Creative Cluster Partnerships Fund.

Ontario recently announced a \$10 million investment to help the University of Waterloo create a new campus and research and innovation centre focused on global business and digital media, and a \$9 million investment at the Ontario College of Art & Design to help create new digital media research and training programs. Also noteworthy,

Ontario-based Sheridan College is the third largest classical and computer animation school in the world.

Powerful financial incentives

Gaming and digital media companies from around the world take advantage of Ontario financial incentives, including:

- Ontario Interactive Digital Media Tax Credit – refunds 35-40% of production costs to eligible Ontario-based corporations (Canadian or foreign owned)
- Ontario Computer Animation and Special Effects Tax Credit – 20% of labour costs
- OMDC Interactive Digital Media Fund – up to \$150,000

A collaborative marketing effort by the Ontario Government through the Ontario Technology Corridor resulted in France-based Ubisoft's decision to launch a Toronto studio in 2009. It is expected to create 800 jobs over the next decade.

Dedicated government support

The Ontario Media Development Corporation (OMDC), an agency of the Ministry of Culture, is the central catalyst for the province's cultural media cluster including interactive digital media, film and television, book publishing, magazine publishing and music industries.

Why Ontario?

Producing nearly 40% of Canada's GDP, the Province of Ontario is the engine of Canadian innovation. The Ontario Technology Corridor provides the fuel for that engine and serves as the gateway to North America's \$16.9 trillion (GDP) economy.

The Ontario Technology Corridor offers excellent growth opportunities to digital media/gaming companies, a low-risk business environment, and generous R&D tax credits that are the envy of other G-8 countries. Ontario economic incentives along with Canadian federal tax credits can cut the after-tax cost of every \$100 spent in R&D to less than \$42.

"A handful of cities – from London through Kitchener-Waterloo through Toronto and Ottawa – together comprise one of the world's largest economic mega-regions that helps make Ontario one of the most advanced and productive jurisdictions on earth," stated Professor Richard Florida in his 2009 report to the Premier entitled Ontario in the Creative Age.

272,000 people in 6700 companies

Employing nearly 272,000 people among 6700 technology companies in the Greater Toronto area, Ottawa region, Waterloo region, city of London and Niagara region, the Ontario Technology Corridor offers one of the world's best educated, motivated and stable workforces.

In addition to Ontario's exciting digital media/gaming cluster, the province is home to global firms including Adobe Systems, Cisco Systems, GlaxoSmithKline, Google, IBM, Merrill Lynch, RIM, Toyota, and Xerox.

Loyal, ethnically diverse workforce

These world-class companies take advantage of a motivated, loyal and ethnically diverse workforce. 55% of Ontario residents aged 25 to 64 have advanced education certificates, diplomas or degrees – compared to 51% for Canada as a whole and 39% for the U.S.

Financial centre of Canada

Ontario is also the financial centre of Canada, and Ontario Technology Corridor companies operate in a highly transparent, low-risk trading and regulatory environment. The Geneva-based World Economic Forum has declared that Canada's banking system ranks as the soundest in the world, while former U.S. Federal Reserve Board Chairman Paul Volcker, now a member of U.S. President Barack Obama's economic advisory team, stated that "what I'm arguing for looks more like the Canadian [banking] system than the American system."

Ontario gaming success stories

Bedlam Games, Toronto. Developer of high-quality next generation console video games.

www.bedlamgames.com.

Fuel Industries, Ottawa. Combines advertising and entertainment using animation, film and video production and online game programming.

www.fuelindustries.com.

Frozen North Productions, Waterloo. Gaming studio that produces platform games for consoles.

www.frozensnorthproductions.com.

Digital Extremes, London. Develops first-person shooter video games for consoles.

www.digitalextremes.com.

Silicon Knights, St. Catharines-Niagara. Develops action/adventure, science fiction and horror video games. www.siliconknights.com.



**Ontario
Technology
Corridor**

For more information on the Ontario Technology Corridor's digital media/gaming opportunity, please visit our Web site: www.ontariotechnologycorridor.com.