



**British Columbia,** *Naturally.*

## Canada's Creative Coast

British Columbia (B.C.) is Canada's leading creative content production powerhouse. With its vibrant mix of digital media, film, television, visual effects, animation and post-production companies, B.C. is at the forefront of the global creative economy. The province is home to a thriving interactive gaming ecosystem, world-class VFX, animation and post-production studios, and is a leading AR/VR centre. The province is also Canada's second largest production hub and North America's fourth-largest centre for motion picture production, offering a range of looks and locations all in a single jurisdiction.



### Exceptional Creative Talent

British Columbia is home to one of the world's largest clusters of animation, VFX and post-production companies boasting top digital media and entertainment talent. All of British Columbia's major educational institutions and many private educational institutions are engaged in providing comprehensive world-class training opportunities in digital media and entertainment. The Vancouver Film School and the Vancouver Institute of Media Arts were ranked #1 and #4, respectively, on Animation Career Review's Top 25 list of International Animation Training Programs in 2024. A steady stream of new graduates continues to propel British Columbia's creative economy forward.

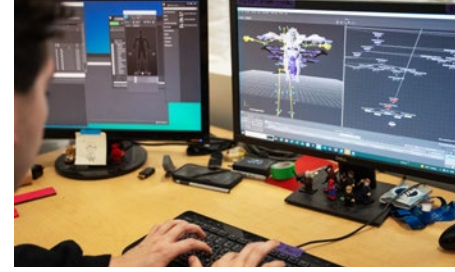
### A Prime Location

British Columbia's close proximity and shared time zone to Los Angeles' entertainment industry, and to the technology centres of Seattle and California's Bay Area/Silicon Valley places B.C. in an advantageous geographic position.



### B.C.'s Digital Media and Entertainment Advantages

Home to award-winning industry leaders and innovative trailblazers, British Columbia offers deep artistic and technical talent, strong government and partner support and an attractive and nurturing environment for creators.



## Industry Profile

British Columbia is a place where deep roots in the art and science of entertainment have grown through decades of globally recognized leadership in both motion picture production and interactive game development. Through collaboration and innovation, this creative hub has sparked market-leading and award-winning productions and new technologies. Starting in 2025, Web Summit Vancouver will replace Collision in Toronto, uniting the innovators shaping the tech industry and reinforcing B.C.'s leadership in global tech and entertainment.

### Interactive Gaming

British Columbia is an international hotspot for streaming, console, PC, social and mobile game production. The interactive gaming sector is made up of more than 160 companies ranging from large-scale gaming developers such as Electronic Arts, Microsoft and Nintendo, to boutique indie game studios. Industry members enjoy strong relationships with film, television, animation and virtual reality producers.

### Digital Animation and Visual Effects

With a well-established international reputation for quality production and state-of-the-art facilities for design, models, miniatures, in-camera and digital effects, B.C.'s animation and VFX studios have provided services to produce international blockbusters and award-winning features including Spider-Man: Across the Spider-Verse (Sony Pictures Imageworks), Ninona (DNEG Animation), Deadpool and Wolverine (ILM), Rick and Morty (Bardel), HBO's Game of Thrones (Image Engine).

### Film and TV Production

Home to world-class studios, soundstages and a growing number of LED stages used for virtual production, including one of the world's largest virtual production stage, B.C. is a globally recognized full-service production centre.

Metro Vancouver's over 2 million square feet of stage space offers state of the art facilities designed to accommodate all sizes of productions. Vancouver is home to over 150 visual effects, animation and post production companies.

- B.C. produces cutting edge animated content, award-winning shorts and internationally renowned series and feature films such as The Last of Us (HBO and Warner Bros.) and Shogun (FX Productions).
- B.C.'s industry has been one of the main global benefactors of the increased demand for new and bingeable content by streaming giants Netflix, Disney+, Apple TV+, and Amazon Prime.
- B.C. companies have led the way in the development of new technologies that serve and improve the industry — from inflatable green screens to bio-degradable snow effects and portable green power sources.

### AR/VR

Home to the world's second-largest AR/VR cluster, British Columbia is playing a major role in the development of augmented, virtual and mixed reality technology. Microsoft and Cloudhead Games are part of one of the largest AR/VR ecosystems in the world.



## B.C.'s digital media and entertainment sector by the numbers:

- Canada's second largest production hub
- North America's fourth largest film and TV production centre
- 2<sup>ND</sup> largest AR/VR centre in the world
- #1 and #4 ranked animation training programs globally

# Associations, Industry Initiatives and Education

## Vibrant Associations

One of the defining features of B.C.'s thriving digital media and entertainment ecosystem is its tight-knit, collaborative and supportive community. Industry-led associations work together with world-class educational institutions and government to support the continued growth of this sector.

**Animation & Visual Effects Alliance of BC** is a collaboration between Screen BC and DigiBC whose members have helped establish British Columbia as the global benchmark for excellence in this segment of the industry. [www.animvfxbc.ca](http://www.animvfxbc.ca)

**Canadian Media Producers Association — BC Producers' Branch** is a non-profit trade organization for B.C. companies engaged in the production and distribution of television, feature film and digital media content. [www.cmpa.ca](http://www.cmpa.ca)

**DigiBC** (The Creative Technology Association of BC) fosters community, networking and partnerships in the digital media industry. DigiBC also hosts a job board for companies seeking local talent. [www.digibc.org](http://www.digibc.org)

**Frontier Collective** is a coalition of leaders in tech, culture and community driving the development and support of Web3, the metaverse, VR/AR, climate tech, AI, eSports, and digital arts and culture such as NFTs, VFX and animation. [www.thefrontiercollective.com](http://www.thefrontiercollective.com)

**Screen BC** is a member-based non-profit organization promoting British Columbia's motion picture production sector. [www.screenbc.com](http://www.screenbc.com)

**Vancouver Post Alliance** represents the interests and capacity of B.C.'s post production community, marketing its talent, aiding in professional development and the exchange of knowledge. [www.vancouverpostalliance.com](http://www.vancouverpostalliance.com)

**VR/AR Association** is an international organization with a Vancouver-based chapter which fosters collaboration between innovative companies and people in the VR and AR ecosystem. [www.thevrara.com](http://www.thevrara.com)

## Motion Picture Industry Initiatives

**Creative Pathways** helps increase workforce capacity and inclusivity in the motion picture industry by helping new entrants find their path with additional special equity streams. [www.creativepathwayscanada.com](http://www.creativepathwayscanada.com)

**Reel Green** helps improve production practices and reduce environmental impacts in motion picture production. [www.reelgreen.ca](http://www.reelgreen.ca)

**Levelling Up: Growth Strategy for BC's Creative Technology Talent Pipeline** is an industry strategy to increase creative tech visibility and collaboration with post-secondary schools. [www.ictc-ctic.ca/reports/levelling-up](http://www.ictc-ctic.ca/reports/levelling-up)



## World Class Training and Education Facilities

The following institutions offer programs and training to support B.C.'s digital media and entertainment sector:

**British Columbia Institute of Technology's Digital Arts, Media and Design** department offers specialized training in computer animation, graphic design and web design. [www.bcit.ca/business-media/study/digital-arts/](http://www.bcit.ca/business-media/study/digital-arts/)

**Emily Carr University of Art & Design** is Canada's highest ranked Canadian university for art and design according to QS World University Rankings, 2024. The University offers programs in such fields as 3D Computer Animation and Film and Screen Art. [www.ecuad.ca/academics/all-programs](http://www.ecuad.ca/academics/all-programs)

**LaSalle College Vancouver** has been consistently named as the top undergraduate school in Canada for video game design by the Princeton Review. LaSalle will open its new 108,000 square foot education centre at the end of 2024. [www.lasallecollegevancouver.com](http://www.lasallecollegevancouver.com)

**Lost Boys Studios, School of VFX** offers project-based training and has been providing award winning content to films, commercials, television series, music videos and game cinematics. [www.lostboys-studios.com](http://www.lostboys-studios.com)

**Simon Fraser University (SFU) School for Interactive Arts & Technology (SIAT)** offers an integrated computer science and arts curriculum at both the undergraduate and graduate level. [www.sfu.ca/siat.html](http://www.sfu.ca/siat.html)

**The Centre for Arts and Technology** offers programs in audio engineering, digital film, animation, photography and graphic design. [www.digitalartschool.com](http://www.digitalartschool.com)

**The Centre for Digital Media (CDM)** offers Canada's first professional graduate program in digital media. [www.thecdm.ca](http://www.thecdm.ca)

**The University of British Columbia** is ranked 21<sup>st</sup> in QS World University Rankings as part of a global review of 1500 institutions offering Computer Sciences and Information Systems programs. [www.cs.ubc.ca](http://www.cs.ubc.ca)



**Think Tank Training Centre** is rated #6 by Animation Career Review on its list of the Top 25 International Animation Training Programs in 2024. [www.tttc.ca](http://www.tttc.ca)

**Vancouver Film School** has fifteen programs including 3D Animation & Visual Effects, Digital Design, Film Production, Sound Design and Classical Animation. VFS alumni and faculty are top industry professionals who have been recognized with Oscar and Emmy nominations and awards. [www.vfs.edu](http://www.vfs.edu)

**Vancouver Institute of Media Arts (VanArts)** was founded in 1995. Animation Career Review consistently ranks VanArts as a top international professional animation training program. [www.vanarts.com](http://www.vanarts.com)

## Supportive Government

British Columbia is a place where creativity can flourish and where industry-led associations work together with the government to foster continued growth of the sector.

### Tax Credits

**Interactive Digital Media Tax Credit** — calculated at 17.5% of eligible salary and wages incurred in the tax year. [www2.gov.bc.ca/gov/content/taxes/income-taxes/corporate/credits/interactive-digital-media](http://www2.gov.bc.ca/gov/content/taxes/income-taxes/corporate/credits/interactive-digital-media)

#### Motion Picture Tax Credits:

- B.C. has one of the most competitive motion picture tax incentive programs in North America, designed to support productions of all scales.
- British Columbia **Production Services Tax Credit** for international or Canadian film and television production corporations that have incurred eligible labour costs in British Columbia. [www.creativebc.com/motion-picture-tax-credits/production-services-tax-credit/](http://www.creativebc.com/motion-picture-tax-credits/production-services-tax-credit/)
- **Film Incentive BC Tax Credit** for Canadian owned and controlled production corporations that have incurred eligible labour costs in British Columbia. [www.creativebc.com/motion-picture-tax-credits/film-incentive-bc](http://www.creativebc.com/motion-picture-tax-credits/film-incentive-bc)

**Animated Productions Tax Credits** — B.C.'s Budget 2025 includes regional tax credits and distant location tax credits for animated productions with a physical presence outside of metro Vancouver. These incentives make it even more attractive for companies to establish studios and create world-class productions in B.C.'s diverse regions. [www.creativebc.com/motion-picture-tax-credits/](http://www.creativebc.com/motion-picture-tax-credits/)

## Supporting Creators at Home and Globally

**Creative BC** supports B.C. creators, entrepreneurs and industries to develop their projects, gain access to new markets, build stronger global partnerships and make a creative impact, domestically and internationally. Creative BC delivers program funding and export marketing support across the sector, including to the motion picture, interactive and digital media, music and sound recording, book, and magazine publishing industries. It also administers B.C.'s motion picture tax credit programs and provides provincial film commission services. [www.creativebc.com](http://www.creativebc.com)

**Creative BC's Provincial Film Commission** stewards, promotes and facilitates the province's production capabilities. It provides a locations library and production services, acts as the first point of contact for industry and community inquiries relevant to physical production in B.C., and facilitates industry initiatives focused on environmental sustainability and workforce development. The film commission facilitates stakeholder collaboration and supports 35 municipal film offices and eight Regional Film Commissions to provide seamless services and localized expertise to incoming productions. [www.creativebc.com/services/provincial-film-commission](http://www.creativebc.com/services/provincial-film-commission)

Tax credits and additional incentives encourage growth in targeted areas including live action production, digital animation and visual effects, and interactive digital media.



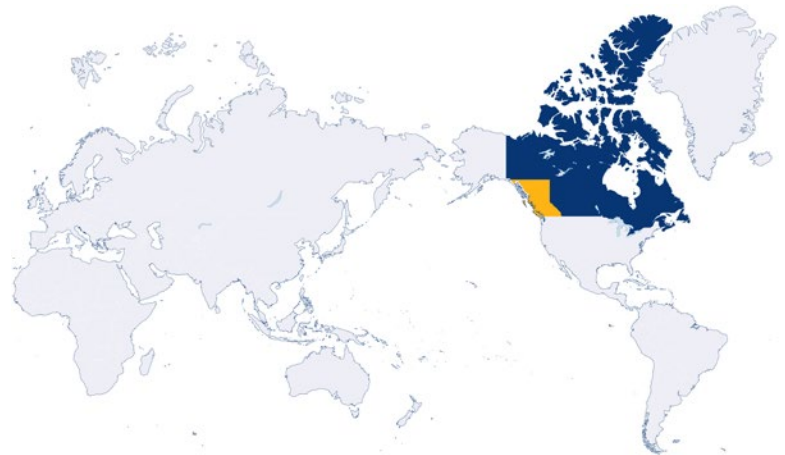
### Level up with B.C.'s gaming and creative talent:

- Atomic Cartoons
- Blackbird Interactive
- DNEG
- Eastside Games
- EA Electronic Arts
- Image Engine
- Industrial Light and Magic
- Netflix Animation
- Kabam (Net Marble)
- Relic Entertainment/SEGA
- The Coalition



## British Columbia's Competitive Advantages

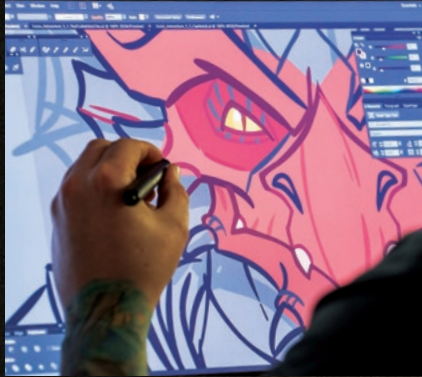
- World-class artistic and technical expertise
- Globally recognized education and training facilities
- Well-established and collaborative creative ecosystem
- Supportive government with attractive tax incentives
- Prime location and excellent quality of life



## Discover why the world of entertainment does business here:

- Apple ■ Disney ■ Hallmark ■ NBC Universal
- Netflix ■ Paramount ■ Sony Pictures Imageworks
- Warner Bros. Discovery

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[BritishColumbia.ca](https://www.britishcolumbia.ca)