



PRESS RELEASE

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Benchmark profile reveals the Canadian Interactive Media industry growing in capacity showing high revenue and employment rates.

The *Canadian Interactive Industry Profile (CIIP) 2006* reveals that Canada is poised to be a strong contributor to the growth of the global market for digital media products and services. The report, authored by PricewaterhouseCoopers, is the first national endeavour to determine the size and scope of the interactive media industry in Canada, executed by the Canadian Interactive Alliance - L'alliance Interactive Canadienne (CIAIC), the collective national voice of Interactive Media trade associations.

"The profile demonstrates a growing and sizable industry where the creation and distribution of interactive media content offers a variety of emerging opportunities in Canada," says Ian Kelso, President of Interactive Ontario, Vice-President of the CIAIC and project leader for the CIIP. "We are very excited for the future of this growing industry that produces exceptional results."

Dividing companies into two groups of 'content producers' and 'content enablers', the profile estimates the industry to include 3,200 companies, employing approximately 52,000 highly skilled people and generating roughly \$5 billion in total revenue.

"The global digital media market is estimated to grow to \$65 billion by 2010 and Canada is poised to take a lead spot in this emerging sector," says Lynda Brown, President of New Media BC, a member of the CIAIC. "The CIIP has made a valuable contribution to identifying the thousands of companies across Canada who make up this digital media industry."

The profile was crafted to offer previously unavailable nationally recognized business statistics for the interactive media industry, providing data and a common base from which to cite and describe the industry.



"OMDC is pleased to be involved with this vital study that tackles the challenge of classifying this complicated and disparate industry," said Kevin Shea, Chair of the Ontario Media Development Corporation (OMDC). "We see it as an important first step in mapping industry growth."

Profile Highlights:

- Fee for service activities drive the Interactive Media economy with 58% of overall revenue while Intellectual Property drives 42% of revenue.
- Revenue from Interactive Entertainment is the highest source of revenue for content creators, over education, information, social, culture and arts, and animation
- 58% of companies engaged in export activities
- Reports on regional results from British Columbia and Ontario.
- First-ever national consensus on the definition of Interactive Media:

Electronic copies are available on the CIAIC website (www.ciaic.ca), and on member organization sites.

The CIAIC contracted PricewaterhouseCoopers of Vancouver and the specialist interactive media research firm, FAD Research of Toronto, to create this industry profile, crafted in close cooperation with the member associations, the study's sponsors and Statistics Canada.

This is a project of the Canadian Interactive Alliance / L'Alliance interactive canadienne (CIAIC), a partnership of eight of our country's most prominent associations including; New Media BC, Digital Media Association of Alberta, Saskatchewan Interactive Media Association, Manitoba Interactive Digital Media Association, Interactive Ontario, Alliance numériQC, Innovation and Technology Association of PEI and the Canadian Film and Television Production Association. The CIAIC acts as the voice of interactive media content in Canada and is focused on programs and activities that will improve interactive media business opportunities for Canadian producers.

The project is made possible with the support of the Department of Canadian Heritage through Telefilm Canada and Canadian Culture Online, the Ontario Media Development Corporation, Bell Broadcast & New Media Fund and the Entertainment Software Association of Canada

For more information about the survey, its results, as well as the CIAIC contact:

Lynda Brown, President, CIAIC & President, New Media BC, - lynda@newmediabc.com

Ian Kelso, Vice President, CIAIC & President, Interactive Ontario - ian@interactiveontario.com