



COMPUTER ANIMATION STUDIOS OF ONTARIO

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COMPUTER ANIMATION STUDIOS OF ONTARIO ASSOCIATION (CASO) UNVEILS RESULTS OF INAUGURAL INDUSTRY SURVEY

OTTAWA, September 19, 2008 – Computer Animation Studios of Ontario Association (CASO) President, Neil Williamson, announced the results of the first animation and visual effects (VFX) industry survey last night at a reception held during the Ottawa International Animation Festival.

The study, entitled *Economic Profile of the Ontario Computer Animation and Visual Effects Industry*, examines the economic profile of the computer animation and visual effects industry in Ontario and develops financial, corporate and employment baseline indicators for future market analysis and comparison. The research develops estimates of total industry revenue, operating expense, output volume, number of employees and future market opportunities.

“After CASO was formed three years ago and we started talking to people about the industry, it became clear that very little distinct information existed about its makeup. With this survey, we are now beginning to form a clear picture of operations in Ontario animation and visual effects studios,” says Ron Estey, Past President of CASO.

“The survey is the first major initiative of CASO and a first for the industry,” says CASO President, Neil Williamson. “I am pleased that we have taken this critical step in establishing benchmarks for growth in our region. We are extremely grateful to our supporters, including our major contributor the Ontario Media Development Corporation.”

“This study underscores the growing importance of the animation and visual effects industry to the Ontario economy,” said Karen Thorne-Stone, President and CEO of the Ontario Media Development Corporation. “Industries in Ontario’s entertainment and creative cluster are the cornerstone of the new knowledge-based economy and CASO’s members will play a pivotal role in ensuring Ontario is a leader in the global marketplace.”

Conducted by Nordicity Group Ltd., the project received funding assistance from the Ontario Media Development Corporation (OMDC), York University, Royal Bank of Canada, the City of Toronto – Economic Development, and CASO.

Key findings:

- The majority of computer animation and VFX studios in Ontario are Canadian-owned, privately-held corporations that have been in existence for more than seven years.
- The Ontario computer animation and VFX industry employed a total of 1,600 to 1,900 people in 2007.

35 Liberty Street | Unit 105
Toronto, ON | Canada | M6K 1A6
416.207.9142 | www.casont.ca

- Total Ontario computer animation and VFX industry revenues are estimated to be between \$170 million to \$200 million annually.
- The number of computer animation minutes produced in Ontario in 2007 is reported to have been between 18,000 and 21,600; the number of shots for VFX was between 7,400 and 8,900.
- Market segments were as follows, 16% of computer animation studios' revenue was derived from feature films, 45% from TV series and 17% from TV commercials. For VFX companies it was the reverse - 44% of VFX survey-sample revenue was derived from feature films and 16% from TV series; 13% was allotted to TV commercials.
- The conventional market segments of television series and feature films continue to be regarded as general growth opportunities for the industry. Emerging market segments such as games, web and mobile content production are also seen as growth opportunities. About 20% of respondents regard web and mobile content production as a growth opportunity for their company.

A full report can be downloaded from www.casont.ca.

Nordicity Group Ltd.

Nordicity Group Ltd. (nordicity.com) is one of Canada's leading strategy-consulting firms for clients in the creative, telecommunications and technology industries. Our consultants work with clients in both the private and public sectors to shape business strategy and develop implementation plans.

Ontario Media Development Corporation

Ontario Media Development Corporation's mandate is to build Ontario's cultural industries' capacity and competitiveness. Through tax credits, programs and services for the film and television, book and magazine publishing, music and interactive digital media industries, OMDC maximizes opportunities for growth and innovation in Ontario and abroad. www.omdc.on.ca

Computer Animation Studios of Ontario Association (CASO)

Established in 2005, **CASO** is a non-profit trade association representing the digital animation and visual effects community in Ontario, Canada. As an advocate for the industry, **CASO's** primary areas of operation are: International Marketing and Promotion, Industry Statistics and Competitive Advantage, Education and Organizational Relations, Government Relations and Member Services. www.casont.ca.

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For more information, please contact:

Christa Tazzeo
Manager, Business Affairs
CASO
416.207.9142
christa@casont.ca