

**ALBERTA:**

# CANADA'S EMERGING ESPORTS ARENA

Alberta is in the game to become a global esports hub. With a strong competitive video gaming community, record innovation investment and an established esports association, Alberta is ready to seize the billion-dollar opportunity.

## RIGHT TO WIN STRATEGY

Alberta's community of fans, competitors and organizers brings the esports scene to life through volunteerism and passion. Collaboration with government, community and industry is required to level up and champion growth.

The Alberta Esports Strategy identifies four pillars to form the foundation of a robust esports ecosystem.



### PLACES TO PLAY

Increasing infrastructure and tech capabilities of existing spaces will help Alberta compete for more events, gamers and fans for competitions big and small.

#### DID YOU KNOW?

Alberta is home to **TOP-TIER** arenas and stadiums with the technology to host large-scale esports events.



### TALENT PRESENCE AND PIPELINE

With several post-secondary institutions offering esports credential programs, fostering more curriculum and programming will help attract, retain and develop talent for esports careers and beyond.

#### DID YOU KNOW?

Alberta has a rapidly developing **INTERCOLLEGIATE** esports structure.



### STRENGTHEN GRASSROOTS COMMUNITY

Support for inclusive esports events, travel and tourism, will build momentum in the community and the province's brand as a gaming destination.

#### DID YOU KNOW?

Alberta hosts weekly community tournaments with **100+** competitors.

Alberta has **DEDICATED** streamer, content creation and Twitch communities including Twitch Calgary and Twitch Edmonton.



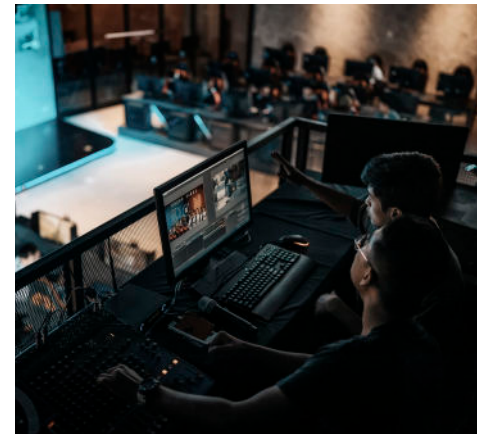
### PARTNERSHIPS

Monetary, talent and resource support is required to win in esports and Alberta has many potential partners in its growing number of tech firms, traditional sports partners and investors.

Esports engagement can also build momentum in other emerging industries and create further economic impact, including AR/VR, block chain, cryptocurrency, the metaverse and more.

#### DID YOU KNOW?

Alberta experienced record venture **CAPITAL** investment over the past several years.



The Alberta Esports Strategy was developed in collaboration by the Alberta Esports working group.





## GLOBAL OPPORTUNITY

The esports industry is booming as gaming becomes the top choice of entertainment for millennials and Gen Z.

**\$218B USD**

Global video game industry value by 2024

**8.4% GROWTH**

Information and cultural industries in Canada from 2020 to 2022

**\$5.5B CAD**

GDP contribution to Canada's economy by video game industry in 2021 (23% growth since 2019)

## THE ALBERTA ADVANTAGE



**\$1.3B**

Creative industries digital transformation spend by 2024

**130+**

Gaming studies, support services and institutions

**52% WOMEN**

in the gaming industry

**120+**

languages spoken

## ESPORTS & GAME DEVELOPMENT ECOSYSTEM

[beamdog]

BioWare™

Bow Valley College

CALGARY GAME DEVELOPERS ASSOCIATION

Digital Alberta

LESTER MUSKIELES ASSOCIATION

IMPROBABLE

INFLEXION GAMES

MOUNT ROYAL UNIVERSITY 1910

NORQUEST COLLEGE

RED IRON

SAIT TROJANS

unity



Read the full Esports Strategy here.