

## ANIMATION & VISUAL EFFECTS GROWTH STRATEGY

# A DRIVING FORCE OF INNOVATION IN ALBERTA'S CREATIVE ECONOMY

Alberta is positioned to be a leading centre for digital media productions in Canada and a destination for global animation and visual effects (VFX) talent and studios.

### RIGHT TO WIN STRATEGY

As a thriving hub for Film & TV productions from around the world, Alberta is no stranger to success in Digital Media & Entertainment. The Animation and VFX sectors are now breaking ground as a strong complement to the province's Creative Economy. Alberta is well-positioned to support the growth of studios and build the necessary talent base through post-secondary programs to facilitate the development of high-quality animated and live-action productions.

**Alberta's Animation and VFX Growth Strategy identifies four pillars to position the industry for sustainable, long-term growth and establish the province as an interdisciplinary digital media production hub.**

### 1 TALENT

A large, high-quality talent pool of talent ranging from juniors to leads and supervisors is required to scale the industry. The growth strategy focuses on the absorption and retention of locally trained multidisciplinary talent for careers in the animation and visual effects industry.

### 2 ECOSYSTEM

Collaboration among key players within the local animation and VFX ecosystem will allow for steady and expansive progress to take shape in our province, which will lend itself to immediate returns on investment. The growth strategy identifies opportunities to facilitate pathways towards an interconnected ecosystem.

### 3 ACCESS TO OPPORTUNITIES

Alberta has the potential to be a one-stop shop for digital media production. The growth strategy identifies opportunities to facilitate access to funding, investment and markets to help the industry scale locally and be a major player internationally.

### 4 INTELLECTUAL PROPERTY (IP)

An environment conducive to creating and retaining intellectual property generates sustainable growth and attracts top talent. The growth strategy explores a long-term objective to facilitate IP development and ownership and solidify downstream revenue for studios and creators.



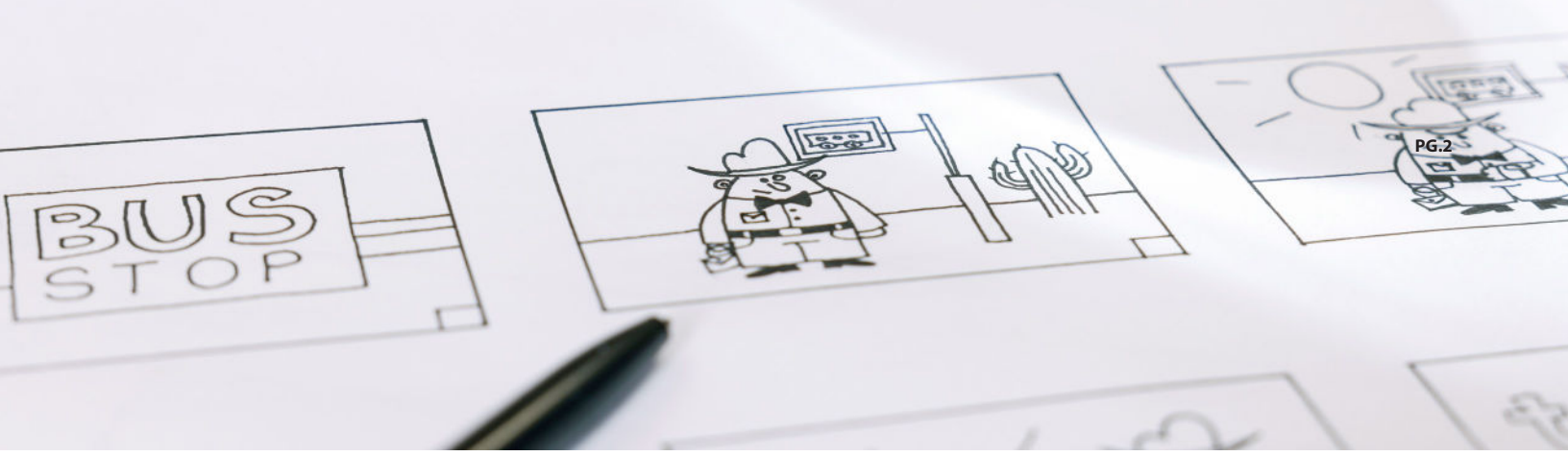
The Growth Strategy for Animation and VFX in Alberta was jointly developed by:

**calgary** economic  
development  
be part of the energy

**ESFO**  
Economic and  
Social  
Development  
Office

In collaboration with:

**Nordicity**



## GLOBAL OPPORTUNITY

Animation and VFX are experiencing significant growth across international jurisdictions.

Entertainment consumption has increased global consumer demand for streaming high-quality film and television productions, many of them animation and VFX heavy. This shift in viewing trend puts Animation and VFX in a place to grow and expand. Beyond film and TV, across borders and sectors, the utilization of animation is driving innovation, from immersive experiences like AR and VR to marketing campaigns and gamification in learning.



### US \$155.3 B

2020 global spend for the animation and VFX market.



### US \$289.4 BILLION

Projected global animation and VFX market by 2026.



### 10.9 %

Combined annual growth rate in global animation and VFX market.

## THE ALBERTA ADVANTAGE



### \$1.3B

Creative industries spend on digital transformation by 2024.

### 93%

Of Alberta VFX and Animation studios are Canadian-owned.

### 64%

Of VFX and Animation studios are planning for the future, with the majority intending to develop IP projects.

### 64%

Over half of Alberta's studios work in both VFX and Animation spaces.

### 64%

The majority of Alberta's VFX and Animation studios have been in operation for over 10 years.

### 10+

Unique animation, 3D graphics, computing science, game development, digital media and visual effects education and training programs in Alberta's post-secondary institutions.



### ALBERTA POST-PRODUCTION, VISUAL EFFECTS AND DIGITAL ANIMATION GRANT

The grant provides 18 per cent of total eligible invoiced Alberta labour to an annual maximum of \$200,000.



**READ THE FULL ANIMATION AND VFX STRATEGY HERE**