
2024 ANNUAL REPORT



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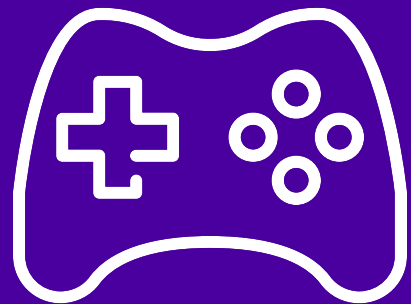
Production Volume

Film, television, and video production generated \$31 million in 2024, a major increase from the \$18.3 million recorded in 2023, a year impacted by industry strikes.



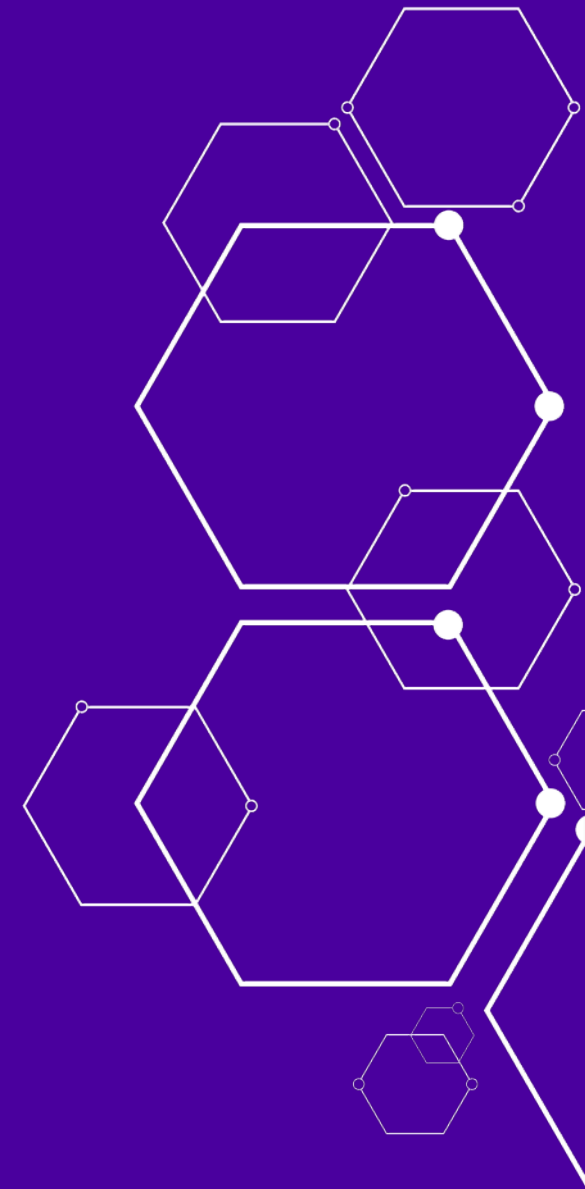
FTEs

In 2024, we estimate over 1,400 full-time equivalent jobs across the sectors we support. While slightly below 2023 and 2022 levels, it reflects ongoing resilience in a changing industry landscape.



Games Shipped

In 2024, at least 14 games were shipped by Edmonton-based studios, ranging from indie teams to AAA developers. While fewer than in 2023, this reflects continued growth from 9 releases in 2022 and strong creative momentum across the sector.





Grants
\$279,598

Our grants provide funding to the community to help get their ideas off the ground, get out in the world and showcase their talents.



Rebates
\$22,187

Through our location support programs, we provide rebates to filmmakers looking to produce their next project in Edmonton.



Sponsorships
\$41,091

Sponsorships support initiatives and events in the community to connect our creatives and help them gain the skills they need to succeed.

Strategic Initiatives Fund (SIF)

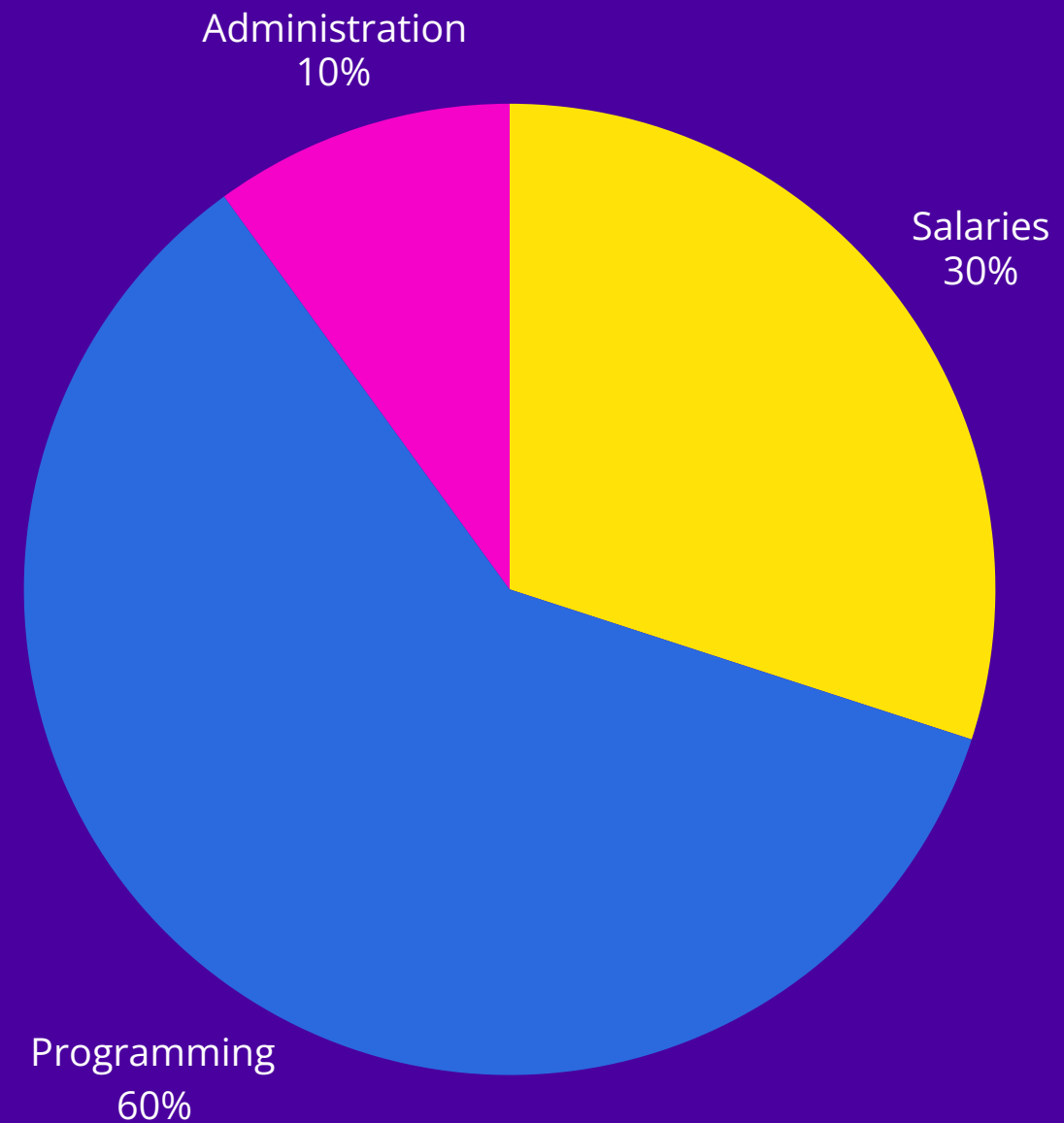
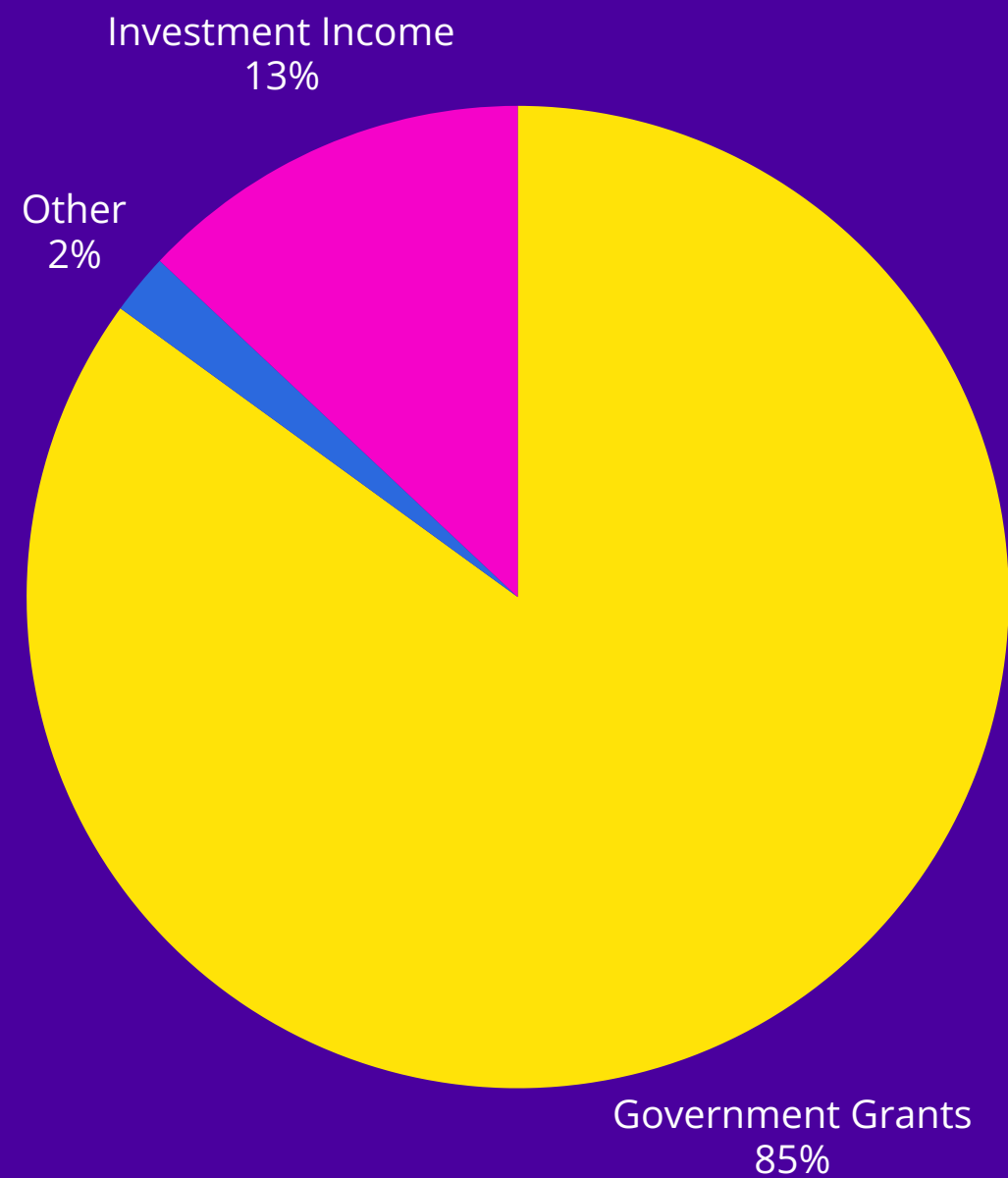


In 2024, we introduced the Summit Push and Trailhead programs to expand our development support. Alongside the Underrepresented Initiatives and Elevation Program launched in 2023, these efforts reflect our ongoing commitment to equity, inclusion, and growing local talent.

\$414,000



Revenue
\$1.84 M



Expenses
\$1.73 M



Summit Push & The Trailhead Programs

In 2024, Edmonton Screen launched two new development programs: Summit Push and The Trailhead. Summit Push provided local studios with financial support, training, and access to global markets like Gamescom in Germany. Trailhead supported recent grads with funding, mentorship, and a chance to build real-world experience and portfolio-ready projects. Together, these programs are helping grow a sustainable talent pipeline and boost visibility for Edmonton's game creators on the world stage.

Elevation Program Recipients

Launched in 2023, the Elevation Program helps local producers take major steps in their film and TV careers. In 2024, Edmonton Screen approved five projects, led by Adam Scorgie (Score G Productions), Cody Lightning (Lightning Mill Inc.), Rebecca Campbell (Catapult Pictures), Sheena Rossiter (Dona Ana Films & Multimedia), and Megan Shott (Last Stop Videos). These funded productions are building momentum in Edmonton's screen sector and growing the talent shaping our creative economy.

Game Con Canada

In June 2024, we were thrilled to welcome Game Con Canada back to Edmonton for its second year—bringing together players, studios, and developers from around the world for three days of games, community, and connection. Edmonton Screen was proud to sponsor the event and host a booth spotlighting our Summit Push Program recipients. It was a standout opportunity to showcase Edmonton-made games, support local studios, and connect with thousands of attendees right here at home.

