



*Essential Facts 2014
contains original
information from various
sources including*

1. NPD Group's Understanding the Canadian Gamer 2014 custom research. The survey was commissioned by ESAC and gathered data from 3,359 adults and 526 teens (13-17) between April 24 and May 19, 2014. The margin of error associated with the total sample is +/- 2, 19 times out of 20.
2. Nordicity's Canada's Video Game Industry in 2013. This report was commissioned by ESAC and gathered quantitative and qualitative data from 90 computer and video game companies in Canada.
3. NPD Group's Understanding the Canadian Gamer 2012 custom research. The survey was commissioned by ESAC and gathered data from 2,969 adults, 527 teens (13-17) and 687 kids (6-12) between April 13 and April 30, 2012. The margin of error associated with the total sample is +/- 1.5, 19 times out of 20.
4. NewZoo's Global Games Market Report 2014 survey conducted by New Zoo Game Market Research gathered data from 35,000 global consumers (10-65).

2014 ESSENTIAL FACTS ABOUT THE CANADIAN VIDEO GAME INDUSTRY



**ENTERTAINMENT
SOFTWARE**
ASSOCIATION OF CANADA

theESA.Ca

Canada's video game industry is one of the world's largest.

Each year, it produces hundreds of the world's biggest, most popular and most innovative games. It's a leading industry in Canada's growing digital economy and Canadians are taking notice.

CANADA'S VIDEO GAME INDUSTRY

CANADA'S VIDEO GAME INDUSTRY

16,500 PEOPLE DIRECTLY EMPLOYED BY THE CANADIAN VIDEO GAME INDUSTRY

LARGEST PRODUCER OF VIDEO GAMES IN THE WORLD PER CAPITA (# OF EMPLOYEES)

27,000 FULL TIME EQUIVALENT JOBS CREATED BY THE CANADIAN VIDEO GAME INDUSTRY

329 VIDEO GAME COMPANIES OPERATING IN CANADA

53% SELF-IDENTIFY AS INDEPENDENT DEVELOPERS

910 VIDEO GAME PROJECTS COMPLETED IN 2012

5% GROWTH IN # OF EMPLOYEES BETWEEN 2011 & 2013

2 OUT OF 5 COMPANIES PREDICTED THEY'D GROW BY 25% IN TWO YEARS

\$2.3 BILLION CONTRIBUTED TO CANADA'S GDP ANNUALLY

\$1.6 BILLION DIRECTLY SPENT BY CANADIAN VIDEO GAME COMPANIES, UP 12.5% FROM 2011



CANADIAN PUBLIC OPINION ABOUT THE VIDEO GAME INDUSTRY IN 2014

62% OF CANADIANS BELIEVE THE VIDEO GAME INDUSTRY IS AN INNOVATIVE SECTOR WHICH IS HELPING TO SHAPE THE CANADIAN ECONOMY OF THE FUTURE

55% OF CANADIANS BELIEVE THE VIDEO GAME INDUSTRY HAS AN OVERALL POSITIVE IMPACT ON THE CANADIAN ECONOMY

67% OF CANADIANS BELIEVE THAT THE VIDEO GAME INDUSTRY PROVIDES GOOD OPPORTUNITIES FOR YOUNG PEOPLE CURRENTLY PLANNING THEIR CAREERS

71% OF CANADIANS SAY THAT GOVERNMENTS HAVE A ROLE TO PLAY IN CHOOSING WHICH INDUSTRIES WILL DRIVE OUR ECONOMY IN THE FUTURE



CANADIAN DEVELOPERS AND PUBLISHERS

Workers in the Canadian video game industry are dynamic. They are young, well paid and highly educated. With some of the best post-secondary institutions in the country, the industry is helping to train the next generation of creative and technical workers.

Canadian Employment Profile

31 YEARS OLD - AVERAGE AGE OF EMPLOYEES IN THE VIDEO GAME INDUSTRY

\$72,500 PER ANNUM AVERAGE SALARY IN 2012

Education

65 VIDEO GAME AND COMPUTER SCIENCE PROGRAMS AT THE COLLEGE AND UNIVERSITY LEVEL IN CANADA

Hiring

2,184 POSITIONS ARE EXPECTED TO BE FILLED BETWEEN 2013-2015, MOSTLY AT THE INTERMEDIATE LEVEL

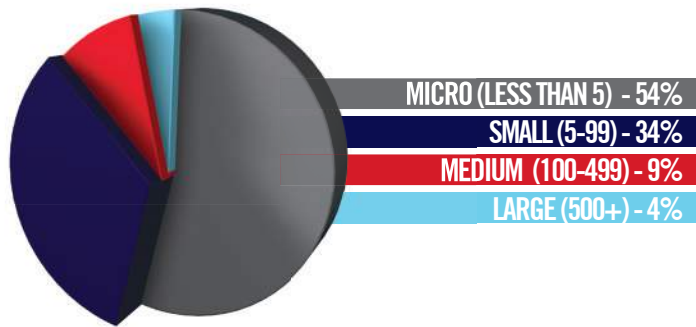
97% OF NEW GRADUATE HIRES ARE MADE FROM WITHIN CANADA

Training

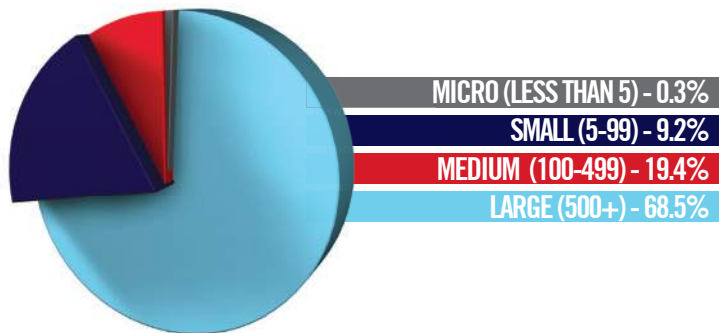
67% OF CANADIANS BELIEVE THAT ON-THE-JOB MENTORSHIP IS CRITICAL FOR ADVANCEMENT IN THE VIDEO GAME INDUSTRY

IN FACT, ESAC MEMBERS PROVIDE SEVERAL ON-THE-JOB TRAINING PROGRAMS SUCH AS DEVELOPMENT CONFERENCES, TRAINING COURSES AND CONTINUING EDUCATION THROUGH PROGRAMS

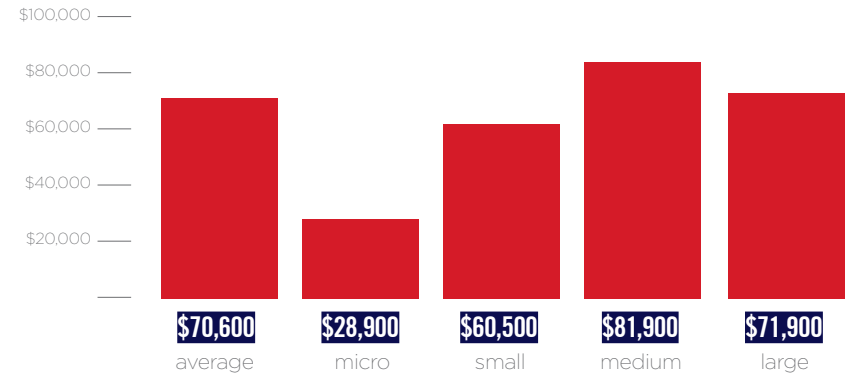
CANADIAN VIDEO GAME COMPANIES BY SIZE



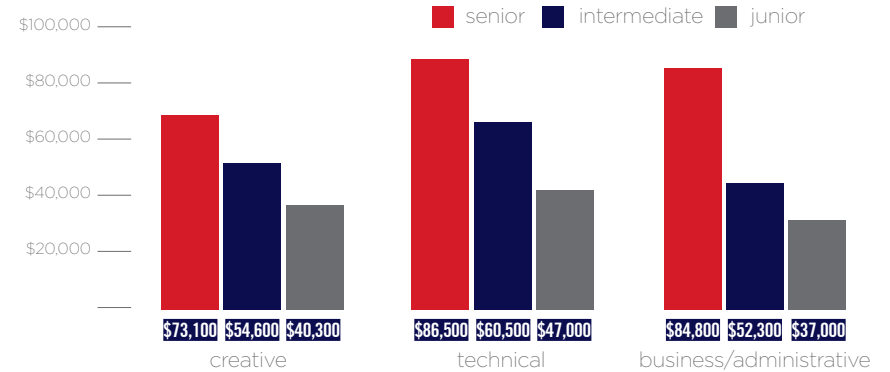
OVERALL EMPLOYMENT BY SIZE OF COMPANIES



OVERALL AVERAGE SALARY BY SIZE OF COMPANY



AVERAGE SALARY BY TYPE OF POSITION AND LEVEL OF SENIORITY



Canadian industry output snapshot

Console games vs. mobile games



48% working on titles for consoles
 16% of total completed projects
 88.6% of overall industry budgets dedicated to creation of console games
 66.5% of overall industry revenues
 \$8,728,125 – average development budget for console
 65 – average team size for console project
 583 days – average time for console project development

84% developing games for mobile
 43% of total completed projects
 2.3% of overall industry budgets dedicated to mobile games
 11% of overall industry revenues
 \$303,500 – average development budget for mobile
 7 – average team size for mobile project
 156 days – average time for mobile project development

HEALTHY ECOSYSTEMS

Starting in Vancouver over 20 years ago, the industry now has major hubs across the country. Healthy ecosystems made up of large, small, mobile and console studios are positioning Canada as one of the best places to make video games now and in the future.

QUEBEC'S VIDEO GAMES INDUSTRY



Total Employees	8749
Estimate Spending in Quebec	\$741m
Total Number of Companies	97
Average Salary	\$65,500
Number of College and University Programs	15

**QUEBEC IS HOME TO
A ROBUST AND WELL-
ESTABLISHED VIDEO
GAME INDUSTRY
THANKS TO A LONG-
STANDING TAX CREDIT
ESTABLISHED IN 1996**

- The province is home to some of the largest studios in Canada
- 70% of Quebec residents believe that the Canadian video game industry has an overall positive impact on the Canadian economy
- 69% of Quebec residents believe that the Canadian video game industry is an innovative sector which is helping to shape the Canadian economy of the future





BRITISH COLUMBIA'S VIDEO GAMES INDUSTRY

Total Employees	5140
Estimate Spending in British Colombia	\$548m
Total Number of Companies	67
Average Salary	\$80,100
Number of College and University Programs	15

BRITISH COLUMBIA IS ONE OF THE OLDEST VIDEO GAME CLUSTERS IN NORTH AMERICA AND HOME TO MAJOR PLAYERS IN THE VIDEO GAME INDUSTRY. MANY START-UPS CAPITALIZE ON EXPERTISE AND TALENT IN THIS SECTOR

- 68% of BC residents believe that the Canadian video game industry has an overall positive impact on the Canadian economy
- 64% of BC residents believe that the Canadian video game industry is an innovative sector which is helping to shape the Canadian economy of the future





ONTARIO'S VIDEO GAMES INDUSTRY

Total Employees	1821
Estimate Spending in Ontario	\$134m
Total Number of Companies	96
Average Salary	\$76,400
Number of College and University Programs	38

ONTARIO'S INDUSTRY IS MAINLY COMPOSED OF SMALL AND MICRO-SIZED FIRMS

- The introduction of provincial tax credits is attracting larger studios; a few medium and large studios now call Ontario home
- 65% of Ontario-based companies say they've been in business for more than seven years
- 63% of Ontario residents believe that the Canadian video game industry has an overall positive impact on the Canadian economy
- 60% of Ontario residents believe that the Canadian video game industry is an innovative sector which is helping to shape the Canadian economy of the future





CANADIAN GAMERS


More than half of Canadians have played a video game in the past 4 weeks. And it's not just boys playing games – most are adults and nearly half are women. With so many games on so many devices, games are now ubiquitous entertainment around the world.



CANADIAN GAMERS

54% OF CANADIANS ARE GAMERS - AS DEFINED BY SOMEONE WHO HAS PLAYED A COMPUTER OR VIDEO GAME IN THE PAST 4 WEEKS.

 **52%**
male

 **48%**
female

33 YEARS OLD

average age of a Canadian gamer



THE GLOBAL VIDEO GAME INDUSTRY

\$102,900,000,000

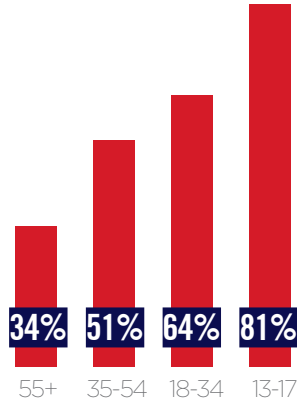
- total value of global video game market by 2017

\$35,000,000,000

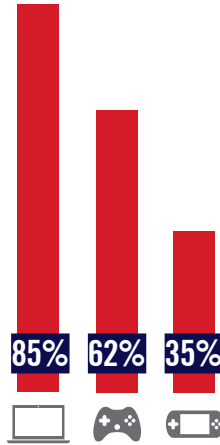
of global game revenues will be generated through smartphones and tablets by 2017. Equal to **34% of total revenue.**

In 2013, 11 of the top 15 paid apps on the iTunes app store were games. Currently, 10 out of the top 15 paid apps on the Android app store are also games.

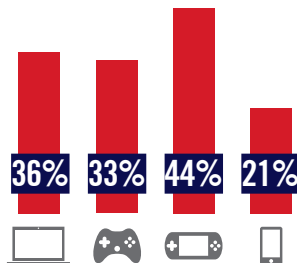
**CANADIANS, BY AGE, WHO HAVE
PLAYED A VIDEO GAME
IN THE PAST 4 WEEKS**



**DEVICE
OWNERSHIP**



**PLATFORM
ON WHICH CANADIANS
PLAY VIDEO GAMES MOST
FREQUENTLY**





CHILDREN (6-12 YEARS)

45%

PLAY KID ROLE-PLAYING GAMES

56%

PLAY ACTION AND ADVENTURE GAMES

TEENS (13-17 YEARS)

27%

PLAY ARCADE GAMES

53%

PLAY SHOOTER GAMES

ADULTS (18-34 YEARS)

40%

PLAY EDUCATIONAL GAMES, PUZZLE
OR WORD GAMES AND GAMES THAT
CHALLENGE MENTAL ABILITY

42%

PLAY ROLE-PLAYING GAMES (RPG)

ADULTS (35-54)

56%

PLAY EDUCATIONAL GAMES, PUZZLES
OR WORD GAMES AND GAMES THAT
CHALLENGE MENTAL ABILITY

26%

PLAY SHOOTER GAMES

MATURE GAMERS (55+)

56%

PLAY CARD GAMES

41%

PLAY CARD GAMES

ESRB RATINGS

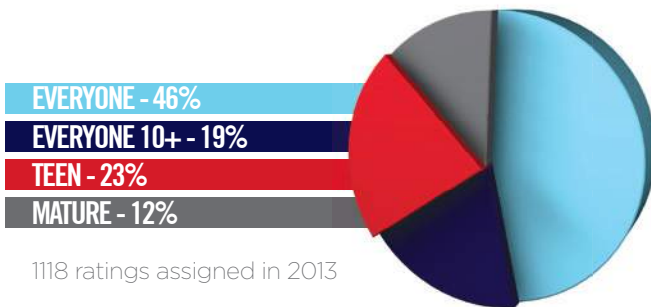


The Entertainment Software Rating Board (ESRB) is a non-profit, self-regulatory body that assigns computer and video game content ratings. The ESRB ratings are designed to provide consumers, especially parents, with concise, impartial guidance about the age-appropriateness and content of computer and video games so that they can make informed purchasing decisions about the games they deem suitable for their children and families.

83% OF PARENT GAMERS SOMETIMES OR ALWAYS CHECK THE ESRB RATING SYMBOL ON THE GAME BOX WHEN PURCHASING OR RENTING VIDEO GAMES FOR THEIR CHILDREN.

85% OF PARENT GAMERS SOMETIMES OR ALWAYS USE THE CONTENT DESCRIPTORS WHEN PURCHASING GAMES FOR THEIR CHILD.

93% OF ADULT GAMERS AGREE THAT THE ESRB RATING SYSTEM IS VERY USEFUL TO HELP PARENTS BUY AND RENT AGE-APPROPRIATE GAMES FOR THEIR CHILDREN.





ENTERTAINMENT SOFTWARE ASSOCIATION OF CANADA

ABOUT ESAC

The Entertainment Software Association of Canada (ESAC) is the voice of the Canadian video game industry. It works on behalf of its members to ensure the legal and regulatory environment is favourable for the long-term development of Canada's video game industry. ESAC members include:



