ESSENTIAL FACTS ABOUT THE CANADIAN VIDEO GAME INDUSTRY
The information in Essential Facts 2015 contains original information from:
Canada’s Video Game Industry in 2015 prepared for ESAC by Nordicity. The report gathered quantitative and qualitative data from 123 video game companies in Canada in 2014.
Understanding the Canadian Gamer 2014 prepared for ESAC by NPD Group Canada. The survey 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.
CANADA’S VIDEO GAME INDUSTRY

SIZE

472
ACTIVE STUDIOS IN CANADA

↑143
SINCE 2013

$3.0
BILLION ANNUALLY ADDED BY THE INDUSTRY TO CANADA’S GDP EACH YEAR

EMPLOYMENT

20,400
DIRECTLY EMPLOYED

↑24%
SINCE 2013

36,500
EMPLOYMENT (FTES) GENERATED WITHIN THE CANADIAN ECONOMY

$71,300
AVERAGE SALARY OF FULL TIME WORKERS

31 YRS
AVERAGE AGE OF EMPLOYEES

That’s 10 years younger than the average Canadian worker.

MOST OF THE EMPLOYMENT IS IN LARGE FIRMS

<table>
<thead>
<tr>
<th>Size</th>
<th>2015</th>
<th>2013</th>
<th># Of Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>MICRO</td>
<td>0%</td>
<td>0%</td>
<td>183</td>
</tr>
<tr>
<td>STANDARD</td>
<td>10%</td>
<td>9%</td>
<td>265</td>
</tr>
<tr>
<td>LARGE</td>
<td>89%</td>
<td>91%</td>
<td>24</td>
</tr>
</tbody>
</table>

↑31%
SINCE 2013

100% 80% 60% 40% 20% 0%

MICRO - 183
STANDARD - 265
LARGE - 24
CANADA’S VIDEO GAME INDUSTRY

SKILLS MOST LACKING IN THE CURRENT TALENT POOL:

72% 19% 9%
TOTAL NEW HIRES RECRUITED LOCALLY
NEW HIRES FROM OTHER PARTS OF CANADA
NEW HIRES RECRUITED FROM ABROAD

Share of the current video game industry workforce hired as Temporary Foreign Workers

13%

ANTICIPATED RECRUITMENT IN THE NEXT 12-24 MONTHS:

835 Individuals in technical jobs at intermediate and senior level
542 Employees for intermediate and senior creative positions

1/3 go on to become permanent residents
CANADA’S VIDEO GAME INDUSTRY

OUTPUT

COMPANIES IN CANADA COMPLETED:

- 1,280 Projects in 2014
- Increase from 2013: 41%

1,445

PERCENTAGE OF COMPANIES WORKING ON:

- 60% Action & Adventure
- 35% Puzzle
- 34% Family-Oriented
- 33% Strategy
- 31% Role-Playing Games

REVENUES

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>Percentage of Revenues</th>
<th>Change since 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Console</td>
<td>35%</td>
<td>-32%</td>
</tr>
<tr>
<td>Mobile</td>
<td>31%</td>
<td>+20%</td>
</tr>
<tr>
<td>PC/MAC</td>
<td>25%</td>
<td>+3%</td>
</tr>
</tbody>
</table>

PROJECTS FOR MOBILE DEVICES

- 65%
- $500K Average Budget
- 190 Days
- 10 People

PROJECTS FOR CONSOLES

- 13%
- $17M Average Budget
- 485 Days
- 45-65 People

87%

Overall video game revenues come from:

- 59% Action & Adventure
- 14% Family-Oriented
- 14% Shooter games

90%

Industry revenues from export sales
CANADA’S VIDEO GAME INDUSTRY

QUEBEC

139 COMPANIES

- 29.4% of Companies:
  - 57 Micro: 0.2% employment
  - 68 Standard: 3.6% employment
  - 14 Large: 96% employment

10,850 Full-Time Employees

- 53% all direct employment
- 19% increase since 2013

$1.14 BILLION in annual expenditures

$66,200/YEAR average salary for full-time employees

GEOGRAPHY
BRITISH COLUMBIA

128 COMPANIES

27.1% of Companies:
- 43 Micro
  2.9% employment
- 81 Standard
  48% employment
- 4 Large
  49% employment

27.1% of Companies:
- 43 Micro
  2.9% employment
- 81 Standard
  48% employment
- 4 Large
  49% employment

5,500 Full-Time Employees

- 27% Overall Industry employment
- 6% Increase since 2013

$576 MILLION in annual expenditures

$84,400/YEAR average salary for full-time employees

ONTARIO

108 COMPANIES

22.9% of Companies:
- 41 Micro
  5.2% employment
- 64 Standard
  63% employment
- 3 Large
  32% employment

22.9% of Companies:
- 41 Micro
  5.2% employment
- 64 Standard
  63% employment
- 3 Large
  32% employment

2,500 Full-Time Employees

- 12% Overall Industry employment
- 26% Increase since 2013

$265 MILLION in annual expenditures

$70,100/YEAR average salary for full-time employees
CANADA’S VIDEO GAME INDUSTRY

DEMOGRAPHIC

19 MILLION
54%
33 YRS

CANADIANS ARE GAMERS
OF THE CANADIAN POPULATION
AVERAGE AGE OF CANADIAN GAMER

52%
48%

MALE
FEMALE
**ESRB RATINGS**

The *Entertainment Software Rating Board (ESRB)* is the non-profit, self regulatory body that assigns ratings for video games and apps so consumers, especially parents, can make informed choices about the ones they deem suitable for their children and family.

ESRB ratings have three parts:

- **Rating Categories** suggest age appropriateness
- **Content Descriptors** indicate content that may have triggered a particular rating and/or may be of interest or concern
- **Interactive Elements** inform about interactive aspects of a product, including the users’ ability to interact, the sharing of users’ location with others, if personal information may be shared with third parties, if in-app purchases of digital goods are completed, and/or if unrestricted internet access is provided.

**93%**

**CANADIAN ADULT GAMERS AGREE THAT THE ESRB RATING SYSTEM IS VERY USEFUL TO HELP PARENTS BUY & RENT AGE-APPROPRIATE GAMES FOR THEIR CHILDREN**

**IARC**

Administered by many of the world’s game rating authorities, the *International Age Rating Coalition (IARC)* provides a globally streamlined age classification process for digitally delivered games and mobile apps, helping to ensure the consistent cross-platform accessibility of established, trusted age ratings by today’s digital consumers. The initial five rating authority participants, which collectively represent regions serving approximately 1.5 billion people, include:

- **Classificação Indicativa (ClassInd)** Brazil
- **Classification Board** Australia
- **Entertainment Software Rating Board (ESRB)** North America
- **Pan European Game Information (PEGI)** Europe
- **Unterhaltungssoftware Selbstkontrolle (USK)** Germany

IARC expects to add more rating authorities in the future and assigns generic IARC ratings in territories without a participating rating authority.

This represents the first time international ratings organizations have joined forces to agree on a unified process enabling developers to simultaneously obtain appropriate age ratings from various territories throughout the world while preserving their nuanced local standards. Each participating rating authority monitors to ensure accurate ratings and the system enables the prompt correction of ratings when necessary.
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.