

Digital Media

NOVA SCOTIA, CANADA

In recent years, employment in the video game industry has grown by 21%.

These studios are growing thanks to a skilled talent pool generated by a young and educated workforce. In fact, the fastest growing demographic in Halifax is between the ages of 25-39 and 70% of the population in the city has post-secondary education, compared with a national average of 61%.

Additionally, our 10 universities and 14+ college campuses coordinate closely with industry to build a strong foundation for the workforce of the future. We are the #1 province in Canada for concentration per capita of university enrollments in tech, which reflects our booming tech ecosystem. Nova Scotia is also home to the largest innovation hub east of Waterloo: Volta Labs.

But, the real reason studios from around the world are choosing Nova Scotia, is an affordable, ocean lifestyle. This is evident from our growing immigration numbers, which are outpacing the Canadian average. The Atlantic Immigration Pilot Program allows employers to further leverage Canada's well-known immigration-friendly approach and attract top talent from all around the world.

**Nova Scotia has
the highest
Digital Media Tax
Credit in Canada,
supporting 30+
studios and 500
employees.**

Digital Media in Nova Scotia, Canada

About the Sector

Cost competitiveness, an abundance of talent, and a blossoming creative community have all combined to build a booming industry, with globally recognized digital media in diverse fields such as:

- Mobile games (iOS and Android)
- Console video games (Xbox One and PS4)
- VR & AR interactive experiences
- VR Cinematography
- Military simulations
- Animated movies and TV shows

Both the Interactive Society of Nova Scotia and Digital Nova Scotia play major roles in the growth of the industry, which employs approximately 500 people in more than 30 interactive media firms.

Our strategic location between Europe and North America's West Coast offers connectivity advantages. It boasts some of the world's best internet connections to both Europe and the eastern US, thanks to Hibernia Atlantic's network of sub-sea cables. We also have the best internet speeds in Canada.

In Nova Scotia, we nurture emerging sectors by fostering collaboration between industry, government and academia. And we do it all while enjoying the comforts and culture of Canada's East Coast.

Incentives

In Nova Scotia, we understand that a strong economy is the foundation of a strong province. That's why we offer one of the most competitive business climates, with low business costs and generous incentives. In fact, according to KPMG's Competitive Analysis, Halifax ranks in the top 10 cities worldwide, among recognized video game

clusters, for having the most competitive operating costs.

Nova Scotia offers a Digital Media Tax Credit - making this the ideal place for video game and interactive media development. This tax credit provides an incentive of up to 50% on labour associated with projects.

For animation studios, the Digital Animation Tax Credit is a refundable tax credit for costs directly related to the development of digital animation in Nova Scotia. This tax credit provides an incentive of approximately 60% on labour associated with projects.

We also offer:

- **Research and Development Tax Credits:** Up to 50% of qualified Scientific Research & Experimental Development expenditures made in Nova Scotia are eligible as a tax credit.
- **Innovation Rebate Program:** 25% of qualified capital investment expenditures are eligible for a rebate.
- **Payroll Rebate:** A percentage return on a company's eligible gross payroll.



YOU'RE IN GOOD COMPANY

Some of the world's top companies have taken advantage of the unique opportunities in Nova Scotia's digital media sector.



FOR MORE INFORMATION CONTACT:

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