



# DIGITAL MEDIA

## CHANGING THE GAME.

A **GLOBAL PLAYER**  
with leading titles.

Studios in Nova Scotia are growing thanks to a skilled talent pool generated by a young and educated workforce.

Our 10 universities and 14 college campuses coordinate closely with industry to build a strong foundation for the workforce of the future. Nova Scotia is home to the Nova Scotia College of Art and Design, with courses in design and film, as well as the Nova Scotia Community College with programs such as digital animation and game and interactive art. This expertise is paired with a rapidly growing tech ecosystem, creating a strong pool of talent for the digital media industry.

Global studios, including Ubisoft, choose Nova Scotia for its affordable ocean lifestyle. This is evident from our growing immigration numbers, which are outpacing the Canadian average. The Atlantic Immigration Program allows employers to further leverage Canada's well-known immigration-friendly approach and attract top talent from around the world.

# ABOUT THE SECTOR

Cost competitiveness, an abundance of talent, and a blossoming creative community have built a booming industry, with 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

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 United States, thanks to Hibernia Atlantic's network of sub-sea cables.

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

Nova Scotia offers the most lucrative Digital Media Tax Credit in Canada, making this the ideal place for video game and interactive media development. When this tax credit is paired with the comparatively low operational costs, Nova Scotia is the most competitive jurisdiction when compared to several large urban centers across North America. 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.
- **Payroll Rebate:** Return on a company's eligible gross payroll, based on performance.
- **Innovation Rebate Program:** A 25% rebate on eligible project costs for investments in innovation, capacity expansion, and sustainability.
- **Productivity and Innovation Voucher:** Financial assistance for small and medium-sized businesses to conduct research with expertise from our postsecondary institutions.
- **Industrial Research Assistance Program:** National Research Council provides advice, connections, and funding to help small and medium-sized businesses increase their innovation capacity and take ideas to market.
- **Export Programs:** Funding programs to assist companies throughout the export process.

For more information please contact:



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