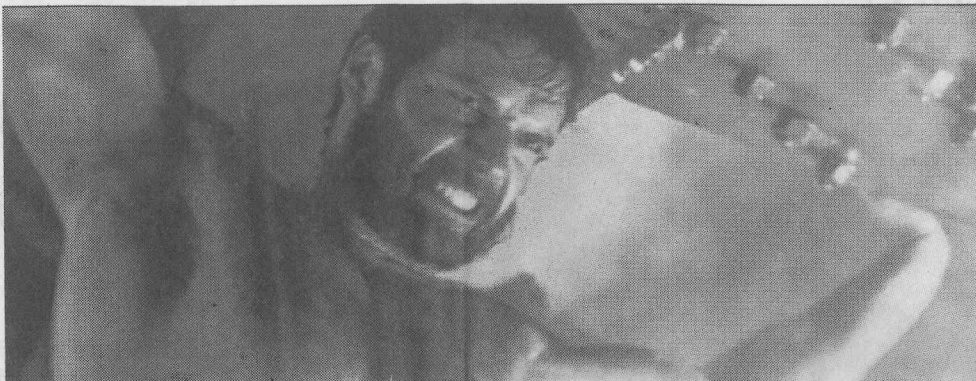


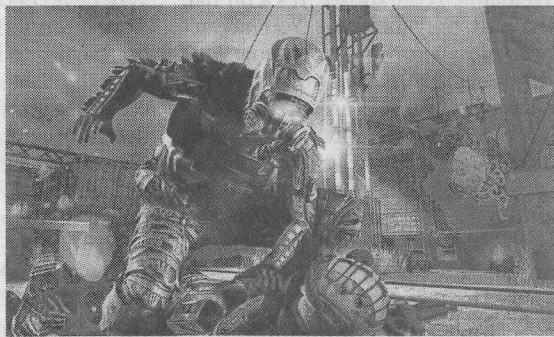
## DOES THE MAN OF STEEL SHAVE?

Fans want to know how Superman tames his beard, E3



# ENTERTAINMENT

## Video game industry generates billions in GDP for Canada



A scene from *Splinter Cell: Blacklist*, a game created by Ubisoft's Toronto studio.

**BRUCE DEMARA**  
ENTERTAINMENT REPORTER

The video game industry across Canada generates more than \$2.3 billion annually in GDP and generates 16,500 full-time jobs, says a study commissioned by the Entertainment Software Association of Canada.

"A lot of media and analysts have been quick to say that the (video game) industry is struggling. But our research shows the contrary," said association president and CEO Jason Hilchie.

"We've grown 5 per cent in job numbers over the last two years and that's outpacing Canadian job growth," he said.

"We are healthy. We're continuing to grow in a relatively uncertain economic situation globally.

"There is a very good reason for optimism going forward," Hilchie added.

## Study says video games create 16,5000 full-time jobs

VIDEO GAMES from E1

The study by consulting and research firm Nordicity, commissioned by the association, found there are 329 video game studios across the country.

Hilchie said 96 of those are located in Ontario, second only to Quebec, with 97.

The study found the industry employs about 16,500 people nationally on a full-time basis, with an average salary of \$72,000.

The average age of employees is just over 30.

Hilchie noted that digital media tax credits — like those offered by the Ontario Media Development Corp. — and access to federal research and development tax credits provide essential support to the industry.

The Ontario Digital Tax Credit program spent \$75 million in 2012/13 in support of the burgeoning digital media industry, of which the video game industry is a significant part, funding 1,015 projects with budgets totalling \$339 million.

"These tax credits are essential for our continued growth. They are a big part of the success of the industry in turning Canada into a global powerhouse," Hilchie said.

"I don't think a lot of people are aware of how prolific our video game industry is in the global context.

"We have more video game developers per capita than anywhere else in the world and we're producing some of the world's best titles," he added.

Among the titles produced in Canada that are top international sellers are *Assassin's Creed*, *Batman: Arkham*, *NHL* and *FIFA*.

The study found:

➤ 84 per cent of video game studios are developing games for mobile devices, such as phones and tablets.

➤ Almost 50 per cent are developing console games.

➤ 66 per cent are developing PC games.

➤ 46 per cent are developing games for the web.

➤ 29 per cent are developing social networking games.