Interactive Digital Media in Manitoba's North

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Delivered to

CEDF

Prepared by

Nordicity & New Media Manitoba
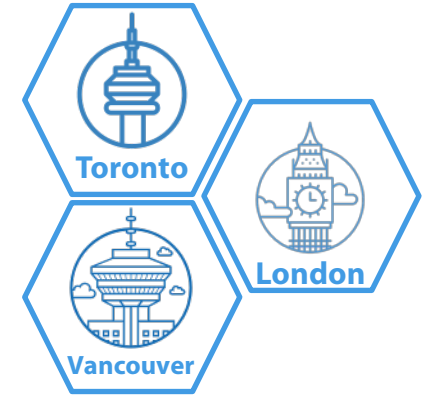
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About Nordicity

➢ Policy, strategy & economic analysis for government, non-profits, private companies

➢ Niche expertise – such as in Interactive Digital Media (IDM)

➢ Working with IDM in Manitoba since 2011

➢ Experience with technology and culture across Canada's North.

Four priority sectors

Three offices

Toronto

London

Vancouver

40+
years of expertise

Clients in over
15
countries

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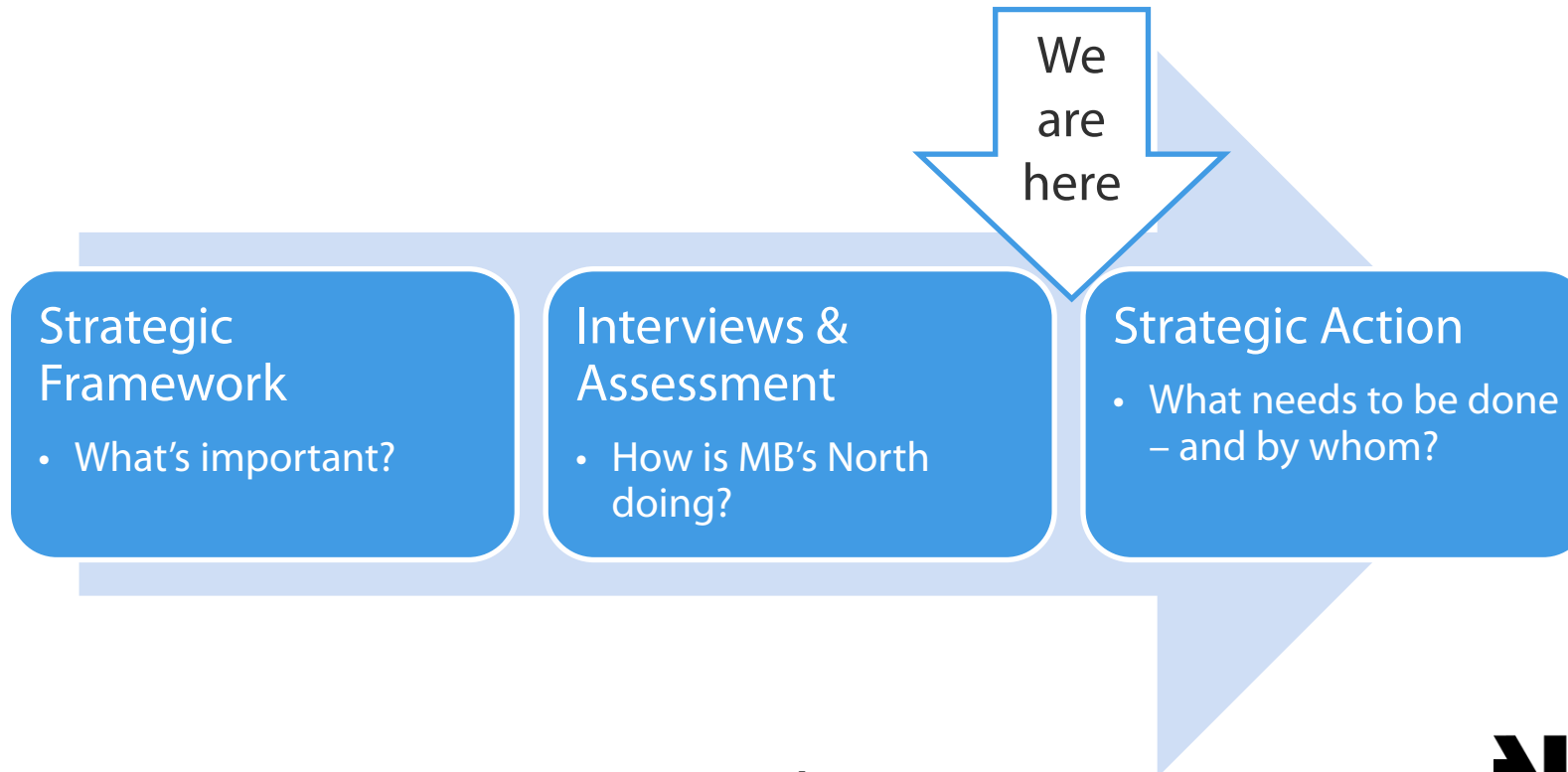
About New Media Manitoba

- A Sector Council (training) and trade association (business opportunities, advocacy) for IDM in Manitoba
- Members make:
  - Video games, mobile apps, web design/development, VR/AR/XR, transmedia, e-learning, digital health, interactive installations and more
- Growing involvement in the North (e.g., Frontier School Division, UCN)


NMM CREATIVE MENTORSHIP PROGGRAM

A Strategy for IDM in Northern MB?

- Communities Economic Development Fund (CEDF) engaged Nordicity and New Media Manitoba (as a combined project team) to complete an assessment of – and strategy to harness – the potential of interactive digital media (IDM) in Northern Manitoba.

We are here

Strategic Framework

- What's important?

Interviews & Assessment

- How is MB's North doing?

Strategic Action

- What needs to be done – and by whom?

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What is "Interactive Digital Media"?

"companies involved in the development of products or provision of services that directly enable users to digitally interact with content and/or other users. These products and services include digital games, e-learning software, VR/AR/MR experiences, mobile apps, digital advertising, and/or the development of web-based applications. Services such as web development are only included if they involve robust interactive elements (beyond the simple display of text and/or images)."

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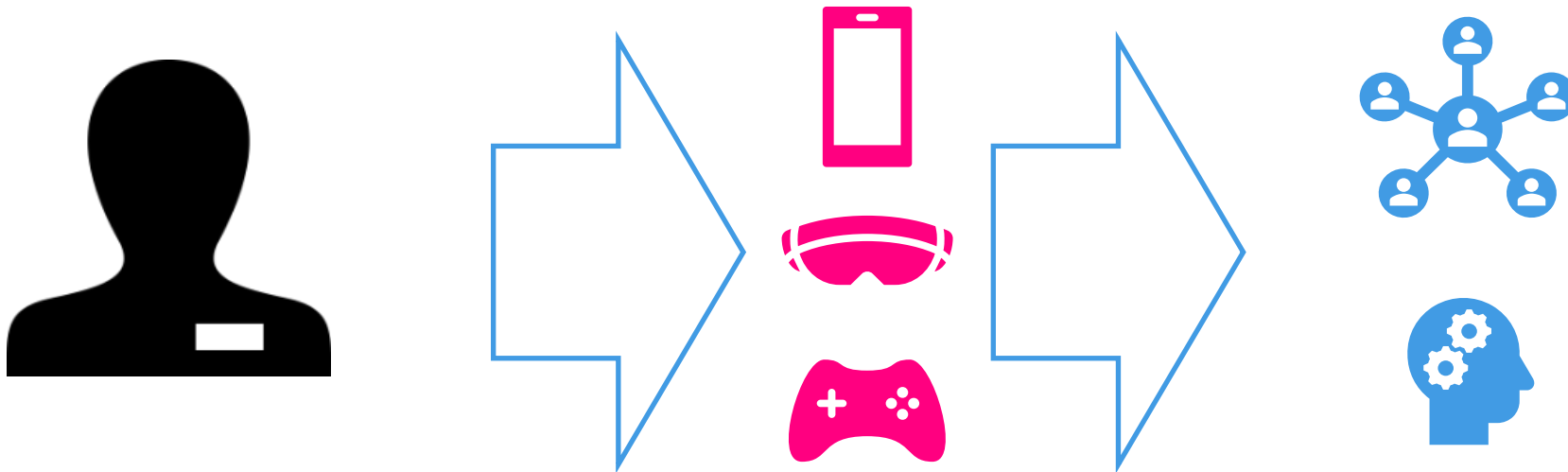
The IDM Industry in Manitoba is…

- **Growing:** In 2016, there were 67 active IDM companies in Manitoba and 20% of them generated more than $1 million revenue.

- **Varied:** Companies range from software developers, to digital marketing agencies, to video game developers. A large portion (78%) of revenue come from types of IDM products and services other than video games development.

- **Focused on business-to-business:** B2B sales accounted for 71% of Manitoba's IDM industry revenue in 2016.

- **Exporting:** 80% of all IDM revenue came from outside of the province. 59% came from other parts of Canada and 32% came from the US.

What Makes for a Successful IDM Industry?

01. Equal Access/ Digital Equity

high-speed internet to reach remote Manitoba communities, connectivity will enable IDM to thrive in education, creation and bridge digital divide.

02. Skilled Talent Pool

Includes digital education for youth as well as skills training for adults to be able to become professionals working in IDM

03. Business and Entrepreneurship

Mechanisms to support stakeholders across industries to incorporate IDM into their value chains – and help new companies form around IDM products and services.

Market Access/Expansion

Includes expansion of existing IDM market share as well as expansion to other sectors

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Thanks!