



SNAPSHOT

# Digital Media



## Nova Scotia's got game.

The digital media industry is growing worldwide and Nova Scotia is well-positioned to take advantage of that growth.

We offer competitive infrastructure, including fibre optic networks with gigabit connections available across the province, a digital communications system, and a self-generating power grid.

But our strategic location between Europe and North America's West Coast offers even more than just infrastructure. It also 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. Additionally, Nova Scotia has the best download speeds in Canada.

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

Nova Scotia has  
the highest Digital  
Media Tax Credit  
in Canada.

## About the Sector

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

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

Both Digital Nova Scotia, and the Interactive Society of Nova Scotia, play major roles in the growth of the industry, which employs approximately 400 people in more than 20 studios.

All of this is supported by Nova Scotia's 10 universities and 14+ college campuses, which offer programs that relate directly to industry needs, including: graphics, gaming and media, visual arts, animation and more. This has led to Nova Scotia having the highest concentration of Information Communications Technology graduates in Canada per capita with industry-recognized degrees related to digital media.

## Incentives

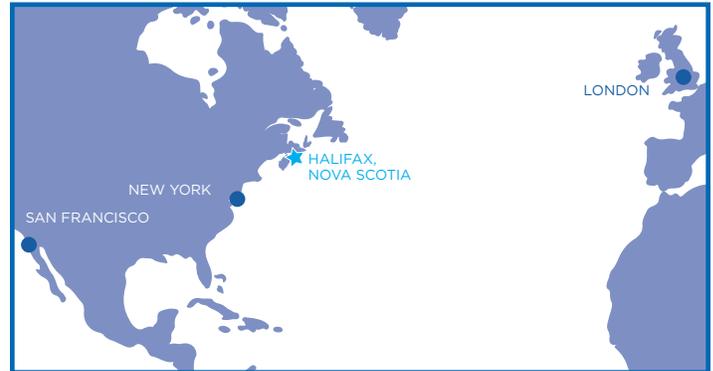
In Nova Scotia, we understand that a strong economy is the foundation of a strong province. That's why we offer one of the most competitive business climates, with low business costs and generous incentives. In fact, according to KPMG's 2016 Competitive Analysis, Halifax ranks in the top 10 cities worldwide, 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 the project.

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 the project.

We also offer:

- Federal research and development tax credits and accelerated capital cost allowances
- Provincial grants, loans, guarantees and tax credits
- Energy efficiency and productivity incentives
- Trade and export support programs



## 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:

**Stephen Hilchey**

Investment Attraction, Digital Media  
+1 902 424 8361 / shilchey@nsbi.ca  
Mobile: +1 902 471-7218

Learn more at:

[yourstudiohere.com](http://yourstudiohere.com)

