Alberta is in the game to become a global esports hub. With a strong competitive video gaming community, record innovation investment and an established esports association, Alberta is ready to seize the billion-dollar opportunity.

The Alberta Esports Strategy was developed in collaboration by the Alberta Esports working group.

RIGHT TO WIN STRATEGY

Alberta’s community of fans, competitors and organizers brings the esports scene to life through volunteerism and passion. Collaboration with government, community and industry is required to level up and champion growth.

The Alberta Esports Strategy identifies four pillars to form the foundation of a robust esports ecosystem.

PLACES TO PLAY
Increasing infrastructure and tech capabilities of existing spaces will help Alberta compete for more events, gamers and fans for competitions big and small.

TALENT PRESENCE AND PIPELINE
With several post-secondary institutions offering esports credential programs, fostering more curriculum and programming will help attract, retain and develop talent for esports careers and beyond.

DID YOU KNOW?
Alberta is home to TOP-TIER arenas and stadiums with the technology to host large-scale esports events.

DID YOU KNOW?
Alberta has a rapidly developing INTERCOLLEGIALE esports structure.

DID YOU KNOW?
Alberta hosts weekly community tournaments with 100+ competitors.

DID YOU KNOW?
Alberta experienced record venture capital investment over the past several years.

STRENGTHEN GRASSROOTS COMMUNITY
Support for inclusive esports events, travel and tourism, will build momentum in the community and the province’s brand as a gaming destination.

PARTNERSHIPS
Monetary, talent and resource support is required to win in esports and Alberta has many potential partners in its growing number of tech firms, traditional sports partners and investors.

Esports engagement can also build momentum in other emerging industries and create further economic impact, including AR/VR, blockchain, cryptocurrency, the metaverse and more.

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DID YOU KNOW?
Alberta has dedicated streamer, content creation and Twitch communities including Twitch Calgary and Twitch Edmonton.

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GLOBAL OPPORTUNITY

The esports industry is booming as gaming becomes the top choice of entertainment for millennials and Gen Z.

$218B USD
Global video game industry value by 2024

8.4% GROWTH
Information and cultural industries in Canada from 2020 to 2022

$5.5B CAD
GDP contribution to Canada's economy by video game industry in 2021 (23% growth since 2019)

THE ALBERTA ADVANTAGE

$1.3B
Creative industries digital transformation spend by 2024

130+
Gaming studies, support services and institutions

52% WOMEN
in the gaming industry

120+
languages spoken

ESPORTS & GAME DEVELOPMENT ECOSYSTEM

Read the full Esports Strategy here.