

INTERACTIVE DIGITAL MEDIA

Low operating costs and accessible space, mixed with the right talent and an unmatched quality of life, is why Calgary is home to entrepreneurs focused on developing creative technology solutions across all industries.

LEADING THE WAY

It is projected that Calgary's creative industries sector will spend \$566 million CAD in digital transformation by 2024. This is driven by the adoption of transformative technologies like AR, VR, AI, machine learning and more.

Source: Calgary Economic Development and IDC Canada

Calgary is leading the way in:

DIGITAL MEDIA

E-LEARNING

GAMING

IMMERSIVE
TECHNOLOGY

GET MORE FOR LESS

Calgary is one of the most cost-competitive major cities in North America to operate in, with the lowest Class A downtown rental rates of major Canadian cities. Our corporate tax of 8 per cent, is the lowest in Canada and the 4th lowest globally. Tech talent is more affordable, and in turn, your employees enjoy a low cost of living in a city ranked in the top 5 most liveable cities in the world by The Economist Intelligence Unit from 2009-2019.

Source: CBRE Q4, 2020; Government of Alberta; The Economist Intelligence Unit, 2019

With Calgary businesses projected to spend \$7.5 billion CAD on digital transformation by 2024, and \$566 million of the total allocated to creative industries, Calgary's interactive digital media sector shows no signs of slowing down.

BE IN-DEMAND IN CALGARY

Calgary-based companies are expanding, being acquired and raising significant capital.

Our city's headquarter culture means that your digital advertising services or creative technology solutions are in demand.

Calgary is home to over 435 technology companies, including 65+ immersive technology and gaming companies and 100+ e-learning companies:

- Absorb Software
- AMD
- Critical Mass
- Getty Images
- Microsoft
- Robots & Pencils
- Unity
- VizworX

The cost advantages of doing business in Calgary, plus the access to skilled talent, mean you'll see the return on your investment in no time.



calgary
be part of the energy™



CALGARY'S TALENT PIPELINE

“**Calgary has access to a unique blend of talent that has allowed us to scale our business globally. The demographic mix of Calgary, the high quality of graduates and the drawing power of the city itself has given us world-class talent to serve our international client base.**

Chris Gokiart, President, Critical Mass Digital Design Agency

Calgary made its debut in 2020 on the CBRE's North American Tech Talent ranking, proving our ability to attract and grow tech talent. More than 5,500 full-time employees are supported by the digital media sector in Calgary (Nordicity, 2018). Post-secondary institutions are developing digital media programs to support the growth of top talent, and to help fill spaces in our growing tech and digital media ecosystem, with an increase of tech talent program completions of 300 per cent since 2018.

Source: Tech Training Program Survey, Calgary Economic Development, 2019.

ACCESS TO CAPITAL

76 per cent of funding raised by Calgary-based companies has been done through local sources. Government funding programs like the Innovation Employment Grant and Western Economic Diversification's Business Scale-Up and Productivity, plus investment from Alberta Innovates and Alberta Enterprise Corporation will help you gain access to necessary capital.

Source: Start Alberta, 2018 Alberta Tech Deal Flow Study.

EXPERTS IN ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

Alberta is a centre of excellence for AI and ML with one of the top global research institutes, Alberta Machine Intelligence Institute (AMII). You'll find a wealth of incubators, accelerators and associations to help your business take off.



Connect with us to learn how to grow your business in Calgary.
calgaryeconomicdevelopment.com

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