

2015

# ESSENTIAL FACTS ABOUT THE CANADIAN VIDEO GAME INDUSTRY



**ENTERTAINMENT  
SOFTWARE**  
ASSOCIATION OF CANADA



# CANADA'S VIDEO GAME INDUSTRY

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The information in Essential Facts 2015 contains original information from:

*Canada's Video Game Industry in 2015* prepared for ESAC by Nordicity. The report gathered quantitative and qualitative data from 123 video game companies in Canada for 2014.

*Understanding the Canadian Gamer 2014* prepared for ESAC by NPD Group Canada. The survey gathered data from 3,359 adults and 526 teens (13-17) between April 24 and May 19, 2014. The margin of error associated with the total sample is + or - 2, 19 times out of 20.




# CANADA'S VIDEO GAME INDUSTRY

## SIZE

 **472**  
ACTIVE STUDIOS  
IN CANADA

 **↑143**  
SINCE 2013

 **\$3.0**  
BILLION ANNUALLY ADDED  
BY THE INDUSTRY TO  
CANADA'S GDP EACH YEAR

 **↑31%**  
SINCE 2013

# CANADA'S VIDEO GAME INDUSTRY

## EMPLOYMENT

 **20,400** **DIRECTLY EMPLOYED**

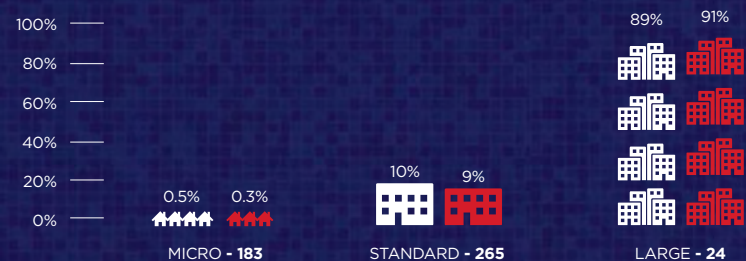
 **↑24%** **SINCE 2013**

 **36,500** **EMPLOYMENT (FTEs)  
GENERATED WITHIN THE  
CANADIAN ECONOMY**

 **\$71,300** **AVERAGE SALARY OF FULL  
TIME WORKERS**

 **31 YRS** **AVERAGE AGE OF EMPLOYEES**  
That's 10 years younger than the  
average Canadian worker.

## MOST OF THE EMPLOYMENT IS IN LARGE FIRMS

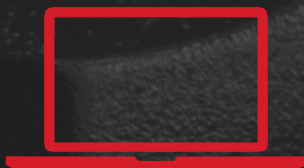


■ 2015 ■ 2013 # Of Companies

# CANADA'S VIDEO GAME INDUSTRY

## RECRUITMENT AND SKILLS

### SKILLS MOST LACKING IN THE CURRENT TALENT POOL:



Programming



Artist and  
animation



Data analysis



Game design



72%

**TOTAL NEW HIRES  
RECRUITED LOCALLY**



19%

**NEW HIRES FROM OTHER  
PARTS OF CANADA**



9%

**NEW HIRES RECRUITED  
FROM ABROAD**

13% 

Share of the current  
video game industry  
workforce hired  
as Temporary  
Foreign Workers

1/3 

go on to become  
permanent residents

### ANTICIPATED RECRUITMENT IN THE NEXT 12-24 MONTHS:

835



Individuals in technical  
jobs at intermediate and  
senior level

542



Employees for  
intermediate and senior  
creative positions

# CANADA'S VIDEO GAME INDUSTRY

## OUTPUT

### COMPANIES IN CANADA COMPLETED:

1,280 Projects in 2014

↑41% Increase from 2013

1,445 Product updates made across all platforms

### PERCENTAGE OF COMPANIES WORKING ON:

 60% Action & Adventure

 35% Puzzle

 34% Family-Oriented

 33% Strategy

 31% Role-Playing Games



PROJECTS FOR MOBILE DEVICES



\$500K AVERAGE BUDGET



190 DAYS



10 PEOPLE



PROJECTS FOR CONSOLES

84% overall industry project expenditure



\$17M AVERAGE BUDGET



485 DAYS



45-65 PEOPLE

## REVENUES



### CONSOLE

35% of revenues  
↓32% since 2013



### MOBILE

31% of revenues  
↑20% since 2013



### PC/MAC

25% of revenues  
↑3% since 2013

87%

Overall video game revenues come from:



59% Action & Adventure



14% Family-Oriented



14% Shooter games

90% Industry revenues from export sales



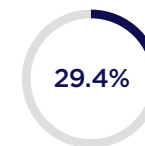
# CANADA'S VIDEO GAME INDUSTRY

## G E O G R A P H Y

### Q U E B E C



139 COMPANIES



29.4% of Companies:

- 🏠 57 Micro  
0.2% employment
- 🏢 68 Standard  
3.6% employment
- 🏢 14 Large  
96% employment

10,850 Full-Time  
Employees

🕒 53%  
all direct employment

📈 ↑ 19% Increase  
since 2013

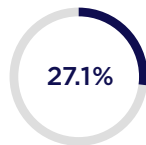
\$1.14 BILLION   
in annual expenditures

\$66,200/YEAR   
average salary for  
full-time employees

## BRITISH COLUMBIA



128 COMPANIES



27.1% of Companies:

- 🏠 43 Micro  
2.9% employment
- 🏢 81 Standard  
48% employment
- 🏢 4 Large  
49% employment

5,500 Full-Time Employees 🧑🧑🧑🧑🧑🧑🧑🧑🧑🧑

🕒 27% Overall  
Industry employment

📈 ↑6% Increase  
since 2013

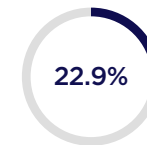
\$576 MILLION 🏠🏠🏠🏠🏠  
in annual expenditures

\$84,400/YEAR 🏠🏠🏠  
average salary for  
full-time employees

## ONTARIO



108 COMPANIES



22.9% of Companies:

- 🏠 41 Micro  
5.2% employment
- 🏢 64 Standard  
63% employment
- 🏢 3 Large  
32% employment

2,500 Full-Time Employees 🧑🧑🧑🧑🧑🧑🧑🧑

🕒 12% Overall  
Industry employment

📈 ↑26% Increase  
since 2013

\$265 MILLION 🏠🏠🏠🏠🏠  
in annual expenditures

📈 ↑50% Increase  
since 2013

\$70,100/YEAR 🏠🏠🏠  
average salary for  
full-time employees



# CANADA'S VIDEO GAME INDUSTRY

## DEMOGRAPHIC

 19 MILLION

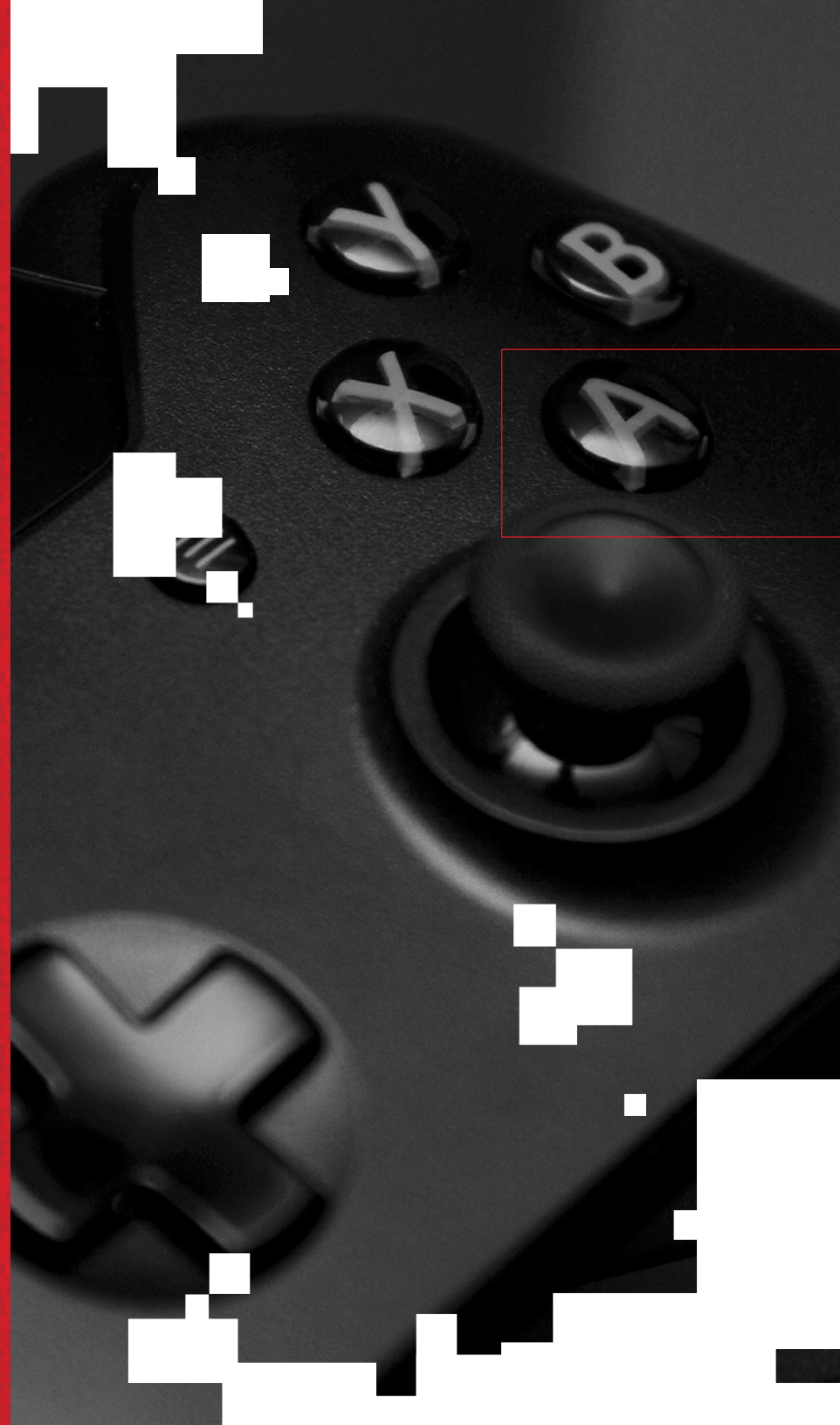
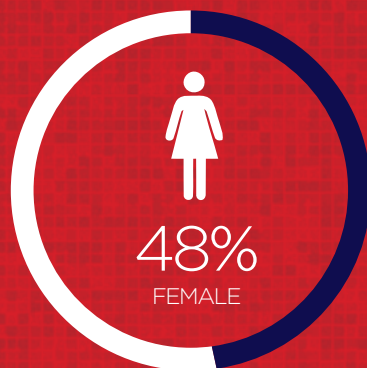
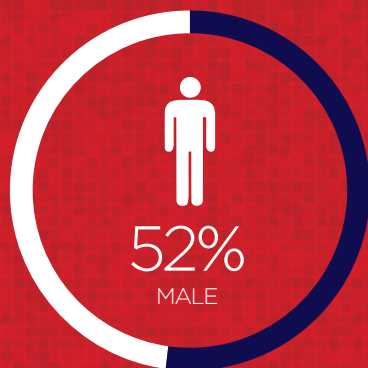
**CANADIANS ARE  
GAMERS**

 54%

**OF THE CANADIAN  
POPULATION**

 33 YRS

**AVERAGE AGE OF  
CANADIAN GAMER**





# ESRB RATINGS

## Rating Categories



## Content Descriptors



## Interactive Elements

Shares Info  
Shares Location  
Users Interact  
Digital Purchases  
Unrestricted Internet

The *Entertainment Software Rating Board (ESRB)* is the non-profit, self regulatory body that assigns ratings for video games and apps so consumers, especially parents, can make informed choices about the ones they deem suitable for their children and family.

### ESRB ratings have three parts:

*Rating Categories* suggest age appropriateness

*Content Descriptors* indicate content that may have triggered a particular rating and/or may be of interest or concern

*Interactive Elements* inform about interactive aspects of a product, including the users' ability to interact, the sharing of users' location with others, if personal information may be shared with third parties, if in-app purchases of digital goods are completed, and/or if unrestricted internet access is provided.

# 93%

**CANADIAN ADULT GAMERS AGREE THAT THE ESRB RATING SYSTEM IS VERY USEFUL TO HELP PARENTS BUY & RENT AGE-APPROPRIATE GAMES FOR THEIR CHILDREN**

# IARC



Administered by many of the world's game rating authorities, the *International Age Rating Coalition (IARC)* provides a globally streamlined age classification process for digitally delivered games and mobile apps, helping to ensure the consistent cross-platform accessibility of established, trusted age ratings by today's digital consumers. The initial five rating authority participants, which collectively represent regions serving approximately 1.5 billion people, include:

- *Classificação Indicativa (ClassInd)* Brazil
- *Classification Board* Australia
- *Entertainment Software Rating Board (ESRB)* North America
- *Pan European Game Information (PEGI)* Europe
- *Unterhaltungssoftware Selbstkontrolle (USK)* Germany

IARC expects to add more rating authorities in the future and assigns generic IARC ratings in territories without a participating rating authority.

This represents the first time international ratings organizations have joined forces to agree on a unified process enabling developers to simultaneously obtain appropriate age ratings from various territories throughout the world while preserving their nuanced local standards. Each participating rating authority monitors to ensure accurate ratings and the system enables the prompt correction of ratings when necessary.

# ESAC



## About ESAC

The Entertainment Software Association of Canada (ESAC) is the voice of the Canadian video game industry. It works on behalf of its members to ensure the legal and regulatory environment is favourable for the long-term development of Canada's video game industry.

# ESAC MEMBERS





THEESA.CA