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Nova Scotia Business Inc.

Digital Media

Changing the game

In recent years, the number of registered businesses operating in the video game industry in Nova Scotia has grown by 78%.

Studios in Nova Scotia are growing thanks to a skilled talent pool generated by a young and educated workforce. In fact, the fastest growing demographic in Halifax is between the ages of 25-39, and 70% of the population in the city has post-secondary education, compared with a national average of 61%.

Additionally, our 10 universities and 14+ college campuses coordinate closely with industry to build a strong foundation for the workforce of the future. We are the #1 province in Canada for concentration per capita of university enrollments in tech, which reflects our booming tech ecosystem.

A key reason studios from around the world chose Nova Scotia, is an affordable ocean lifestyle. This is evident from our growing immigration numbers, which are outpacing the Canadian average. The Atlantic Immigration Program allows employers to further leverage Canada's well-known immigration-friendly approach and attract top talent from all around the world.

About the sector

Cost competitiveness, an abundance of talent, and a blossoming creative community have built a booming industry, with globally recognized digital media in diverse fields such as:

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

The Interactive Society of Nova Scotia and Digital Nova Scotia play major roles in the growth of the industry, which employs people in more than 30 interactive media firms.

Our strategic location between Europe and North America's West Coast offers connectivity advantages. It 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. We also have the fastest internet speeds in Canada.

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

Incentives

We offer one of the most competitive business climates. In fact, according to fDi Benchmark, a service from the Financial Times Limited, Halifax ranks in the top 10 North American cities, 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 projects.

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 projects.

We also offer:

- **Research and Development Tax Credits:** Up to 50% of qualified Scientific Research & Experimental Development expenditures made in Nova Scotia are eligible as a tax credit.
- **Export Programs:** Suite of funding programs to assist companies throughout the export process.
- **Payroll Rebate:** A percentage return on a company's eligible gross payroll.

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