

New Forms Festival 2004

Canadian Content in Video Games

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Introduction

Video Games in 2003:
\$746 CAD million

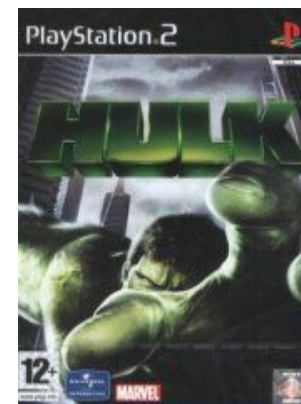
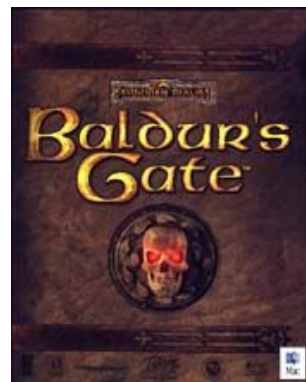
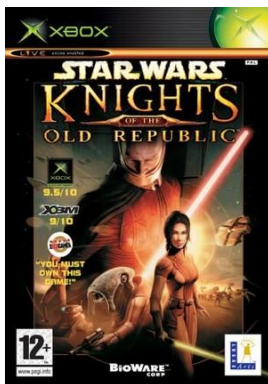
EA Canada's 900 person studio in Burnaby:



Canadian Companies



Canadian Titles








Canadian Video Game Developers

<i>Company</i>	EA Canada	BioWare	Ubisoft Montréal	Radical Entertainment
<i>Location</i>	Burnaby & Vancouver, BC	Edmonton, AB	Montréal, PQ	Vancouver, BC
<i>Employees</i>	900 + 170	180	600	200
<i>Games</i>	<i>NBA Live Def Jam Wrestling Need for Speed FIFA Soccer & UEFA Euro SSX 3 & Tricky MVP Baseball Sled Storm</i>	<i>Star Wars: Knights of the Old Republic Jade Empire Neverwinter Knights Baldur's Gate</i>	<i>Myst IV Prince of Persia 1 & 2 Tom Clancy's Splinter Cell & Rainbow Six 3 Batman Tarzan</i>	<i>Simpson's Road Rage & Simpson's Hit and Run Dark Summit Powerplay Hulk</i>

Table 1: Survey of Canadian Video Game Developers

Hockey Games

Hockey Games on GameRankings.com

Title	Plat	Company	Reviews	Avg. Vote	Overall Score	Main Score
 1. NHL 99	PC	Electronic Arts	23	7.5	89.7%	89.9%
 2. NHL 2K3	XBOX	Sega	26	8.2	86.5%	88.9%
 3. NHL 2002	PS2	Electronic Arts	46	8.4	88.5%	88.6%
 4. NHL 2001	PC	EA Sports	40	7.7	88.2%	88.3%
 5. ESPN NHL 2K5	XBOX	Sega	21	8.2	87.3%	87.2%

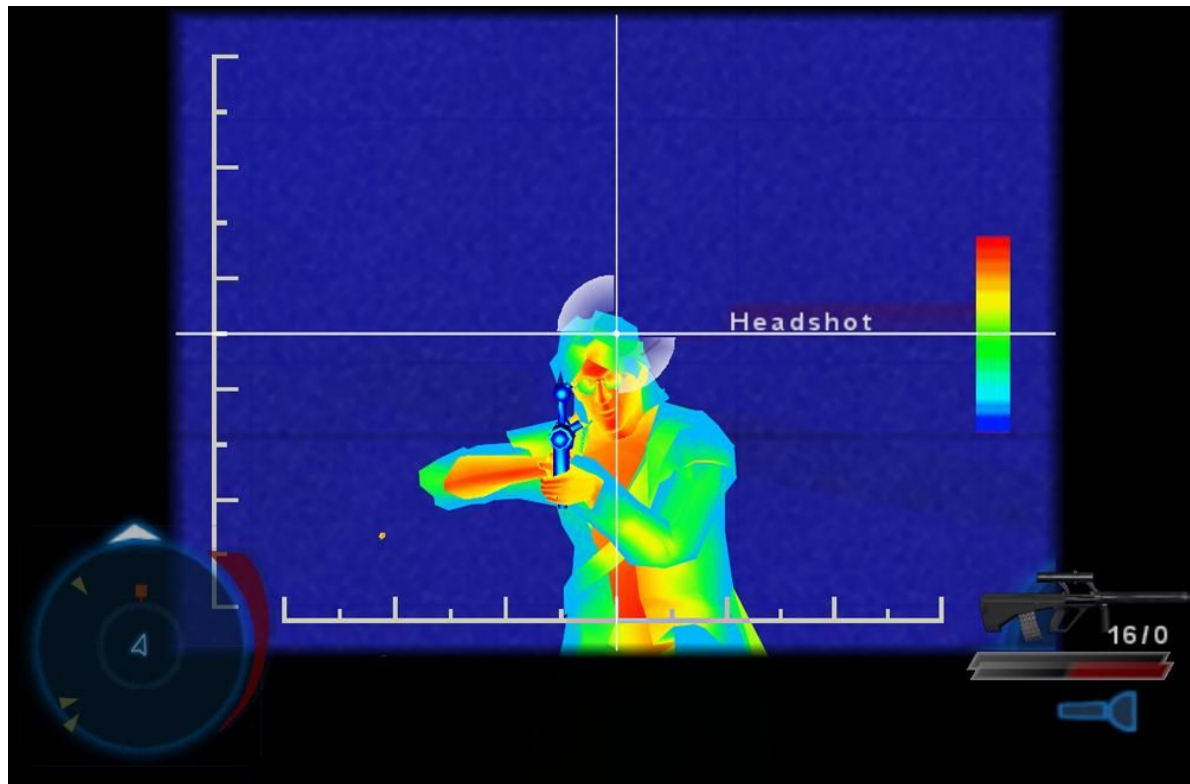
"Great White North"

EA Canada's SSX 3:



French-Canadian Video Game Culture

Sony's *Syphon Filter: The Omega Strain*:



Government Regulation

From www.LeadingEdge.ca:

TAX

Q. Are there any tax rebates, credits or cash refunds for R&D costs?

A. Canada offers extremely attractive research and development tax credits




































For example, the Scientific Research and Experimental Development (SR&ED) program:

- ▶ **35 cents on every \$1** spent on qualifying expenditures, to a maximum of \$2 million
- ▶ do not even need income to qualify for the SR&ED program because **it is a cheque not a tax deduction!**

Canada at World Cyber Games

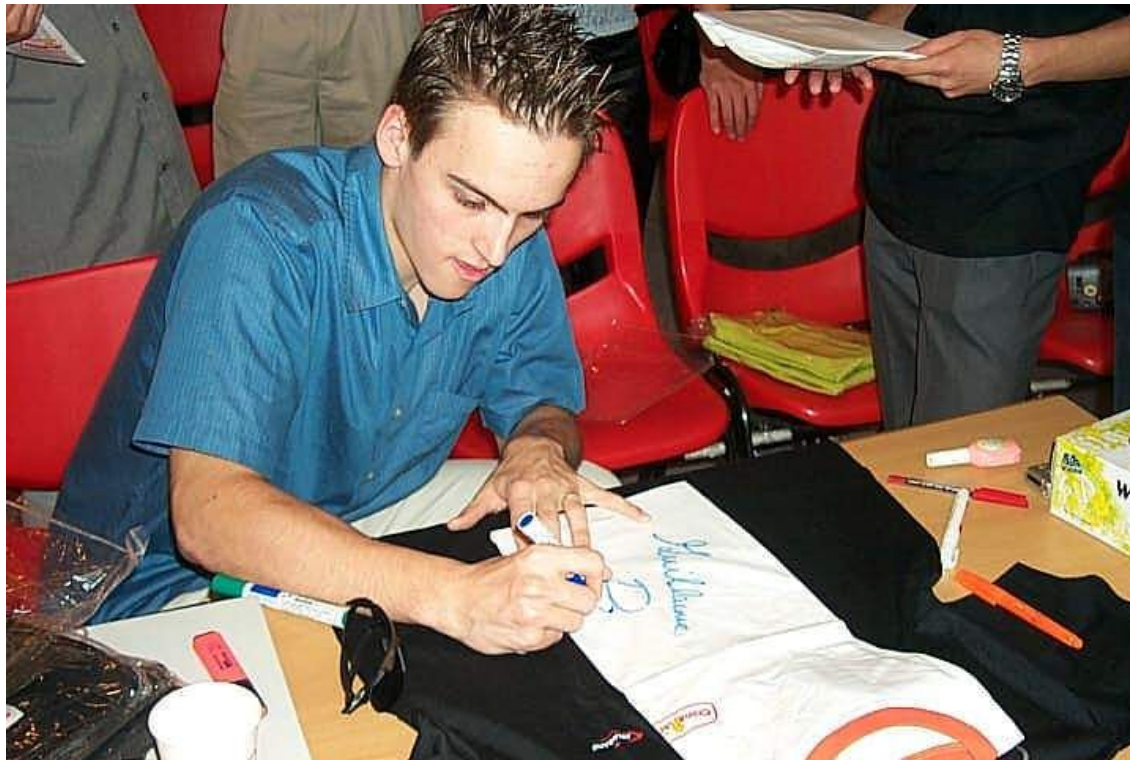
WCG 2004 Grand Final Medals

 Gold
  Silver
  Bronze

Rank by Gold	Nations	Counter-Strike	FIFA 2004	Need For Speed	Starcraft	UT2004	Warcraft 3	Halo	Project Gotham Racing2
1	 Netherlands								 
2	 Korea (South)				 				
3	 USA							 	
4	 Germany								
5	 Brazil								
6	 Austria								
6	 Canada								
6	 Denmark								
9	 Bulgaria								
9	 France								
9	 Ukraine								

Competitive Canadians

Canada's Guillaume Patry:



Conclusion

From LeadingEdge.ca:

When I hear entertainment executives discuss the need for "Canadian content," I smile and think about EA's FIFA Soccer franchise. The FIFA Soccer game series -- produced right here in BC -- has generated more than CAN\$1.6 billion worldwide. In the growing cultural and economic phenomenon of videogames, Canadian content rules the world.

Don Mattrick, President
Worldwide Studios

Links

BioWare Corporation:

www.BioWare.com

Electronic Arts Canada:

www.EACanada.com

Radical Entertainment:

www.Radical.ca

Ubisoft Canada:

www.Ubisoft.ca

Video Game Ranking Service:

www.GameRankings.com

Academy of Interactive Arts and Sciences:

www.Interactive.org

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