

New Support for Ontario's Growing Interactive Digital Media Sector

Province Investing in Local Companies to Boost Innovation and Create Jobs

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Ontario is investing in its growing Interactive Digital Media sector with new support for [97 companies](#) to help build a vibrant digital media industry, create jobs and grow the economy.

Reza Moridi, Minister of Research, Innovation and Science announced the 2016-17 recipients of the [Interactive Digital Media Fund](#) today on behalf of Eleanor McMahon, Minister of Tourism, Culture and Sport at Gamma Space in Toronto. Gamma Space is a collaborative hub and co-working space for web and game developers. Both Vertex Pop and Laundry Bear Studios, which work out of Gamma Space, are fund recipients.

Ontario's support helps companies develop innovative projects including video games, mobile apps and interactive digital magazines. The support also helps companies to see projects through from concept to production, including publishing and marketing activities.

Ontario success stories include, *Breezin' Thru Composing*, an online program that gives students the thrill of creating their own music, and is a winner of "Best Tools for Schools", and LongStory, an episodic teen adventure game about solving mysteries, managing relationships, and navigating the social scene at school from Bloom Digital, recipient of an International Mobile Gaming Award.

Supporting a strong interactive digital media industry is part our plan to create jobs, grow our economy and help people in their everyday lives.

QUOTES

" Our government's support for Ontario's digital media sector helps our businesses create commercially successful projects that are enjoyed worldwide. It is a rapidly growing sector and emerging as a hub of creativity and innovation, contributing to Ontario's economic prosperity."

- Eleanor McMahon

Minister of Tourism, Culture and Sport

" Our government is delighted to partner with these companies to build a vibrant interactive digital media sector. Interactive digital media is all about innovation and creativity, where technical and artistic excellence join together to create amazing products. It supports thousands

of new jobs every year and is a key sector of today's creative economy, which is expected to become even more important to Ontario's prosperity."

- Reza Moridi

Minister of Research, Innovation and Science

" Ontario's investment through the IDM Fund is resulting in cutting-edge, creative, and inspiring interactive projects. OMDC's support is integral to the success of Ontario's interactive digital media companies and the growth of the sector. The IDM Fund enables Ontario's content creators, builds companies, and drives expanded business opportunities in our province."

- Karen Thorne-Stone

President and CEO, Ontario Media Development Corporation

" The funding we received from the Ontario Media Development Corporation IDM Fund has allowed us to focus on Laundry Bear Game projects — something we previously could not financially do, often relying on contract work to subsidize our game projects. This funding has allowed us to start hiring a team, grow our projects, and release them on a larger scale than we ever would have individually."

- Gabby DaRienzo

Laundry Bear Games

" The IDM Fund has allowed Vertex Pop to hire incredibly talented creative professionals, create videogames with world-class production values and gameplay, and build a sustainable business."

- Mobeen Fikree

Vertex Pop

QUICK FACTS

- Starting in 2016/17 the province increased funding for the Interactive Digital Media Fund to \$10 million annually, an increase of \$4 million from previous years.
- The fund is administered by the Ontario Media Development Corporation on behalf of the Ministry of Tourism, Culture and Sport.
- Interactive digital media production contributes over \$1.1 billion in revenue annually to Ontario and supports 17,000 jobs.
- Ontario IDM companies anticipate overall growth of 61% in the next 12 months.
- The Interactive Digital Media Fund was launched in 2005, and since then has supported over 400 projects with total funding of over \$35 million.

LEARN MORE

- [2016-17 Interactive Digital Media Fund recipients](#)
- [Apply for 2017-18 Interactive Digital Media Fund](#)

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