



# ICT and Digital Media Sector Strategy

City of Hamilton

Presented by: Lauren Millier, EVP

Date: February 17, 2021



### Context

- ICT and Digital Media Sector FDI Strategy is a sector profile that describes the current state and value proposition for the city
- The Strategy development process started in October 2019 and included research and analysis, a comprehensive consultation process with businesses and industry partners
- The sector saw a higher rate of growth compared to all other industry sectors driven primarily by professional and technical services and the information and cultural services
- Digital media is an important aspect of these industries in the production and delivery of content including motion pictures, videos, television programs or commercials



### Context

- Central to the growth of the sector are the Hamilton Business Centre and local incubators, accelerators and innovation support
  - The Forge, McMaster Innovation Park, ideaWORKS, mHealth & eHealth Development and Innovation Centre (MEDIC), Surge, Hamilton Health Sciences (HHS) and the CREATE (CentRE for dAta science and digiTal hEalth) along with major post-secondary institutions
- New investments by the City, including the creation of a “Technology and Medical Innovation Centre” and the McMaster Innovation Park’s (MIP) Master Plan, provide for continued growth of the sector



# Strategy Development

- A review of existing strategies and initiatives of relevance to ICT and Digital Media sector development
- A statistical analysis of the performance of ICT and Digital Media sector – businesses and occupations
- An assessment of the economic impact associated with Hamilton's ICT and Digital Media sector
- A benchmark exercise comparing Hamilton's ICT and Digital Media sector against ten comparator communities
- A telephone survey of 80 local ICT and Digital Media businesses
- Targeted one – on – one interview with ICT & Digital Media businesses and economic development partners
- A stakeholder workshop with ICT & Digital Media businesses and economic development partners
- A Key Findings Report and FDI Sector Strategy



### Key Indicators

- 4% of all industries in the city can be classified as ICT & Digital Media
- Sector experienced a 22% rate of growth between 2016-2019
- 60% of all industries are in professional, scientific and technical services
- 68% of all businesses are small businesses or entrepreneurs
- Top occupations
  - Information systems, computer programmers and interactive media developers, graphic designers and illustrators, software engineers and designers, and computer and information systems managers

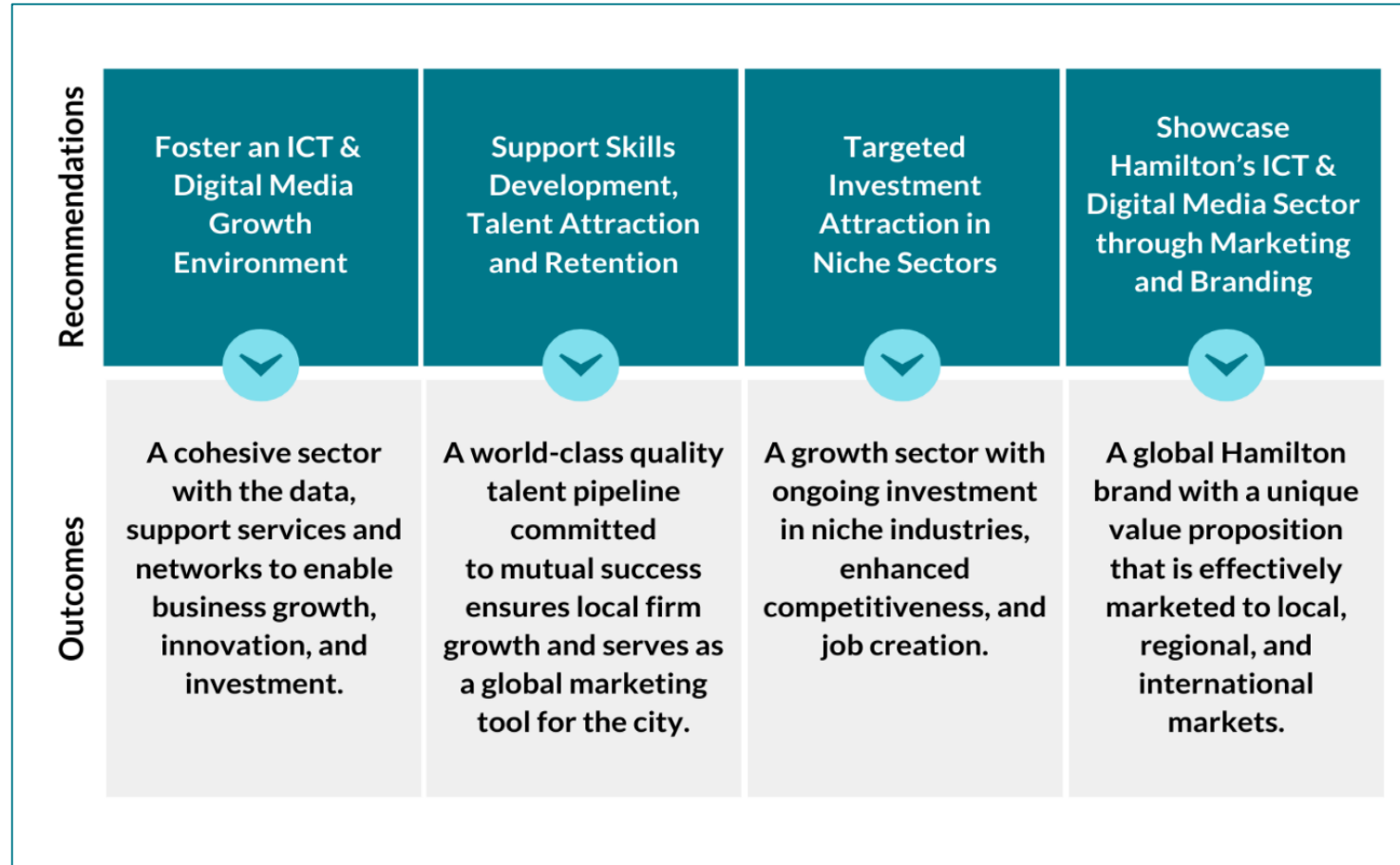


### Economic Impact

- The city's ICT & Digital Media sector makes a strong and growing contribution to the local economy
- Prior to the start of the pandemic, the sector's output (sales) was expected to reach \$1.623 billion in 2020
  - The sector will pay workers \$470 million in wages and salaries; and
  - The sector will employ just over 6,000 people
- The sector generates further economic impact through its purchases of goods and services from other industries



## Framework for Recommendations





### Key Opportunities

- Niche opportunities exist for the City, including Interactive Digital Media (IDM) and Health based Technologies:
  - Games developers and publishers, eLearning software developers, VR/AR/MR developers, VR arcades, mobile app developers, digital advertising firms, interactive site web developers and software developers
  - Digital health including system integration, interoperability to prototype novel technologies and educating the next generation of digital health entrepreneurs
- Potential FDI targets include a select number of Californian companies looking to expand across North America, Europe, and the Asia Pacific



### Key Opportunities

- Potential FDI targets include ICT companies in California looking to expand across North America, Europe, and the Asia Pacific
  - Cloud solutions, gaming, autonomous vehicles, AI HQ, data science/analytics and video conferencing
  - EdTech is an important sector given the surge in remote learning in education.
  - Gaming is also a strong fit, especially leading Game developers with a growing global footprint
  - Sports analytics and motion capture (AR/VR and AI) represent longer term considerations
- Recommendations shift Hamilton from a traditional “planner-provider-deliverer” model to an increasingly collaborative “enabler-convener-catalyst-broker” model.
- The collaboration includes those between and within municipal departments, community partners, business organizations and industries.

# Thank-you

Q+A