



**FOR IMMEDIATE RELEASE**

[May 3, 2022]

## **Announcing a Benchmarking Study on Ontario's Creative Technology Labour Market**

(May 3, 2022 – Toronto, Ontario) – Interactive Ontario is excited to announce it will conduct a Benchmarking Study on Ontario's Creative Technology Labour Market, in collaboration with its partners, the City of Toronto and the Information and Communications Technology Council (ICTC). This comprehensive study is made possible with the support of the Ministry of Labour, Training and Skills Development's Skills Development Fund (SDF).

Creative technology is a growing sector in Ontario, and plays a key role in the province's economy. Unprecedented in the province, this study will examine job development potential, demand for talent, and educational opportunities. It will also provide a snapshot of current labour needs across video games (incl. Esports), immersive entertainment (incl. AR/VR, experiential), and companies exploring emerging technologies as they pertain to entertainment. This collected data will be used as a benchmark to help understand and develop this sector now, and into the future.

*"Techno-creative talent is the core asset of the fast-growing video game and interactive digital media sector. Demand for skilled professionals is soaring as Ontario studios compete worldwide,"* said Lucie Lalumière, President & CEO of Interactive Ontario. *"This study will draw insights from all stakeholders and set the stage for accelerating the development of techno-creative talent in Ontario."*

*"The future of work is here and we need to ensure businesses in Ontario have the information and talent they need to succeed in the 21st century,"* said Monte McNaughton, Minister of Labour, Training and Skills Development. *"This study will provide invaluable information and help achieve our goal of cementing Ontario as a leader in creative technologies such as augmented and virtual reality for years to come."*

*“I’m so pleased that Interactive Ontario, in partnership with the City of Toronto and the Information and Communications Technology Council, received this grant that will allow them to develop a labour study to get a better understanding of the state of Toronto and Ontario’s creative technology sector. This is a much-needed opportunity to expand the data we have for the industry to help with future planning. The industry has remained strong during the pandemic and will provide long-term job opportunities in the city and province and I look forward to better understanding how we can make it work.”* said Toronto Mayor John Tory.

*“We are delighted to partner with Interactive Ontario and the City of Toronto to project the talent and skills needs in this flourishing sector in Ontario. Digital technologies are rapidly transforming the creative industries while unleashing new value chains. At the heart of this transformation is the creative tech talent base that drives industry innovations, competitiveness, and economic growth”* said Namir Anani, ICTC President & CEO

Over 100 employers will be surveyed for this study. In addition, interviews will be conducted with employers and post-secondary institutions. The Benchmarking Study on Ontario's Creative Technology Labour Market is planned for release in December 2022.

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### **About Interactive Ontario**

Interactive Ontario (IO) is the trade association representing the video game and interactive digital media (IDM) sector in Ontario. IO’s members produce, commercialize and export interactive digital entertainment and edutainment such as video games, extended reality applications (VR, AR, MR) and eLearning content. IO’s mission is to inspire, unite and enable Ontario’s IDM industry to achieve long-term growth and prosperity. Through advocacy, connections, insights, resources, programs, and building meaningful partnerships with the industry and its stakeholders, IO is dedicated to positioning Ontario as a leader on the world stage.

For More Information: [IO Website](#), [The Lodgege](#), [IO Twitter](#), [The Lodgege Twitter](#), [LinkedIn](#)

### **About the City of Toronto**

Toronto is home to more than 2.9 million people whose diversity and experiences make this great city Canada’s leading economic engine and one of the world’s most diverse and livable cities. As the fourth largest city in North America, Toronto is a global leader in technology, finance, film, music, culture, and innovation, and consistently places at the top of international rankings due to investments championed by its government, residents and businesses.

For More Information: [City of Toronto Website](#), [City of Toronto Twitter](#), [City of Toronto Instagram](#), [City of Toronto Facebook](#).

## About ICTC

The Information and Communications Technology Council (ICTC) is a not-for-profit, national centre of expertise for strengthening Canada's digital advantage in a global economy. Through trusted research, practical policy advice, and creative capacity-building programs, ICTC fosters globally competitive Canadian industries enabled by innovative and diverse digital talent. In partnership with an expansive network of industry leaders, academic partners, and policy makers from across Canada, ICTC has empowered a robust and inclusive digital economy for over 30 years.

For More Information: [ICTC Website](#), [ICTC Twitter](#), [ICTC LinkedIn](#)

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