

2023/24

Impact Report



The Creative Sector in British Columbia



Book
Publishing



Interactive
Digital Media



Magazine
Publishing



Motion
Picture



Music +
Sound Recording

We embrace our crucial role as an economic development organization to prioritize, empower, and celebrate the creative sector's First Nations, Inuit, and Métis storytellers.

On behalf of the province's creative industries, Creative BC gratefully acknowledges the 200,000 Indigenous people living in British Columbia, including First Nations, Inuit, and Métis. The sector works across unceded homelands of 34 First Nations language and cultural groups with close to 60 dialects, representing over 200 distinct First Nations in B.C.

Contents

5

B.C.'s Creative Sector
Our annual profile featuring highlights, insights, and an outlook for each of B.C.'s creative industries.

6

CIERA™ 2023
The Creative Industries Economic Results Assessment Measurements for Total GDP, Total Jobs, and Direct Output.

22

Our Sector Investments
Recipient results from 24 programs that supported domestic IP creation and B.C.'s creative ecosystem across all five industries.

31

Our Motion Picture Tax Credit Administration
See reports on incentives that drive the success of B.C.'s motion picture industry.

32

Our BC Film Commission Services
Sustaining and growing film in B.C. with industry, community, and production services.

36

Strategy
Tying our activities back to Creative BC's strategic pillars by measuring organizational inputs and the creative sector's outputs.



THE CHEF AND THE DARUMA Wallop Film, Image by Kaayla Whachell



Automata Streetcar R. Lewis



Prabh Singh 5X Festival

Leadership

Governance + Partnerships

Leadership.
Collaboration.
Investment.

2023/24

Board of Directors

CHAIR

Jesse Finkelstein

VICE CHAIR + SECRETARY-TREASURER

Louise Clark

MEMBERS

Rob Bromley

Jeevyn Dhaliwal, K.C.

Michelle Grady

Shirley Lew

Matt O'Grady

Kesi Smyth

Jamie Sterritt

Bill Tam

Kate Wattie

For the current and most up to date
Board of Directors, visit the Creative BC website

creativebc.com/staff-and-board

Thank you to our core funders

Ministry of Tourism, Arts, Culture and Sport



Investors

Thank you for your partnership in 2023/24

Funding Programs: Rogers Group of Funds, BC Arts Council, Canadian Media Producers Association-BC Producers Branch (CMPA-BC), City of Vancouver, Province of British Columbia.

Creative Pathways™ Initiative: Warner Bros. Discovery Access Canada, Ministry of Post-Secondary Education and Future Skills, Motion Picture Production Industry Association (Screen BC), Association of Canadian Film Craftspeople Local 2020 Unifor (ACFC West), Black Screen Office, Canadian Media Producers Association-BC Producers Branch (CMPA-BC), Directors Guild of Canada, B.C. District Council (DGC BC), Elevate Inclusion Strategies, International Cinematographer's Guild (ICG 669), International Alliance of Theatrical Stage Employees, Moving Picture Technicians, Artists and Allied Crafts of the United States, Its Territories and Canada (IATSE 891), Indigenous Screen Office, Martini Film Studios, Motion Picture Association Canada (MPA Canada), Teamsters Local 155, Union of British Columbia Performers (UBCP/ACTRA), Vancouver Asian Film Festival, and Vancouver Post Alliance.

Reel Green™ Initiative: Amazon Studios Canada, ACFC West, Bridge Studios, CMPA-BC, DGC BC, Eagle Creek Studios, Earth Angel, Entertainment Partners Canada (EP Canada), ICG 669, International Alliance of Theatrical Stage Employees, IATSE 891, Martini Film Studios, MBS Equipment Company (MBSE), MPA Canada, NBC Universal, Netflix, North Shore Studios, Sony Pictures Entertainment, Sunbelt Rentals, Teamsters Local 155, Thunderbird, UBCP/ACTRA, Vancouver Film Studios, William F. White International Inc.



The Creative Industries We Serve

The intersection of technology, equity, and the environment is at the forefront of our future outlook, shaping the trajectory of the creative landscape as it advocates for new opportunities and strives for sustainability.

These industries are defined as those generating original storytelling content for mass production, global distribution and consumption: motion picture, interactive digital media, music and sound recording, and magazine and book publishing.



CAN I GET A WITNESS? Directed by Ann Marie Fleming



Dear Rouge "Garbage" Music Video Directed by Zachary Vague

CIERA™ 2023

Creative Industries Economic Results Assessment Impacts

CIERA™ is Creative BC's proprietary tool that uses Statistics Canada data to produce annual economic impact estimates, by calendar year, for the province's creative sector, comprising five storytelling industries. These industries produce original creative content for commercial sale, mass production, and global distribution. Access CIERA™ detailed methodology, comprehensive annual tables, and related information online.

Total
B.C. GDP

\$5.6B

121,612

People Working

Including Freelancers

69,174

Jobs

When traditionally measured by
Statistics Canada

4.8%

Compound
Annual Growth

CAGR outpacing B.C.'s overall
economy, which grew at 1.06%
during the same period, 2012-2022.

\$6.4B

Direct Output

Including labour, profit, supply
and service spending.

Bringing public datasets into our story

creativebc.com/ciera

Based on Statistics Canada 2022*Statistics Canada
adjustments to base data annually mean published figures for
any fiscal year may change retroactively.



Regional Value: Creative Industries Across B.C.'s Regions

CIERA™ 2023

12%

of the creative sector
Direct GDP flows beyond the
Lower Mainland Southwest

\$376M

12%

of the creative sector
Direct Output flows beyond the
Lower Mainland Southwest

\$872M

Proportion of Regional GDP
by Industry

- Books 26%**
- IDM (Video Games) 5%**
- Magazines 23%**
- Motion Picture 12%**
- Music 28%**
- Multi-Creative 17%**

GDP includes profit and labour spending, Output includes profit, labour spending PLUS spending on supplies and services.

Regional Film Commission Activity

Regional Film Commissions play a vital role in supporting local production, promoting regional locations, and connecting industry with community expertise across B.C. Production count surged in the regions after COVID and showed resilience during the strikes.

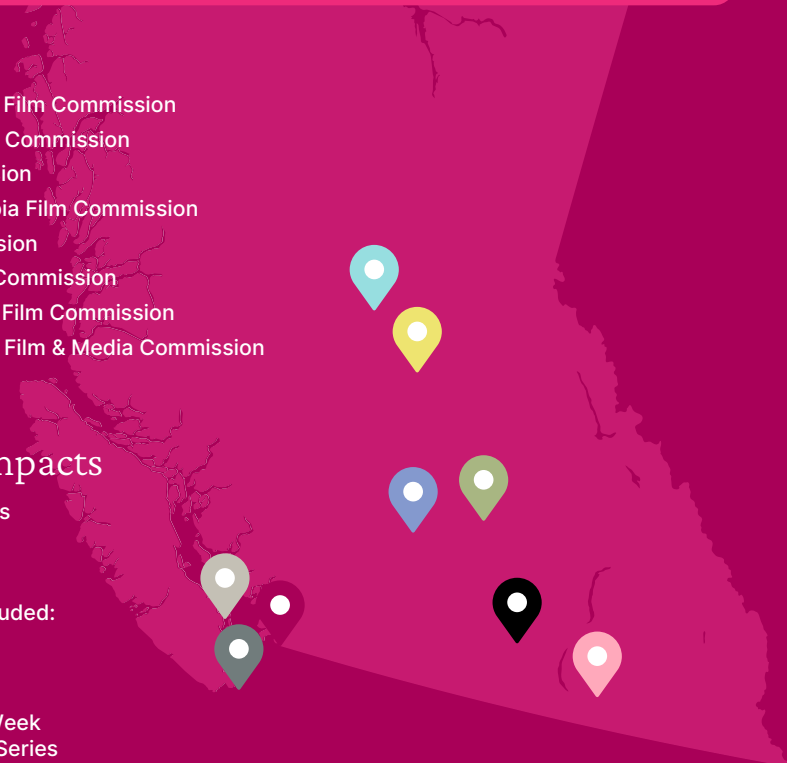
42%

Count of tax credit qualifying productions filming regionally surged between 2019 and 2023 with 38% of productions filming some portion of their project regionally







- Cariboo Chilcotin Coast Film Commission
- Columbia Shuswap Film Commission
- Kootenay Film Commission
- Northern British Columbia Film Commission
- Okanagan Film Commission
- Thompson-Nicola Film Commission
- Vancouver Island North Film Commission
- Vancouver Island South Film & Media Commission

Activities and Impacts

- 300+ location packages
- 425+ inquiries
- 1200+ new locations
- Production activity included:
 - 17 Commercials
 - 20 Documentaries
 - 13 Feature Films
 - 13 Movies of the Week
 - 20 Unscripted TV Series
 - 6 Scripted TV Series



Creative Industries Economic Results Assessment Impacts

By Industry	Total Jobs FTEs*	Est. People incl. Freelancers	Total GDP	Direct Output
 Book Publishing	579	808	\$51M	\$57M
 Interactive Digital Media**	21,437	N/A	\$1.9B	\$1.9B
 Magazine Publishing	1,655	N/A	\$117M	\$132M
 Motion Picture	26,154	70,774	\$2B	\$2.6B
 Music + Sound Recording	5,919	13,235	\$516M	\$516M
 Multi-Creative Industry Services	13,438	N/A	\$1.1B	\$1.2B
Sector Total	69,174	121,612	\$5.6B	\$6.4B

*These estimates are made by Creative BC in-house based on dependable industry reports that have researched actual headcount based on people working vs. the Full Time Equivalent jobs based on hours worked methodology used by Statistics Canada. In cases marked N/A CIERA™ Total Job figures are higher than any industry's independent research figures.

**Interactive Digital Media, from a creative content perspective, is difficult to separate from other types of software development in Statistics Canada datasets. Therefore our figures represent ONLY the videogame industry. This is a known limitation at Statistics Canada.

Fine Print: Data "lags" from Statistics Canada, meaning that 2023 actual figures are published by them in late summer of 2024. These "actuals" are the basis for our annual data tables PLUS one year of statisticians' best estimates at the provincial level to bridge the gap. (Note: We do not make estimates at the regional or municipal levels because there are too many local variables and the cost of each jurisdiction's analysis is prohibitive.) As an example of the actuals and estimates and how they work together, any year's tables are technically an estimate - so 2022 data is actually 2023'e' data - with 'e' as a signifier that 2023 numbers are estimates and the 10 years previous including 2023 are based on Statistics Canada actuals. Our CIERA™ 2023 (2023e) figures are delivered by Deetken Insight to Creative BC in September, analyzed and quality assured in collaboration through October, and made public online in November.

B.C.'s Creative Sector

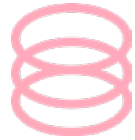
B.C.'s Creative Ecosystem



39+
Post Production Studios

11

Virtual Production Services

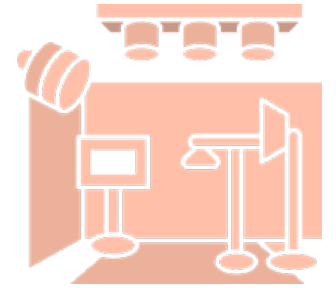


50+
Visual Effects Studios

Nearly
300
Magazines



2M ft²
Stage Space



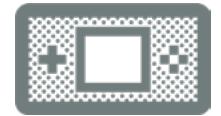
50+
Animation Studios



150+
Music Festivals

8

Regional Film Commissions



175+
Video Game Studios



130+
Music Venues +
Rehearsal Spaces

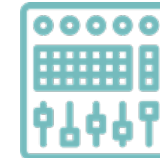


116+
Record Labels



100+
Bookstores

100+
Recording Studios



36+
Virtual Reality/Augmented Reality Studios

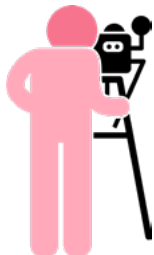


48
Independent Book Publishers

7

Creative Industry Associations

27
Studios with 121 stages



150+
Domestic Producers



Discover B.C.'s creative sector industry contacts on Creative BC's Knowledge Hub knowledgehub.creativebc.com



Book Publishing

In 2023/24, British Columbia's book publishing industry continued to navigate a complex landscape shaped by ongoing economic pressures, digital disruption, and shifting consumer behaviour. Independent publishers faced persistent challenges in a market increasingly consolidated by multinational corporations and major online retailers, making visibility and viability more difficult for smaller players. Compounded by continued supply chain issues, rising production costs, and distribution barriers, publishers were pressed to find innovative pathways toward sustainability.

Beyond the \$200,000 flow-through allocated in 2023/24 to Books BC in support of operational stability for book publishers, strategic groundwork was laid to explore the longer-term development of the industry. Planning efforts between Creative BC and industry associations led to the initiation of a funded research project in fiscal year 2024/25. The project is designed to leverage the CIERA™ framework for custom industry analysis. Deetken Insight was contracted as the research partner to deliver this work, to combine formal indicator analysis with additional primary and secondary research with the intention to provide a template for evidence-based development strategies that may be replicated across other creative industries.

B.C.'s book publishing industry, like others globally, continues to adapt to digital disruption. E-books and online consumption have expanded access, but reduced revenue from traditional print formats, which typically offer higher margins. Audiobooks remain a

potential growth area, though they require significant upfront investment and capacity building from publishers.

Independent publishers face mounting pressure from market saturation, limited visibility, and challenges with distribution in a landscape dominated by large online retailers and multinational publishers. Financial constraints limit their ability to invest in authors, marketing, and editorial development, all of which are essential to long-term sustainability.

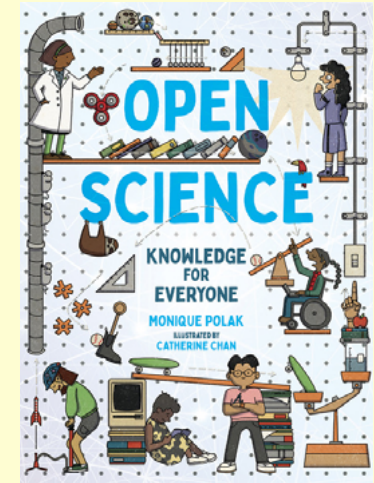
Emerging technologies, especially artificial intelligence, present new risks around intellectual property, piracy, and originality. These issues are particularly acute for smaller publishers, who often lack the resources to adopt protective tools or navigate evolving policy landscapes. Cultural and linguistic diversity in B.C. also requires publishers to be more inclusive in their publishing approaches, balancing representation with economic feasibility.

Environmental sustainability is gaining focus, with publishers exploring local printing and eco-conscious materials, even as these choices carry higher costs. A resurgence of independent bookstores and community-driven retail experiences is helping reconnect readers with local voices. Continued public investment and industry research is critical to building a more inclusive and sustainable future for publishing in B.C.

Thank you for your partnership and collaboration



A Complex Coast: A Kayak Journey from Vancouver Island to Alaska Heritage House Publishing



Open Science Knowledge for Everyone by Monique Polak Orca Book Publishers



Orange Shirt Day Every Child Matters by Phyllis Webstad and Orange Shirt Society Medicine Wheel Publishing



My Soul Lives in these Mountains by Peter D. Scott Hancock House Publishers

B.C. Book Publishing Industry Snapshot



CIERA™ 2023 Industry Impacts

The Creative Industries Economic Results Assessment tool, designed through Creative BC research, delivers consistent annual indicators for GDP, Output, and Jobs, based solely on Statistics Canada public data sets. These 2023 impacts are calculated based on 2022 Statistics Canada actuals with statisticians' bridge year estimates for 2023. Visit creativebc.com/ciera.

\$51M

Total GDP

\$57M

Direct Output

569

Total Jobs

808

Est. People
incl. Freelance Workers

0.91%

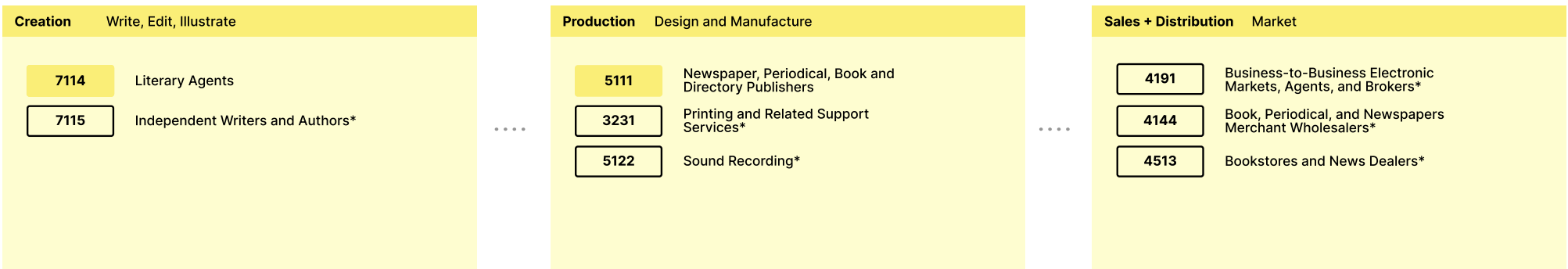
of the Creative
Sector's Total GDP

Note that this industry's activities generate a portion of the additional 13,438 Total Jobs and \$1B Total GDP attributed to the Multi-Creative Industry Services segment of the creative industries overall. All results exclude any public investments made to these industries at federal or provincial levels.

Based on Statistics Canada 2022
*Statistics Canada adjustments to base data annually mean published figures for any fiscal year may change retroactively.

Value Chain Mapped to North American Industry Classification System (NAICS)

Some of the "culture industries" as defined by Statistics Canada contribute to more than one creative industry, therefore these NAICS cannot easily be attributed to a single creative industry, nor can their business activities be proportionally allocated. In these cases, their economic contributions have been aggregated into CIERA™'s Multi-Creative Industry figures. Outlined bullets below are Multi-Creative Industry Services that do contribute to some extent to this value chain. See page 21 for Multi-Creative Industry impacts.



For in-depth information on this industry visit creativebc.com/book-publishing

#ReadBC | #ReadLocalBC



Interactive Digital Media

In 2023/24, British Columbia's interactive digital media industry, especially its video game studios, faced ongoing challenges alongside meaningful progress. Talent shortages persisted due to fierce competition for skilled developers and rising living costs in Vancouver, making it harder for local companies, particularly independents, to attract and retain staff. Housing affordability and quality-of-life issues continued to affect workforce stability, especially for smaller studios with limited compensation budgets.

A significant highlight was the Province of B.C.'s \$3 million investment over three years, through fiscal 2026/27, dedicated to the industry via targeted programs developed in partnership with the Canada Media Fund. This marked a vital shift, opening new avenues for business development in an industry historically underserved by traditional funding. At the time of this report's publishing, the B.C. interactive digital media tax credit was also made permanent, providing greater financial certainty and support to companies.

Financing remains a major challenge for independent studios, compounded by fierce global competition and limited access to specialized resources like motion capture and advanced audio facilities. Regulatory complexities around data privacy, intellectual property, and content ratings add further hurdles.

Rapid tech advances in VR, AR, AI, and cloud gaming create new opportunities but demand substantial investment. Balancing creative freedom with cultural sensitivity and social responsibility is critical.

Throughout 2023/24, DigiBC focused on industry growth and talent development through initiatives funded by Creative BC such as Signals 2023 at VIFF, launching the Creative Technology Gallery with Science World, and expanding education programs including Play to Learn and micro-credentials with BCIT, Vancouver Community College, and Centre for Digital Media. DigiBC also completed Phase 2 of its Sector Labour Market Partnership, releasing the Levelling Up Growth Strategy report to guide collaboration among industry, educators, and government in building B.C.'s creative technology talent pipeline.

B.C.'s interactive digital media industry continues to lead nationally through its creativity, collaboration, and innovation. While ongoing challenges such as talent retention, limited funding pathways, and intense global competition remain, the industry's trajectory is one of steady growth and enduring resilience. With continued public investment, aligned leadership, and a strong commitment to equity and sustainability, B.C. is equipped to advance a vibrant, inclusive, and globally competitive future for interactive and digital media.



Dusty Dead Adrift Silverstring Media



True Tribal App Museum of Vancouver Photo by Scott Alexander

Thank you for your partnership and collaboration

DIGIBC





B.C. Interactive Digital Media Industry Snapshot

CIERA™ 2023 Industry Impacts

The Creative Industries Economic Results Assessment tool, designed through Creative BC research, delivers consistent annual indicators for GDP, Output, and Jobs, based solely on Statistics Canada public data sets. These 2023 impacts are calculated based on 2022 Statistics Canada actuals with statisticians' bridge year estimates for 2023. Visit creativebc.com/ciera.

\$1.9B
Total GDP

\$1.9B
Direct Output

21,437
Total Jobs

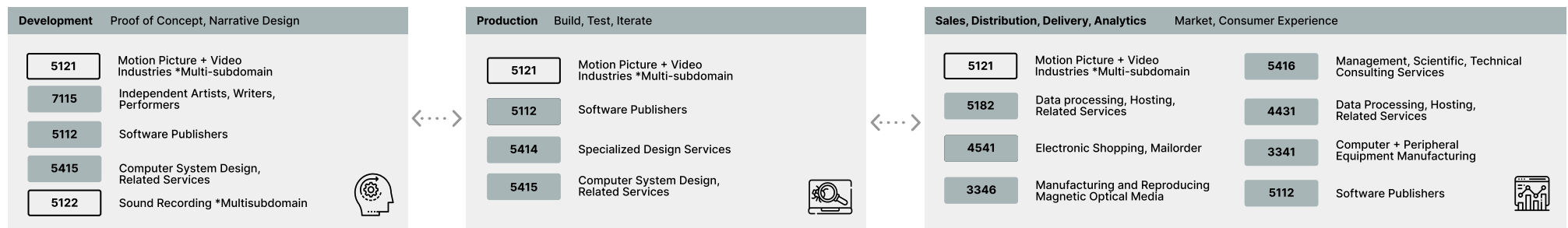
33.5%
of the Creative Sector's Total GDP

Note that this industry's activities generate a portion of the additional 13,438 Total Jobs and \$1B Total GDP attributed to the Multi-Creative Industry Services segment of the creative industries overall. All results exclude any public investments made to these industries at federal or provincial levels.

Based on Statistics Canada 2022
*Statistics Canada adjustments to base data annually mean published figures for any fiscal year may change retroactively.

Value Chain Mapped to North American Industry Classification System (NAICS)

Some of the "culture industries" as defined by Statistics Canada contribute to more than one creative industry, therefore these NAICS cannot easily be attributed to a single creative industry, nor can their business activities be proportionally allocated. In these cases, their economic contributions have been aggregated into CIERA™'s Multi-Creative Industry figures. Outlined bullets below are Multi-Creative Industry Services that do contribute to some extent to this value chain. See page 21 for Multi-Creative Industry impacts.



For in-depth information on this industry visit creativebc.com/interactive-digital-media

#PlayBC | #ImmerseBC | #CreativeTechnology



Magazine Publishing

In 2023/24, British Columbia's magazine publishing industry continued to navigate significant transformation and persistent challenges. The ongoing shift toward digital-first consumption remained central, with audiences increasingly engaging online while still valuing print editions. Declining advertising revenues across both print and digital platforms pushed publishers to explore alternative business models such as subscriptions, sponsored content, and merchandise sales. Financial sustainability remains a core concern, especially for smaller publishers facing rising production and distribution costs amid global supply chain pressures.

Government support played a crucial role in industry resilience, with the Province of BC announcing \$600,000 invested over three years through fiscal 2026/27 to support book and magazine publishing. The Magazine Association of BC (MagsBC) contributed substantially by providing professional development, advocacy, industry research, and facilitating access to broader networks. Between September 2023 and March 2024, MagsBC delivered 17 webinars under the Strategies for Canadian Magazines series, extending its reach nationally. Additionally, MagsBC joined forces with Alberta Magazine Publishers Association and L'Association québécoise des éditeurs de magazines to send a delegation of B.C. publishers to the 2023 FIPP World Media Congress in Portugal, with support from Creative BC, gaining insights into digital transformation, sustainability, equity, diversity, and emerging technologies like generative AI.

The industry continues to grapple with the realities of digital transformation and declining print ad revenues, while audience fragmentation and increased competition challenge traditional publishing models. Distribution costs and logistics weigh heavily on smaller publishers, complicating their ability to reach wider audiences. Monetizing digital content remains complex, as publishers balance free and premium offerings to attract and retain readers. Evolving reader habits toward shorter, bite-sized content demand continual innovation in editorial approaches and delivery methods. Environmental concerns are also a growing priority, with publishers adopting sustainable practices like recycled paper and reduced print runs to lessen their ecological footprint.

Addressing these challenges requires magazine publishers in B.C. to innovate, diversify their revenue streams, and embrace digital technologies while also maintaining the quality and integrity of their content. Collaboration with advertisers, readers, and other stakeholders, as well as defining best methods of leveraging Creative BC's support and industry partnerships, can help sustain the magazine publishing industry in the face of these challenges.

Thank you for your partnership and collaboration



Geist Magazine 123



YAM Magazine Jul/Aug 2023



Douglas Magazine Aug/Sept 2023



Spruce Magazine Fall 2024



B.C. Magazine Publishing Industry Snapshot

CIERA™ 2023 Industry Impacts

The Creative Industries Economic Results Assessment tool, designed through Creative BC research, delivers consistent annual indicators for GDP, Output, and Jobs, based solely on Statistics Canada public data sets. These 2023 impacts are calculated based on 2022 Statistics Canada actuals with statisticians' bridge year estimates for 2023. Visit creativebc.com/ciera.

\$117M
Total GDP

\$132M
Direct Output

1,655
Total Jobs

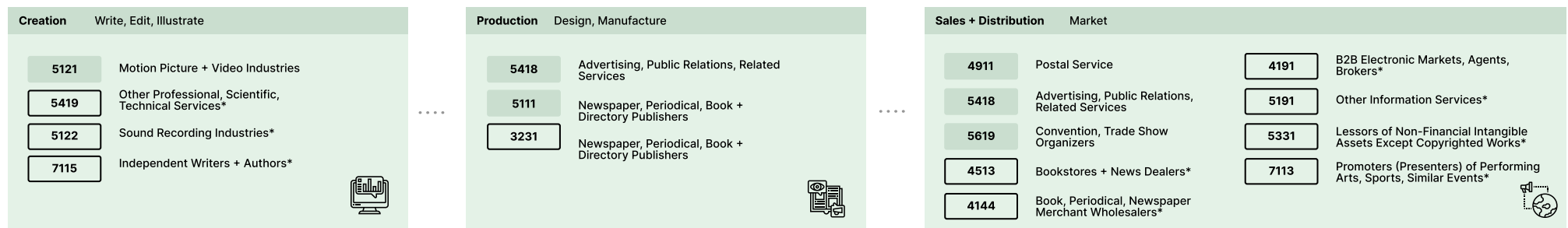
2.09%
of the Creative Sector's Total GDP

Note that this industry's activities generate a portion of the additional 13,438 Total Jobs and \$1B Total GDP attributed to the Multi-Creative Industry Services segment of the creative industries overall. All results exclude any public investments made to these industries at federal or provincial levels.

Based on Statistics Canada 2022
*Statistics Canada adjustments to base data annually mean published figures for any fiscal year may change retroactively.

Value Chain Mapped to North American Industry Classification System (NAICS)

Some of the "culture industries" as defined by Statistics Canada contribute to more than one creative industry, therefore these NAICS cannot easily be attributed to a single creative industry, nor can their business activities be proportionally allocated. In these cases, their economic contributions have been aggregated into CIERA™'s Multi-Creative Industry figures. Outlined bullets below are Multi-Creative Industry Services that do contribute to some extent to this value chain. See page 21 for Multi-Creative Industry impacts.



For in-depth information on this industry visit creativebc.com/magazine-publishing

#SubscribeBC | #BCReadsMagazines



B.C.'s Creative Sector

Motion Picture

In 2023/24, B.C.'s motion picture industry experienced significant disruption from two U.S. labour strikes: the Writers Guild of America strike (May–September 2023) and the SAG-AFTRA strike (July–November 2023). These work stoppages paused foreign location service work—the province's largest production segment—for much of the year and coincided with a global shift away from high-volume commissioning toward return-on-investment strategies, contributing to a decline in production spending that affected freelancers and suppliers across the ecosystem.

Creative BC participated in regulatory consultations and policy development processes focused on safeguarding diverse Canadian content and supported the local industry through outreach with studios, suppliers, and labour groups, alongside research and collaboration with associations to prepare for recovery. The Province also announced a \$42 million multi-year investment for the creative sector, including \$15.9 million over three years for domestic motion picture productions, workforce, and creators (with \$900,000 over three years directed to workforce-development and sustainability initiatives such as Creative Pathways™ and Reel Green™).

After the strikes, several major foreign series returned, including Showtime's Emmy-nominated "Yellowjackets" season three, ABC's "The Good Doctor" final season, Netflix's "Avatar: The Last Airbender" season two, and HBO's "The Last of Us" season two filming in B.C., with Netflix's "Virgin River" continuing to generate economic impact.

Domestic television remained active with "Family Law" renewed for a fourth season, and CBC's "Allegiance" for a second. B.C. creators released notable films and documentaries such as CURL POWER, which had a Canadian theatrical release, YINTAH, acquired by Netflix, and CAN I GET A WITNESS?, which earned multiple accolades. The province also maintained activity in visual effects, post production, and animation. DNEG Vancouver won the Academy Award for Best Visual Effects for DUNE: PART TWO, Sony Pictures Imageworks was recognized for SPIDER-MAN: ACROSS THE SPIDER-VERSE, and Framestore was nominated for GUARDIANS OF THE GALAXY VOL. 3. WildBrain Studios earned ten nominations at the 2023 Children's and Family Emmy Awards and a 2024 Kidscreen Award nomination for "Snoopy Presents: One-of-a-Kind Marcie".

While production activity has resumed, a full recovery remains gradual. Canadian creators and the global industry continue to face structural pressures, including declining traditional broadcast revenues amid the rise of streaming, ongoing market consolidation, foreign ownership constraints, and shifting audience behaviour.



CONSTANT BATTLES Directed by Mack Stannard



SWEET SUMMER POW WOW Orca Cove Media

Thank you for your partnership and collaboration



B.C. Motion Picture Industry Snapshot



CIERA™ 2023 Industry Impacts

The Creative Industries Economic Results Assessment tool, designed through Creative BC research, delivers consistent annual indicators for GDP, Output, and Jobs, based solely on Statistics Canada public data sets. These 2023 impacts are calculated based on 2022 Statistics Canada actuals with statisticians' bridge year estimates for 2023. Visit creativebc.com/ciera.

\$2B
Total GDP

\$2.6B
Direct Output

26,154
Total Jobs

70,774
Est. People
incl. Freelance Workers

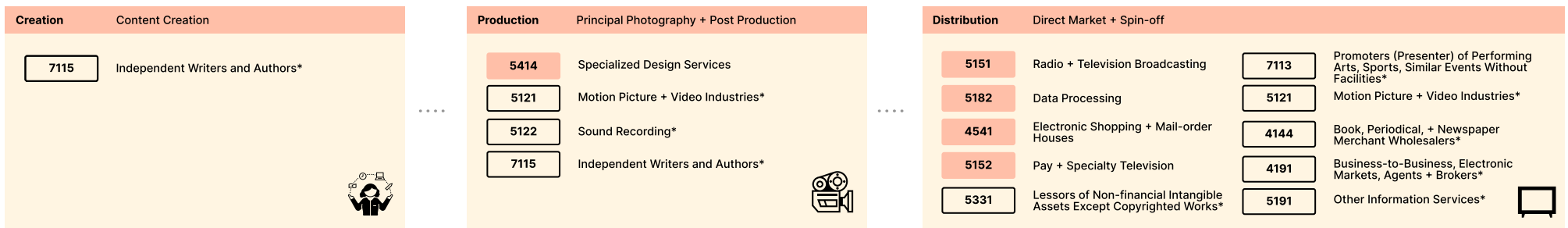
35.8%
of the Creative
Sector's Total GDP

Note that this industry's activities generate a portion of the additional 13,438 Total Jobs and \$1B Total GDP attributed to the Multi-Creative Industry Services segment of the creative industries overall. All results exclude any public investments made to these industries at federal or provincial levels.

Based on Statistics Canada 2022
*Statistics Canada adjustments to base data annually mean published figures for any fiscal year may change retroactively.

Value Chain Mapped to North American Industry Classification System (NAICS)

Some of the "culture industries" as defined by Statistics Canada contribute to more than one creative industry, therefore these NAICS cannot easily be attributed to a single creative industry, nor can their business activities be proportionally allocated. In these cases, their economic contributions have been aggregated into CIERA™'s Multi-Creative Industry figures. Outlined bullets below are Multi-Creative Industry Services that do contribute to some extent to this value chain. See page 21 for Multi-Creative Industry impacts.



For in-depth information on this industry visit creativebc.com/motion-picture

#WatchBC | #BCFilm



Music + Sound Recording

In 2023/24, British Columbia's music and sound recording industry was supported by a historic \$42 million provincial investment in the creative sector. Of this, \$22.5 million is allocated through Amplify BC over three years, supporting new opportunities for artists, labels, and music businesses across the province.

The year also showcased the province's artistic excellence on the national stage, with several B.C. artists recognized at the 2024 Juno Awards in Halifax. Highlights included Karan Aujia winning the TikTok Fan Choice Award, Felix Cartal taking Dance Recording of the Year for Need Your Love, Christine Jensen earning Jazz Album of the Year (Solo) for Day Moon, Blue Moon Marquee winning Blues Album of the Year for Scream, Holler, Howl, and Tegan and Sara receiving the Humanitarian Award. B.C. artists earned widespread recognition at the Western Canadian Music Awards, with nominees featured across numerous categories.

While recent developments have been positive, the industry still faces ongoing global pressures. Streaming and online platforms provide new avenues for independent artists, yet concerns around piracy, modest royalty returns, and a crowded marketplace persist. Ensuring fair compensation remains a key topic for musicians, songwriters, producers, and other professionals seeking long-term financial stability.

Barriers to accessibility and diversity also endure, with systemically excluded communities still confronting unequal access to resources, mentorship, and networking. This limits representation in the local music

scene. Venue closures and restrictions on live performances, along with lingering post-pandemic audience behaviour shifts, further challenge artists' ability to connect with fans and generate revenue.

Infrastructure constraints, including limited access to affordable studios, rehearsal spaces, and professional development services, continue to hinder growth. Changes to federal and provincial funding and regulatory policies also require ongoing advocacy to ensure the needs of B.C.'s music ecosystem are addressed.

In 2023/24, Creative BC launched the Business Foundations program to expand funding access through a simplified application process and to strengthen B.C.'s music communities by removing systemic barriers and supporting business development. Creative BC continued its collaboration with partner organizations First Peoples' Cultural Council and industry association Music BC. Through these partnerships, programs supported domestic and international trade initiatives, career coaching, training, professional development, knowledge sharing, and travel grants for artists and businesses across the province.

Collaboration among industry partners, policymakers, and communities remains essential to addressing these challenges and supporting the long-term development of B.C.'s music and sound recording industry as a diverse, innovative, and sustainable contributor to Canada's creative sector and cultural fabric.



Moontricks Moontricks with Sarah Orton Vancouver Folk Music Festival, Image by Lina Kastl



Vancouver Symphony Orchestra

Thank you for your partnership and collaboration



B.C. Music + Sound Recording Industry Snapshot



CIERA™ 2023 Industry Impacts

The Creative Industries Economic Results Assessment tool, designed through Creative BC research, delivers consistent annual indicators for GDP, Output, and Jobs, based solely on Statistics Canada public data sets. These 2023 impacts are calculated based on 2022 Statistics Canada actuals with statisticians' bridge year estimates for 2023. Visit creativebc.com/ciera.

\$516M

Total GDP

\$516M

Direct Output

5,919

Total Jobs

13,500

Est. People
incl. Freelance Workers

7.7%

of the Creative
Sector's Total GDP

Note that this industry's activities generate a portion of the additional 13,438 Total Jobs and \$1B Total GDP attributed to the Multi-Creative Industry Services segment of the creative industries overall. All results exclude any public investments made to these industries at federal or provincial levels.

Based on Statistics Canada 2022
*Statistics Canada adjustments to base data annually mean published figures for any fiscal year may change retroactively.

Value Chain Mapped to North American Industry Classification System (NAICS)

Some of the "culture industries" as defined by Statistics Canada contribute to more than one creative industry, therefore these NAICS cannot easily be attributed to a single creative industry, nor can their business activities be proportionally allocated. In these cases, their economic contributions have been aggregated into CIERA™'s Multi-Creative Industry figures. Outlined bullets below are Multi-Creative Industry Services that do contribute to some extent to this value chain. See page 21 for Multi-Creative Industry impacts.



For in-depth information on this industry visit creativebc.com/music-sound-recording

#ListenBC | #BCMUSIC



Multi-Creative Industry Services

In 2023/24, British Columbia's creative industries demonstrated endurance amid shifting challenges, buoyed by targeted investments and collaborative efforts. Motion picture, interactive digital media, publishing, and music remain closely interwoven, with many professionals and businesses generating income across multiple creative fields.

Although work opportunities in the motion picture industry declined in 2023 due to strikes, CIERA™ data revealed a rise in the number of workers within the Multi-Creative Industries segment. This area grew 3.2% year over year, now representing 17.9% of the sector's total GDP, an increasingly vital contributor to the province's creative economy. This suggests that businesses offering transferable services were able to pivot, drawing strength from the interconnected nature of these industries.

Research by Olsberg SPI, in partnership with the Association of Film Commissioners International, reinforces this idea through what they call a "trickle across effect." Their study found that up to half of all film and television production spending flows into adjacent creative sectors, forming a dynamic web of economic relationships. Creative BC indicates that during downturns in film production, the networks and infrastructure previously bolstered by the industry may, in turn, offer alternative avenues for employment and collaboration.

This networked ecosystem is what Creative

BC defines as Multi-Creative Industry Services, a diverse group of professionals and companies providing essential services across two or more creative domains. These include agents, artist managers, printers, independent writers, wholesalers, and trade agents. Within CIERA™, this segment contributes approximately \$1 billion and supports 13,438 jobs.

These multi-industry services act as connective tissue, linking the province's five core creative sectors: motion picture, interactive digital media, video games, publishing, and music. Their adaptability and responsiveness to evolving industry needs make them indispensable to ongoing growth and innovation.

Ultimately, the strength of B.C.'s creative industries lies in this collaborative ecosystem, where multi-industry services foster competitiveness and sustainable progress across the province's creative economy.



They Don't Know About Us by Chad Brownlee Directed by Aaron DeSilva



Maamawi Together Through the Fire VR Image by Nico Dicecco

B.C. Multi-Creative Industry Services Snapshot



CIERA™ 2023 Industry Impacts

The Creative Industries Economic Results Assessment tool, designed through Creative BC research, delivers consistent annual indicators for GDP, Output, and Jobs, based solely on Statistics Canada public data sets. These 2023 impacts are calculated based on 2022 Statistics Canada actuals with statisticians' bridge year estimates for 2023. Visit creativebc.com/ciera.

\$1B
Total GDP

\$1.2B
Direct Output

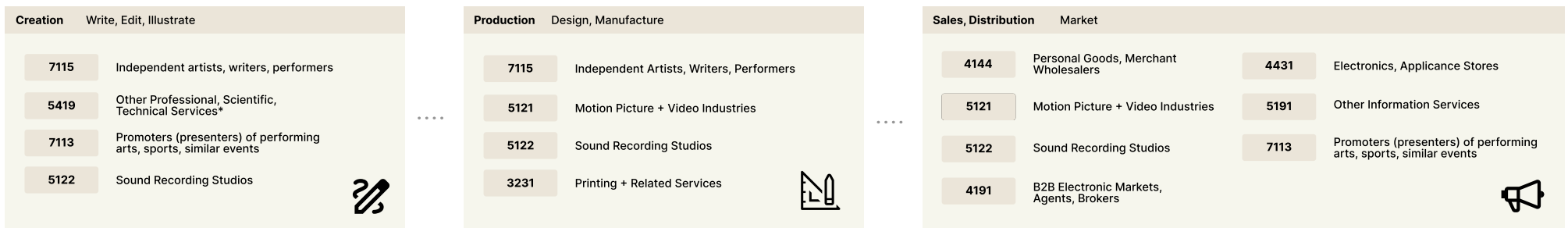
13,438
Total Jobs

19.98%
of the Creative
Sector's Total GDP

Based on Statistics Canada 2022
*Statistics Canada adjustments to base data annually mean published figures for any fiscal year may change retroactively.

Value Chain Mapped to North American Industry Classification System (NAICS)

Some of the "culture industries" as defined by Statistics Canada contribute to more than one creative industry, therefore these NAICS cannot easily be attributed to a single creative industry, nor can their business activities be proportionally allocated. The following NAICS represent creators and contribute to more than one creative industry.



For in-depth information on this industry visit creativebc.com/multi-creative-industry-services

#BCCreates



Our Sector Investments

Creative BC provides sector leadership through three core service areas: administering the provincial government's motion picture tax credit programs; delivering sector funding and export marketing support; and offering film commission services alongside strategic initiatives that advance environmental sustainability and workforce development.

In 2023/24, the Province of BC announced a historic contribution of \$42 million over three years to support people and businesses working in motion picture, music, publishing and interactive digital media industries in British Columbia. The new funding includes:

\$22.5 million for Amplify BC to build the province's music talent and help launch careers;

\$15.9 million to support B.C.'s domestic motion picture productions, workforce and creators, which includes \$900,000 for programs that focus on developing workers' skills, recruiting more workers from under-represented groups, and supporting practices that are environmentally friendly;

\$3 million for a new program to support innovation and growth for independent B.C.-owned interactive digital media companies; and

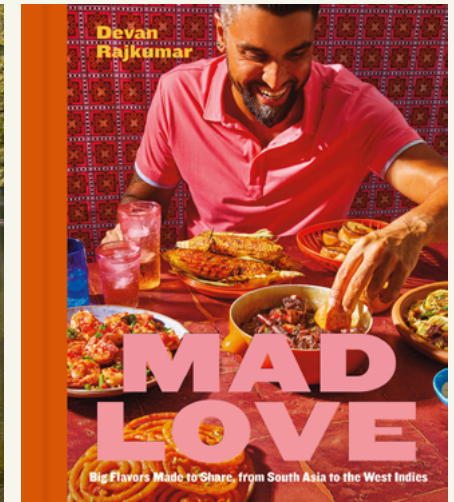
\$600,000 for the publishing industry, to address immediate supply-chain challenges and provide additional support for a sustainable future.



Am I. Music Video for Ayla Tesler-Mabe Image by Raunie Mae



ANGELA'S SHADOW Directed by Jules Arita Koostachin



Mad Love Credit Figure 1 Publishing Inc.

Organizational Impacts + Highlights

Funding Programs

Managed 2,372 applicants and committed \$16.2M to 807 recipients across all funding programs. Attracted and delivered additional funds beyond the organization's annual operating budget—delivered in the form of grants or film commission services in 2023/24.

Sector Leadership

Participated in over 100+ business development activities, including committee meetings, panels, presentations, and special events. Creative BC chaired the national Association of Provincial and Territorial Funding Association committee and Co-Chair both its motion picture industry committee as well as the Research and Data committee.

Inclusion + Representation

Creative BC continued to prioritize underrepresented storytellers across its channels, programs, and initiatives with a special focus on delivery of the dedicated Demo Recording, Business Foundations, and Rogers Indigenous Film Fund programs.



Vancouver Folk Music Festival Clayton Wong

Production, Industry Services, Initiatives

The BC Film Commission at Creative BC worked on 19 major policy files, continue to sit on 7 film task forces, chaired 6 Municipal Film Advisory Meetings. Answered 99 production consultations, created 137 location packages including script breakdowns for incoming productions. Serviced 527 inquiries from productions, resolving 273 items, inquiries, and concerns, and trained 244 crew members through Reel Green™.

Motion Picture Tax Credits

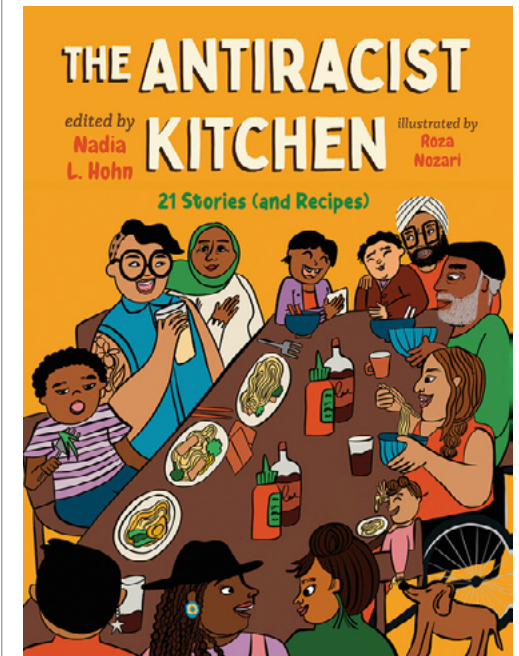
The motion picture tax credits administration team supported \$2.6B in production spending across 437 productions, including \$552M through Film Incentive BC and \$2.1B in foreign service production via the Production Service Tax Credit.

Promotion + Engagement

Supported 71 media inquiries, published 132 feature articles on B.C. creators for bccreates.com; received 215K website visitors, 11.8K newsletter subscribers; engaged 39.7K social media followers including 19K visitors for the Creative Pathways™ website.

Regions + Locations

The digital locations library was significantly enhanced with the addition and categorization of 1.1K Regional and Distant files, each containing multiple photo assets. Support was provided to 270 library users, with 372 general and production inquiries, along with 400 regional-specific inquiries addressed. Additionally, the team supported eight Regional Film Commissions.



The Antiracist Kitchen Nadia L. Hohn. Published by Orca Book Publishers



Positioning B.C.'s Creative Industries

131 Recipients Attended 41 Markets Around the World

through our Passport to Markets program, B.C. delegates were able to attend high-profile conferences around the world like:

American Film Market, Anecy International Animation Festival (MIFA), Banff World Media Festival, Content London, DOC NYC, European Film Market, Game Developers Conference, Hot Docs, IDFA Forum, Kidscreen Summit, Marché du Film, MIPCOM, RealScreen Summit, Sunny Side of the Doc, SXSW, World Congress of Science and Factual Producers and more.

15+ Panels

Moderated and participated in panels at Marche du Cannes, BANFF World Media Festival, STORYHIVE, Reelworld Summit, Content London, Asian TV Forum & Market Singapore, Prime Time, Burnaby Board of Trade, GEMS Festival, and JUNOS.

14 Trade Missions and International Initiatives Held by Key Organizations and Partners

Anecy International Animation Festival (MIFA)
Asia TV Forum & Market
Asia Television Forum
Berlinale | European Film Market
Content London
Frankfurt Book Fair
Hot Docs
International Financing Forum
Kidscreen
London Book Fair
MIP Africa
Screen BC Trade Mission to Los Angeles
Series Mania Lab
2024 Vancouver Takeover at SXSW

10 Countries Visited

Through trade missions and market attendance.



Figure 1 Publishing at Universities Art Association Conference

72 Major Export and Trade Meetings

With new and nurtured partners around the world.

Motion Picture Industry Sustainability

80

environment 

Eighty attendees participated in the Clean Energy Workshop, hosted at The Bridge Studios in partnership with MBSE and IATSE 891.

262

environment 

Crew members were trained in Sustainable Production, bringing the total to over 1,300. Additionally, 74 crew members received training on the Carbon Calculator.

1

environment 

The Circular Marketplace and toolkit launched for B.C. film industry members to sell, donate, source, and share supplies, materials, set decorations, props, and other resources throughout the province.

10

social 

Ten membership organizations participated in updating the DEI Maturity Model to enhance systems, diversify B.C.'s workforce, map courses and programs, and leverage qualified, underutilized labour.

\$100K

environmental 

\$100K committed to the Indigenous Screen Office as a new top-up fund for Indigenous producers receiving ISO grants to implement green initiatives on their projects.

5-year

policy 

Advancing policy work including a five-year ICBC policy collaboration and set to deliver a new, industry-specific Motion Picture Rental Vehicle Blanket Certificate (MPR Blanket).

Special Projects and Initiatives

Creative Sector Initiative Highlights

Through our Domestic, International, and Music Industry Initiatives programs.

- 100 Collective Culture Conference
- Alliance Francaise Vancouver
- BreakOut West
- Cinelab
- Culture Con
- DGC BC Directors Initiative
- Jade Music Festival
- Leo Awards
- Locals Lounge
- Racial Equity Screen Office
- Reelworld Screen Institute
- Scripted Series Lab
- Sustainable Production Forum
- V-Unframed
- WIA Vancouver's Animation Career EXCEerator
- Women in the Director's Chair

Discover B.C.'s creative sector ecosystem on Creative BC's Knowledge Hub
knowledgehub.creativebc.com



Public Disco Photo by Alison Boulier

Festival Highlights

- 5X Fest
- Architecture and Design Film Festival Vancouver
- BC Yukon Book Prizes
- BreakOut West
- Chilliwack Independent Film Festival
- Crazy 8s
- FactualWEST
- Invermere Film Festival
- Jade Music Festival
- Just for Laughs
- Indian Summer Festival
- KDocsFF
- Latincouver
- MENA Film Festival
- Public Disco
- Run N Gun Film Festival
- Shambhala Music Festival
- T'kemlups 2 Rivers Remix
- Vancouver Asian Film Festival
- Vancouver International Film Festival
- Vancouver International South Asian Film Festival
- Vancouver Queer Film Festival
- Victoria Film Festival
- Whistler Film Festival
- Word Vancouver

2023/24

Creative BC Investment Support

Creative BC funding programs drive development, creation, and export of domestic creative content. From development support to international trade fair presence, our programs and activities aim to: optimize funding opportunities for projects and companies; grow B.C.'s ecosystem of support in which creative entrepreneurs can thrive; and give B.C.'s creative industries access to the national supports and international markets that will increase our province's success in the sector.

\$16,220,201

Total Delivered

807

Total Recipients

24

Programs

\$53,729,916

Total Requested

2,372

Total Applications

726

Projects + Initiatives Funded

creativebc.com/funding-programs



Our Sector Investments

Programs for Books, Magazines, Interactive Digital Media, and Local Motion Picture

\$1,690,060 Total Delivered	210 Total Recipients	349 Total Applications
---------------------------------------	--------------------------------	----------------------------------

\$1,475,680 Total Delivered	53 Total Recipients	215 Total Applications
---------------------------------------	-------------------------------	----------------------------------

Domestic Industry Initiatives

Supports the ecosystem of non-profits producing programs and initiatives that develop B.C.'s creative industries.

Funding: \$1,351,375
Applicants: 73
Recipients: 69
Regional Projects Funded: 7
Subscription Rate: 95%

Passport to Markets

Microgrants for creators to bring their products to market, offsetting registration, travel and accommodation costs.

Funding: \$241,982
Applicants: 265
Recipients: 131
Count of Markets: 29
Countries: 10
Subscription Rate: 49%

International Industry Initiatives

Supports international initiatives and events that market B.C.'s creative products and services— from trade missions, and B2B matchmaking to export readiness training.

Funding: \$96,703
Applicants: 11
Recipients: 10
Countries: 7

Market Expansion Fund

Provides publishers with travel support and access to over 350 global tradeshows, book fairs and market events.

Funding: \$167,680
Recipients: 17
Regional Companies Funded: 6

Reel Green™ Power Tie-Ins

Designed by the Reel Green™ Advisory Committee, supports implementation of clean energy sources to reduce fossil fuel consumption by film productions.

Funding: \$15,000
Recipients: 3

Regional Film Commissions

Operational support to 8 provincially-designated film commissions providing services across all of B.C.'s economic regions.

Funding: \$560,000
Recipients: 8

Interactive Fund

In Partnership with the BC Arts Council

Supports diverse, original digital media projects that blend art and technology and engage B.C. audiences.

Funding: \$625,000
Applicants: 69
Recipients: 14
Regional Projects Funded: 3
Subscription Rate: 20%

Podcast Program

This pilot program supported the development, production, and promotion of podcasts by B.C.-based content producers.

Funding: \$108,000
Applicants: 118
Recipients: 11
Regional Projects Funded: 3
Subscription Rate: 9%



Motion Picture



SAINTS AND WARRIORS Ball Is Life Entertainment



#skoden Image by Pernell

\$4,957,043

Total Delivered

205

Total Recipients

666

Total Applications

Equity + Emerging Development

Funding: \$250,000

Applicants: 201

Recipients: 25

Rogers Indigenous Film Fund

Funding: \$202,364

Applicants: 26

Recipients: 11

Project Development

Funding: \$432,417

Applicants: 67

Recipients: 59

Screen BC Short Film Award

FKA MPPIA Short Film Award

Funding: \$5,000

Applicants: 41

Recipients: 1

Production Program

Funding: \$3,225,261.50

Applicants: 190

Recipients: 37

Slate Development

Funding: \$600,000

Applicants: 32

Recipients: 12

Rogers Documentary +

Factual Development

Funding: \$195,000

Applicants: 109

Recipients: 13

TELUS STORYHIVE Top-Ups

Anniversary Documentary Edition

Funding: \$47,000

Recipients: 47

Our Sector Investments

Music + Sound Recording



Manteasah



Otto Tausk, the Vancouver Symphony Orchestra Music Director

\$8,097,419	339	1,142
Total Delivered	Total Recipients	Total Applications

Business Foundations
Funding: \$206,925
Applicants: 59
Recipients: 21

Music Company
Funding: \$597,236
Applicants: 95
Recipients: 32

Career Development
Funding: \$1,159,307
Applicants: 408
Recipients: 106

Record in BC
Funding: \$307,838
Applicants: 45
Recipients: 21

Demo Recording
Funding: \$105,500
Applicants: 197
Recipients: 53

Special Projects
Funding: \$4,000,000
Applicants: 5
Recipients: 5

Music Industry Initiatives
Funding: \$399,974
Applicants: 33
Recipients: 19

Live Music
Funding: \$1,353,013
Applicants: 300
Recipients: 82

Our Sector Investments

Motion Picture Tax Credit Administration



B.C.'s motion picture industry activity in fiscal year 2023/24 is estimated by Creative BC at **\$2.34B** and **334** active productions, based on direct tax credit application knowledge.

Actual certifications processed were 437 total \$2.6B in production volume.

Creative BC administers B.C.'s motion picture tax credit programs, which support creators and attract global film and television productions to the province. These credits are essential for maintaining B.C.'s competitiveness and reinforcing its role as a world-class production hub.

The statistics here are reported by fiscal year (ending March 31) for both the domestic production program (Film Incentive BC/FIBC) and the foreign production program (Production Services Tax Credit/PSTC). Creative BC reports on both the administrative processing activities of the Creative BC Motion Picture Tax Credits Department (Actuals Certified) and gains B.C. production volume insight through analysis of all applications with a Principal Photography or Key Animation (PP/KA) start date that falls within the fiscal year. At the time of this report's publishing, the Province of BC announced historical rate increases to each program.

Comparing CIERA™ Annual Insights to Tax Credits Knowledge by Fiscal Year

While tax credit certifications deliver information on production spending to Creative BC, CIERA™ measures are slightly different in that they include not just the production phase of the motion picture value chain, but the preceding creation and final distribution phases as well.

Due to the size of the motion picture industry in B.C., the tax credit certified activity may represent a combination of CIERA™'s direct and indirect figures. In order to deliver a nationally relevant, provincially validated approach to measure the creative industries in B.C., CIERA™ replaces tax credit administration data as the public figure reported for the motion picture industry (and for all Creative BC-serviced industries).



*Calendar year production statistics can be found here on the Creative BC website: creativebc.com/film-and-tv-statistics

creativebc.com/motion-picture-tax-credits

Total Approved Certifications by Project Type

FEATURE FILM	81
MOVIE OF THE WEEK	116
TV SERIES	105
SVOD PRODUCTION	97
OTHER	38

Film Incentive BC Program

FIBC

Canadian-controlled companies producing Canadian content may apply for the Film Incentive BC (FIBC), which refunds an eligible portion of a project's B.C. labour costs. The program offers additional bonuses for filming and animation outside designated Vancouver area (Regional and Distant location tax credits), for training and scriptwriting and digital animation, visual effects, and post-production activities.

Estimated **152** productions and **\$528M** actual domestic motion picture industry economic activity in 2023/24 based on principal photography dates and Creative BC tax credit data.

Actual certifications processed were 186 total \$552M in production volume.

Total Approved Certifications by Project Type

FEATURE FILM	26	17%
MOVIE OF THE WEEK	89	59%
TV SERIES	34	22%
SVOD PRODUCTION	17	11%
OTHER	20	13%



Production Services Tax Credit Program

PSTC

Attracting inward investment, the Production Services Tax Credit (PSTC) is an economic initiative designed to encourage film, television, digital animation and visual effects production in B.C. The program offers additional bonuses for filming and animation outside designated Vancouver area (Regional and Distant location tax credits), for training and scriptwriting and digital animation, visual effects, and post-production activities.

Estimated **182** productions and **\$1.8B** actual foreign motion picture industry economic activity in 2023/24 based on principal photography dates and Creative BC tax credit data.

Actual certifications processed were 251 total \$2.07B in production volume.

Total Approved Certifications by Project Type

FEATURE FILM	55	30%
MOVIE OF THE WEEK	27	15%
TV SERIES	71	39%
SVOD PRODUCTION	80	44%
OTHER	18	10%



PP/KA data generated on August 8, 2025

Our Film Commission Services

Provincial + Regional Film Commission Service



Established in 1978, the BC Film Commission at Creative BC delivers supports and resources to both the motion picture industry, communities, stakeholders, and various partners that contribute to its longevity. The Film Commission is crucial to sustaining motion picture activity in B.C. It promotes and facilitates the province's production capabilities that make B.C. both a global centre of creative excellence and a full-service hub. Beyond the BC Film Commission in Greater Vancouver, there are eight provincially-funded regional film commissions that collaborate to promote, serve and assist their economic regions through local knowledge, industry expertise and ground support to regional productions.



"Virgin River" Courtesy of Netflix

99

Production Consultations

28

Productions Supported

1.1K

New Regional Digital
Locations Library Files

137

Location Packages and Scripts

273

Items, Inquiries, concerns resolved

400

Production Inquiries

263

Incoming production consultations

7

Taskforces

239

Location Packages

17

Municipal, I+CA Meetings, Location
Manager advisory meetings chaired

19

Ongoing major policy files

11

Regional Film Commission
meetings chaired



"Pachinko" AppleTV+



Our Film Commission Services

Reel Green™

Founded in British Columbia in 2006, Reel Green™ is a strategic initiative of the BC Film Commission. It unites Canada's motion picture industry to reduce environmental impacts by providing practical tools and fostering strategic collaboration between the industry, government, and the local economy. Reel Green™ is committed to empowering productions to adopt innovative sustainable practices. Through education, engagement, and resources, the initiative aims to minimize environmental impacts and inspire leadership in sustainable production within B.C.

Investment

\$126K

Industry Funding

\$100,051

Funds raised for 2023 REEL Earth Day Challenge of \$474K to date

\$15,000

Power Tie-Ins Program for 3 recipients

Collaboration

25

Industry Investors, Advisory Committee Members

23

Circular Economy Committee Members

40

National Partners

Action

244

Crew Trained of 1,679 to date



Reel Green™ Screening Series: THE MAGNITUDE OF ALL THINGS
Photo by Jan van der Merwe



REEL Earth Day Challenge – Directors Chairs at Sapperton Landing



City of Vancouver launches clean energy initiative to provide renewable power to film sets



Industry-led Collaborations

Advisory Committee
Clean Energy Committee
Circular Economy Committee
National Committee

A Circular Economy

Reel Green™ Circular Economy Committee launched the toolkit comprising of three fact sheets, each designed to share circular economy resources and promote awareness about transitioning to a circular economy.

Sharing Globally

Reel Green™ attended and participated in panels and networking events at the Hollywood Climate Summit focused on accelerating climate action in the entertainment industry.

Engaging Community

- Hosted the Reel Green™ Climate Screening Series featuring The Magnitude of All Things at Science World.
- Participated in VIFF 2023 on the Lights, Camera, Climate Action panel.
- Featured on two panels at the 2023 Sustainable Production Forum in Vancouver, presented by Reel Green™ and funded through Domestic Industry Initiatives
- Climate Action Pathways Showcase – spotlighting local sustainability leaders and their net-zero success stories.
- Carbon Calculation: How to Measure Your Data – a practical discussion on tracking and managing carbon outputs.
- Attended the Hollywood Climate Summit and Reel Green™ -sponsored event
- Hosted a Clean Energy Workshop for local industry professionals at The Bridge Studios in collaboration with MBSE and IATSE 891, with 80 attendees.

Improving Locally

REEL Earth Day Challenge 2023

\$100K

Raised

22

Sponsors

187

Donors

Supported Projects

Home for Raptors • Support Youth Mental Health •
Restore Endangered Coastal Ecosystems • Indigenous
Summer Camps for Youth • Enhance Wildlife Habitat



Indigenous-Led Summer Camp 2023

Our Film Commission Services

Creative Pathways™

The Creative Pathways™ initiative was developed by the industry in response to two major catalysts: increasing demand for skilled workers and the urgent need for systemic change to create more inclusive career opportunities in B.C.'s globally competitive motion picture industry.

In 2023/24, while industry-wide strikes temporarily paused production activity, Creative Pathways™ adapted with a renewed focus on education, outreach, and long-term impact. With the Setwork program on hiatus, efforts were redirected to strengthen foundational supports—marked by the start of the redesign of the Motion Picture Industry Orientation Course, deeper in-person engagement with post-secondary institutions, and the expansion of networking and community-building initiatives. These efforts were championed through Meet 10, Creative Pathways™ equity-focused stream, which continues to build meaningful connections between underrepresented talent and working professionals across the industry.

5

Meet 10s

27

Career Fairs, Virtual and In-Person Panels

8

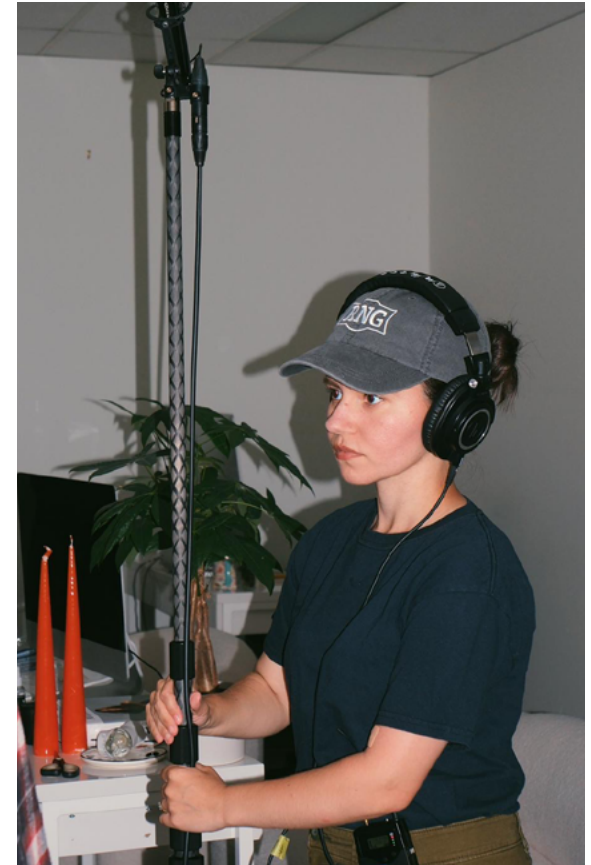
Industry Partners

4

Industry Associates

6

Founding Advisory Committee + Supporters



Tina Nowarre | Setwork Candidate



Langley School District Film & TV Career Day



2023/24 Creative BC Scorecard

Delivering on our strategic priorities.

creativebc.com/strategic-plan

Local Capacity

Foster an ecosystem in which creative ambition can thrive.

Creative BC Inputs

13 IP Creation Programs
10 Ecosystem Support Programs

Program Measures

\$16.2M Investment
802 Recipients
726 Projects + Initiatives Funded

Global Strength

Attract business and investment to B.C. while sustaining and promoting exports.

Creative BC Inputs

5 Export Programs
2 Motion Picture Tax Credit Programs
160 Markets, Missions, and Trade Events

CIERA™ 2023 Measures

\$5.6B Total GDP

Creative Storytelling

Introduce B.C.'s creative industries to new audiences and future advocates.

Creative BC Inputs

4 Social Platforms, 9 Social Media Accounts, 5 Websites, 7 Newsletters

Media Measures

40.1K Followers
305.6K Website Visitors
10.3K Subscribers

Talented People

Empower the creative sector to expand, diversify, and develop its workforce.

Creative BC Inputs

3 Departments, 2 Initiatives, 37 Partners, 52 Industry Associations, Regional Film Commissions, Municipal Film Offices

CIERA™ 2023 Measures

121.6K People
69.2K Jobs

Vision

British Columbia's creators, companies, and stories are sought out and celebrated—at home and around the world.

Mission

Creative BC elevates a diverse and dynamic creative sector through leadership, collaboration, and investment.

Values

Integrity: We commit, uphold, and deliver.
Inclusion: We listen, respond, and expand.
Innovation: We challenge, imagine, and forge.
Wisdom: We seek, trust, and share.

Creative BC is an independent non-profit society created and supported by the Province to sustain and help grow British Columbia's creative industries: motion picture, interactive digital media, music and sound recording, and magazine and book publishing. The organization delivers a wide range of programs and services with a mandate to expand B.C.'s creative economy. These activities include: administration of the provincial government's motion picture tax credit programs; delivery of program funding and export marketing support for the sector; and provincial film commission services. Combined, these activities serve to attract inward investment and market B.C. as a partner and destination of choice for domestic and international content creation. The agency acts as an industry catalyst and ambassador to help B.C.'s creative sector reach its economic, social, environmental, and creative potential both at home and globally.

The views, opinions, conclusions and/or recommendations expressed in these materials are those of the author(s). These materials do not necessarily reflect the official policy or position of the Government of British Columbia. The Government of British Columbia does not endorse, nor has it confirmed the validity of the information contained in these materials.

More ways to hear B.C.'s creative sector story

Meet the 2023/24 funding recipients, discover sector contacts, and find current industry research.

knowledgehub.creativebc.com

Go behind the scenes and read stories of B.C. creators within book and magazine publishing, motion picture, interactive digital media, and music and sound recording.

bccreates.com

Stay connected! Follow us online and subscribe to our newsletters for program openings, industry intel, and announcements.

creativebc.com/stay-connected

