

2024/25

Impact Report



BRITISH
COLUMBIA

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.

29

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

6

CIERA™ 2024
The Creative Industries Economic Results Assessment Measurements for Total GDP, Total Jobs, and Direct Output.

31

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

21

Our Sector Investments
Recipient results from 22 programs that supported domestic IP creation and B.C.'s creative ecosystem across all five industries.

36

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



Dusty Dead Adrift Silverstring Media



Foundation V.13 2025



SPIDER-MAN: ACROSS THE SPIDERVERSE Sony Pictures Imageworks

Leadership

Governance + Partnerships

Leadership.
Collaboration.
Investment.

2024/25

Board of Directors

CO-CHAIRS

Michelle Grady
Bill Tam

SECRETARY-TREASURER

Laura Lightbown

MEMBERS

Louise Clark
Rob Bromley
Jeevyn Dhaliwal, K.C.
Amy Lang
Shirley Lew
Matt O'Grady
Farnaz Riahi
Kesi Smyth
Jamie Sterritt
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 funder

Ministry of Tourism, Arts, Culture and Sport



Investors and Partners

Thank You to Our 2024/25 Partners

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

Creative Pathways™ Initiative: Founders: Motion Picture Production Industry Association (Screen BC), Creative BC. Funders: Warner Bros. Discovery Access Canada, Ministry of Post-Secondary Education and Future Skills. Partners: Alliance of Canadian Cinema, Television and Radio Artists (ACTRA) Fraternal Benefit Society West (ACFC West), Directors Guild of Canada BC, Elevate Inclusion Strategies, International Alliance of Theatrical Stage Employees, Moving Picture Technicians, Artists and Allied Crafts of the United States, Its Territories and Canada, Local 891 (IATSE 891), International Cinematographers Guild (ICG 669), Teamsters Local 155, Union of BC Performers / Alliance of Canadian Cinema, Television and Radio Artists (UBCP/ACTRA). Associates: Bridge Studios, CMPA-BC, Martini Film Studios, North Shore & Mammoth Studios, Vancouver Film Studios. Founding Advisory Committee + Supporters: Animation & VFX Alliance of British Columbia, Black Screen Office, Elevate Inclusion Strategies, Indigenous Screen Office, Motion Picture Association Canada, Vancouver Asian Film Festival, Vancouver Post Alliance.

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

The Creative Industries We Serve

British Columbia's creative sector includes five industries that generate original content and compelling stories across a range of formats: motion picture, interactive digital media, music and sound recording, magazines, and book publishing.

Together, these industries contribute to the province's economy by producing both continuous and interactive narratives that engage audiences both locally and globally. Revenue is driven by strong audience affinity, advertising, and the international sale and distribution of their creative storytelling products designed for broad consumption. Creators, their projects, and companies are supported by a network of local, specialized supply and service businesses. Alongside industry associations, festivals, and events, this ecosystem brings economy and culture together — supporting jobs, fostering community, and driving innovation that projects British Columbia's distinctive point of view to the world.



Book
Publishing



Interactive
Digital Media



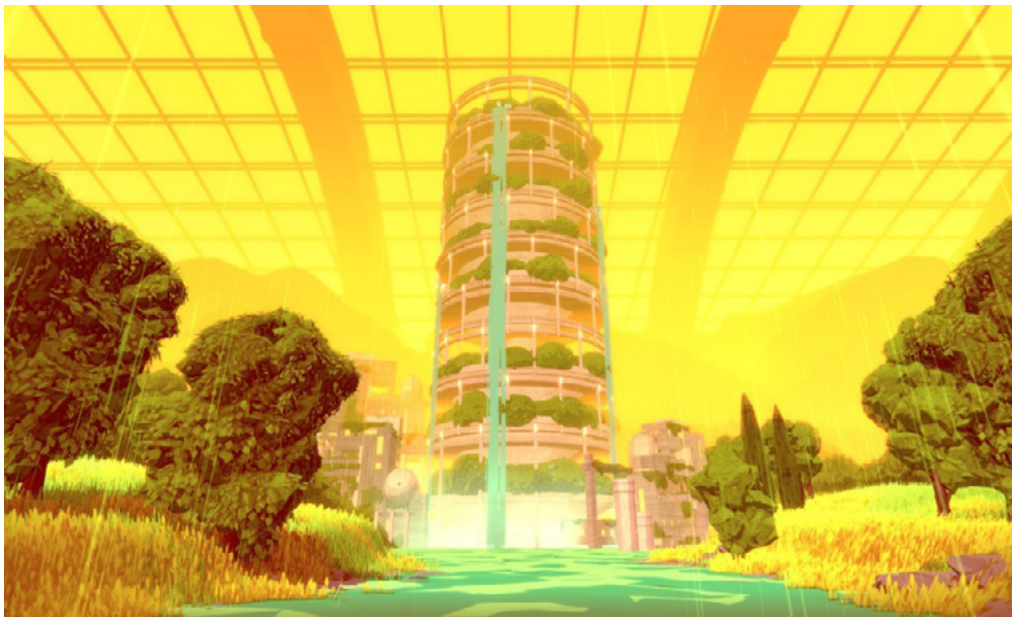
Magazine
Publishing



Motion
Picture



Music +
Sound Recording



Generation Exile Sonderlust Studios



NADUH

2024 Creative Sector Economic Impacts in B.C.

Source: CIERA™ the Creative Industries Economic
Results Assessment tool

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

\$7.4B

170,344

People Working

Including Freelancers (est.)

88,618

Jobs

When traditionally measured by
Statistics Canada

7.3%

Compound Annual Growth

Sector's Total GDP CAGR
(2015-2024 GDP CAGR)

\$8.3B

Direct Output

Including labour, profit, supply
and service spending.

Bringing public datasets into our story

creativebc.com/ciera

Based on Statistics Canada 2023

*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™ 2024

11%

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

\$353M

11%

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

\$725M

Proportion of Regional GDP
by Industry

Books 32%
IDM (Video Games) 4.5%
Magazines 26%
Motion Picture 11%
Music 30%
Multi-Creative 15%

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

2024 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.

Activities and Impacts

- 315+ location packages
- 350+ inquiries
- 1.6K+ new locations
- 70+ productions

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



Impacts by Industry

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.

By Industry	Total Jobs FTEs*	Total GDP	Direct Output
 Book Publishing	532	\$46M	\$51M
 Interactive Digital Media**	23,787	\$2.5B	\$2.3B
 Magazine Publishing	1,269	\$98M	\$109M
 Motion Picture	41,999	\$3.1B	\$3.9B
 Music + Sound Recording	6,850	\$484M	\$575M
 Multi-Creative Industry Services	14,180	\$1.2B	\$1.4B
Sector Total	88,618	\$7.4B	\$8.3B

*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 video game industry. This is a known limitation at Statistics Canada.

Fine Print: Data "lags" from Statistics Canada, meaning that 2024 actual figures are published by them in late summer of 2025 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 2023 data is actually 2024e data - with 'e' as a signifier that 2024 numbers are estimates and the 10 years previous including 2024 are based on Statistics Canada actuals. Our CIERA™ 2024 (2024e) 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.

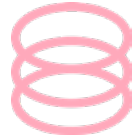
B.C.'s Creative Ecosystem



39+
Post Production
Studios

11

Virtual Production
Services



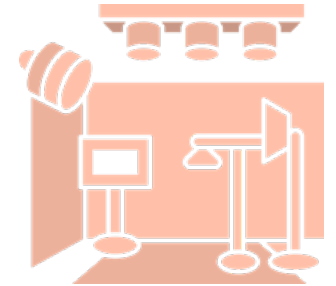
50+
Visual Effects
Studios

230+
Magazines



50+
Animation
Studios

2.2M ft²
Stage Space



130+
Music Venues +
Rehearsal Spaces



140+
Record Labels



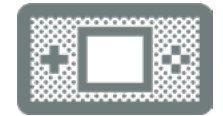
270+
Book Publishing-
related Businesses

150+
Music Festivals



8

Regional Film
Commissions



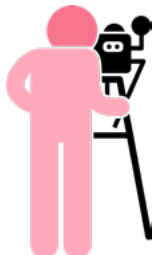
175+
Video Game
Studios

7

Creative Industry
Associations



27
Studios with
121 stages

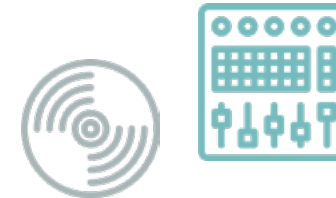


150+
Domestic
Producers



100+
Bookstores

280+
Recording
Studios



36+
Virtual Reality/Augmented
Reality Studios



28
Independent
Book Publishers

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

Book Publishing

In 2024, British Columbia's book publishing industry marked meaningful milestones while continuing to navigate a shifting landscape with creativity and determination. Publishers faced real pressures like rising costs, stagnating public funding, and market uncertainty, but also found new ways to connect with readers, collaborate across industries, and champion the local voices that make B.C.'s literary culture distinct. The industry's footprint remains substantial: CIERA™ 2024 estimates show \$46M in total GDP and 532 jobs, reflecting steady stability over the past five years (1.5% CAGR for GDP, 0.8% for jobs since 2015).

April 2024 brought a moment of celebration, as the industry marked the 10th anniversary of BC Book Day during Creative Industries Week. The Honourable Lana Popham, Minister of Tourism, Arts, Culture, and Sport, announced \$500,000 in resilience funding for B.C. book publishers, a welcome recognition of the industry's contribution to the province's creative life. Travel support programs continued to open doors for both book and magazine publishers, with 36% of funding directed toward regional investments to ensure publishers outside major urban centres could access the same growth opportunities as their counterparts in larger cities.

B.C. publishers and authors earned significant national recognition in 2024 and 2025. Nisga'a writer Jordan Abel received the Governor General's Literary Award for Fiction for *Empty Spaces* (McClelland and Stewart). Li Charmaine Anne won the Young People's Literature – Text category for her debut novel *Crash Landing* (Annick Press). Minelle Mahtani's memoir *May It Have a Happy Ending* (Doubleday Canada) received the 2025 Hubert Evans Non-Fiction Prize. Terri-Lynn Williams-Davidson and Robert Davidson's *A Haida Wedding* (Heritage House Publishing) earned the 2025 Roderick Haig-Brown Regional Prize.

In 2024, Books BC partnered with Deetken Insight on a study examining the current state of independent book publishers in B.C. The findings underscore the

pressures many publishers are facing: rising costs are straining operations, while the relatively small scale of most B.C. publishers limits their access to traditional funding sources, creating a difficult cycle where constrained capital makes it harder to grow, and harder still to unlock larger funding opportunities.

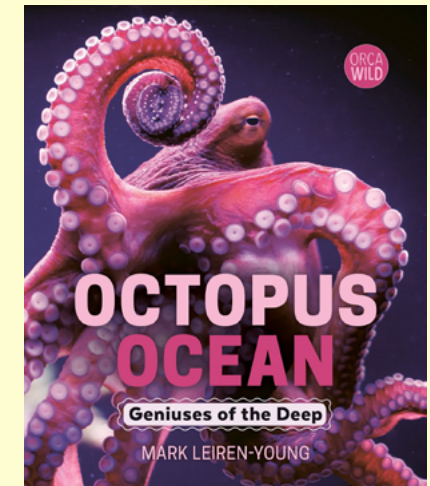
Addressing these pressures will require targeted, sustained action. A promising step forward came with the B.C. Book Publishing Tax Credit being made permanent, removing the uncertainty of its March 2026 sunset clause and giving publishers the long-term certainty needed for meaningful planning. Continued funding through the BC Arts Council remains essential for basic operational capacity across the industry, while Creative BC support plays a vital role in enabling export initiatives and industry development.

Through it all, B.C.'s book publishers are showing the same adaptability that has long defined the industry. Publishers of all sizes are experimenting with new business models, exploring emerging markets, and deepening their connection with readers. Their commitment to publishing Indigenous authors and nurturing emerging local talent reflects a broader dedication to the communities they serve. The resurgence of independent bookstores, meanwhile, is creating fresh opportunities for local titles to find their audiences.

With continued public investment and a thriving community of committed publishers, B.C.'s book publishing industry is well-positioned to keep celebrating the voices that enrich creative life across the province and beyond.



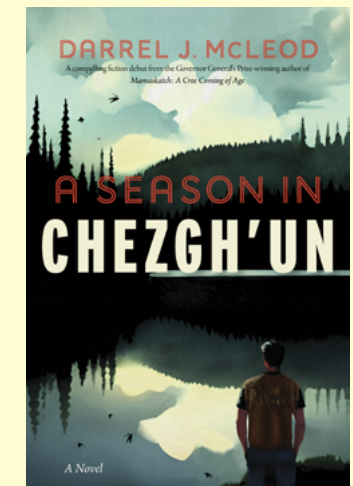
Permission to Settle Anvil Press



Octopus Ocean Orca Book Publishers



Reside Figure 1 Publishing



A Season In Chezgh'un Douglas & McIntyre

Thank you for your partnership and collaboration



B.C. Book Publishing Industry Snapshot



CIERA™ 2024 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 2024 impacts are calculated based on 2023 Statistics Canada actuals with statisticians' bridge year estimates for 2024. Visit creativebc.com/ciera

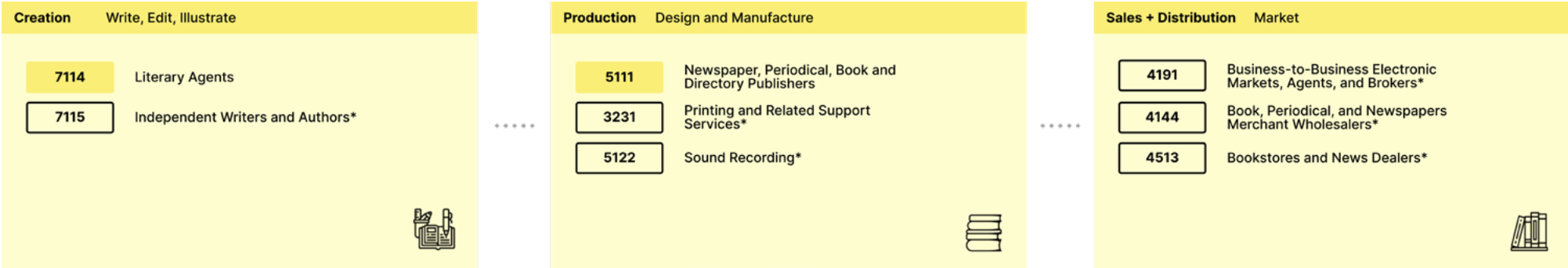


Note that this industry's activities generate a portion of the additional 14,180 Total Jobs and \$1.2B Total GDP attributed to the Multi-Creative Industry Services segment of the creative industries overall. All results exclude any public investments made to these industries at federal or provincial levels.

Based on Statistics Canada 2023
*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

B.C.'s Creative Sector

Interactive Digital Media

In 2024/25, British Columbia's interactive digital media industry continued to assert its global relevance through innovation, collaboration, and creative excellence. The Province's renewal of the 25% Interactive Digital Media Tax Credit signaled long-term support and reinforced the industry's role in B.C.'s creative economy.

Creative BC launched the Video Games Business Development program with the Canada Media Fund, a first-of-its-kind initiative designed to move beyond project-by-project funding and focus on business development, capacity building, and creation of original IP.

CIERA™ 2024 shows interactive digital media remains B.C.'s second-largest creative industry, representing 33.8% of the sector's GDP and 26.8% of its jobs in 2024, with estimated totals of \$2.5B GDP and 23,787 jobs. This marks a fourth consecutive year of job growth, with a modest 1.3% GDP decrease after seven years of continuous growth; 2024 reflects the highest jobs on record and the second-highest GDP. Since 2015, compound annual growth has been 11.4% for GDP and 9.2% for jobs.

B.C.'s creative output earned international acclaim: 1000xRESIST won a Peabody Award, and Silverstring Media's Glitchhikers: The Spaces Between was a finalist at the 2024 Mental Health in Games Awards. DigiBC advanced workforce development and advocacy and, with the Vancouver International Film Festival, delivered the third annual Signals expo supported by Creative BC, showcasing video games, XR, virtual production, and AI.

International collaboration also took center stage. Through the MATCH European Co-production program, four B.C. studios participated in Gamescom 2025, connecting with European partners to foster co-production knowledge and expand global reach. Web Summit Vancouver further elevated the province's interactive digital media profile. Featuring initiatives like the B.C. Pavilion and DigiBC Beta Lounge, the summit connected B.C. companies

with global investors and partners through curated meetings, studio showcases, and industry panels on topics ranging from AI in gaming to the future of immersive content.

Creative BC continued delivering the BC Arts Council program for arts-informed digital media projects and began planning a new program to support emerging video game development companies in the next fiscal year. This industry is actively reshaping the landscape of storytelling, technology, and global collaboration. Supported by permanent tax incentives, strategic funding programs, and a robust ecosystem of creators and partners, the province is driving the next wave of digital media innovation.

Thank you for your partnership and collaboration

DIGIBC



Dusty Dead Adrift Silverstring Media



Timeless: Echoes of Distant Tales Vloot VR

B.C. Interactive Digital Media Industry Snapshot



CIERA™ 2024 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 2024 impacts are calculated based on 2023 Statistics Canada actuals with statisticians' bridge year estimates for 2024. Visit creativebc.com/ciera

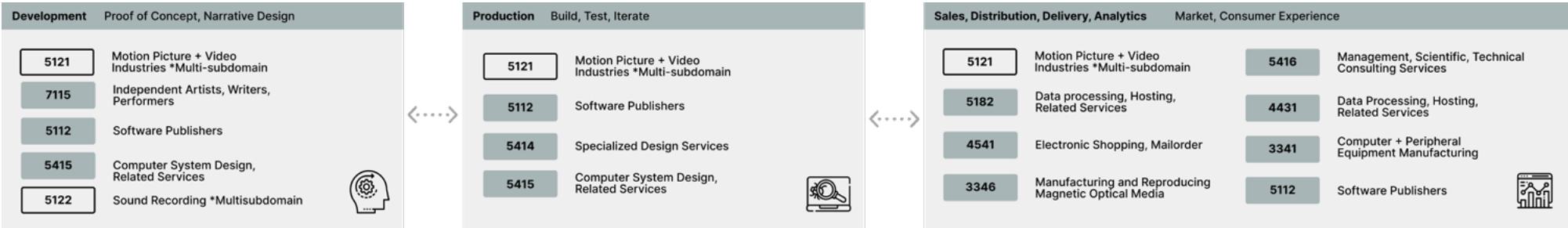


Note that this industry's activities generate a portion of the additional 14,180 Total Jobs and \$1.2B Total GDP attributed to the Multi-Creative Industry Services segment of the creative industries overall. All results exclude any public investments made to these industries at federal or provincial levels.

Based on Statistics Canada 2023
*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

B.C.'s Creative Sector

Magazine Publishing

In 2024/25, British Columbia's magazine publishing industry showed adaptability and creative energy as it continued to navigate a changing media landscape. While publishers faced familiar pressures such as rising production costs, shifting advertising markets, and the complexities of digital monetization, they also embraced new opportunities to connect with readers, expand their reach, and strengthen their business models. Print remains a valued format for many audiences, and publishers are finding innovative ways to balance tradition with transformation.

Support from government and industry organizations played a key role in this progress. The Magazine Association of BC (MagsBC) led several impactful initiatives, including the Non-Traditional Newsstands Pilot Project, which placed free magazine displays in cultural venues across Metro Vancouver to engage new audiences and test alternative distribution strategies. MagsBC also hosted MagsWest 2024, offering timely sessions on AI in journalism, reader-supported models, and strategic planning for independent publishers.

CIERA™ 2024 results show \$98M in total GDP and 1,269 total jobs for the magazine sector, a slight decrease from 2023 that continues a long-term trend of decline (46.4% GDP loss and 44.4% job loss since 2015). Publishers continue to play a vital cultural role, amplifying local voices, supporting small businesses, and fostering community connection. Titles such as qathet Living, Geist Magazine, and Rungh exemplify the industry's commitment to reconciliation, regional storytelling, and inclusive representation.

B.C. magazines earned strong national recognition at the 47th National Magazine Awards in June 2024. ROOM Magazine took Gold in the Essays category for Stephanie R. Lim's *We Have Carried Our Longing*. Hakai Magazine received honourable mentions across three categories, including Long-form Feature Writing and Short Feature Writing. Geist earned three honourable mentions, including

two in Essays. Also recognized were MONTECRISTO Magazine, subTerrain, The Malahat Review, Douglas Magazine, and Canadian Literature, spanning writing, photography, and one-of-a-kind storytelling categories.

In 2024/25, the second year of the Province's \$42 million investment in book and magazine publishing was distributed through Creative BC. This included support for a major industry development research initiative led by Deetken Insights and Notio Media to deepen understanding of the industry's unique economic realities, applying CIERA™'s framework alongside primary and secondary data. Creative BC's Magazine Publishers Travel Support program also returned, providing publishers with opportunities to attend events aligned with their editorial focus and audience engagement goals.

While challenges persist, the industry is responding with resilience and ingenuity. Publishers are expanding digital capabilities, forming partnerships with tourism and local business segments, and exploring collective advertising models to unlock new revenue streams. Many are investing in audience engagement, accessibility, and editorial innovation to meet evolving reader expectations.

Looking ahead, magazine publishers in B.C. are well-positioned to build on their strengths. With continued collaboration, targeted support, and a shared commitment to quality and community, the industry is poised to thrive and continue enriching B.C.'s creative life.



Number 127 Geist Magazine



September 2024 Cowichan Valley Voice



Autumn 24 Maple Magazine



March 2025 Seaside

Thank you for your partnership and collaboration



B.C. Magazine Publishing Industry Snapshot



CIERA™ 2024 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 2024 impacts are calculated based on 2023 Statistics Canada actuals with statisticians' bridge year estimates for 2024. Visit creativebc.com/ciera

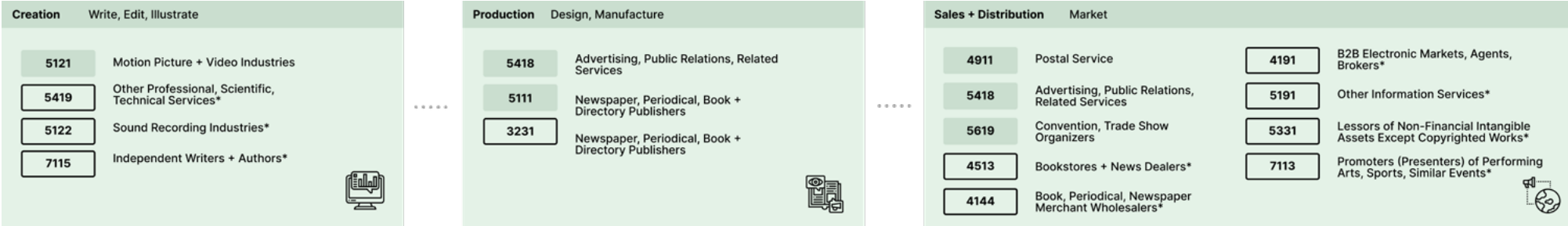


Note that this industry's activities generate a portion of the additional 14,180 Total Jobs and \$1.2B Total GDP attributed to the Multi-Creative Industry Services segment of the creative industries overall. All results exclude any public investments made to these industries at federal or provincial levels.

Based on Statistics Canada 2023
*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 2024/25, British Columbia's motion picture industry continues to recover from pandemic and strike impacts. CIERA™ 2024 estimates show motion picture numbers (\$3.1B in total GDP and 41,999 total jobs) are significantly higher than in 2023 and slightly above 2022. However, Creative BC notes that these figures represent an incomplete picture. Although production spending appears higher in 2024, the number of productions is lower and concentrated in larger productions, meaning this figure didn't translate into the same volume of production starts, so this volume is experienced vastly different for crews and suppliers.

Year over year increases in production spend are a combination of various factors, including larger production budgets overall due to project scale and other factors such as the result of inflation, rising costs for inputs such as construction materials, equipment rentals, and insurance. Industry sentiment suggests that 2023, 2024, and 2025 were challenging years for production. Looking ahead, there is growing optimism for 2026, supported in part by B.C.'s increased tax credits in 2025.

The global recovery of the general industry has been slower than expected due to the pandemic, strikes, shifting studio strategies, and increased international competition. Many jurisdictions are also experiencing a similar rebound pattern, which shows how competitive the landscape has become. According to Creative BC's motion picture tax credit data, B.C. hosted more than 370 film and television projects in 2024 across live action, animation, VFX, and post-production. The Province of BC introduced increased motion picture tax credit rates in March 2025.

B.C.'s domestic productions had a standout year CURL POWER had a Canadian theatrical release, while YINTAH was acquired by Netflix and qualified for the 2025 Academy Awards. ARTHUR ERICKSON: BEAUTY BETWEEN THE LINES screened at the Architecture & Design Film Festival in Toronto and Vancouver. CAN I GET A WITNESS? earned multiple accolades, including top honours at the Vancouver Film Critics Circle Awards. ONE DAY THIS KID was named to TIFF's Canada Top Ten list with Dan Levy

as Executive Producer, while THE CHEF & THE DARUMA won the Audience Award at VIFF's Insights program. The domestic TV series "Family Law" returned for a fourth season, CBC's "Allegiance" for a second, and Netflix's "Virgin River" filmed its fifth season. "Private Eyes" relocated to Victoria, "Murder in a Small Town" filmed in Gibsons before being renewed, and Pamela Anderson's "Cooking with Love" debuted on Food Network Canada.

HBO's "The Last of Us" filmed its second season in B.C., with a third announced. Netflix's "Black Mirror", Showtime's "Yellowjackets", Disney's "Percy Jackson", and Amazon's "Upload" all returned. FX's "Shogun" confirmed its second season while also winning a record-breaking 18 Emmy Awards. Feature films included LONGLEGS, HERETIC, THE MONKEY, TRON: ARES, THE SMASHING MACHINE, FINAL DESTINATION BLOODLINES, and DEADPOOL & WOLVERINE. SUGARCANE received widespread acclaim and a Best Documentary Feature nod.

B.C.'s leading talented visual effects and post production studios received recognition at the 2024 Academy Awards, with DNEG Vancouver winning the Academy Award for Best Visual Effects on DUNE: PART TWO. Nominations were granted to Framestore for GUARDIANS OF THE GALAXY VOL. 3 and Sony Pictures Imageworks Vancouver for SPIDER-MAN: ACROSS THE SPIDER-VERSE. B.C.'s premier animation studios produced acclaimed content in 2024, with NIMONA nominated for Best Animated Feature at the 2025 Academy Awards and MOANA 2 nominated for Best Animated Feature Film at the 2025 Golden Globes, both of which have significant involvement from DNEG Vancouver.

While B.C.'s motion picture industry has faced significant headwinds, the foundation for recovery is hopeful. Sustained investment, cross-industry collaboration, and targeted workforce support will be critical to maintaining the province's position as a premier destination for screen production, and ensuring it remains globally competitive for years to come.

Thank you for your partnership and collaboration



Factual West Jeff Topham



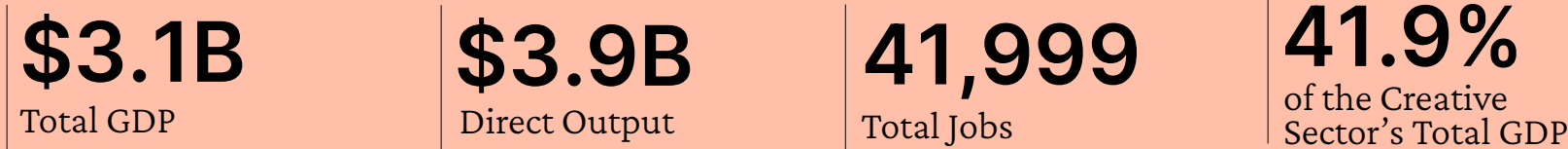
"Virgin River" Netflix

B.C. Motion Picture Industry Snapshot



CIERA™ 2024 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 2024 impacts are calculated based on 2023 Statistics Canada actuals with statisticians' bridge year estimates for 2024. Visit creativebc.com/ciera



Note that this industry's activities generate a portion of the additional 14,180 Total Jobs and \$1.2B 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 2023
*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

B.C.'s Creative Sector

Music + Sound Recording

In 2024/25, British Columbia's music and sound recording industry continued to build momentum, bolstered by the Province's historic \$42 million investment in the creative sector. The year was widely recognized as a "Year of Music" in B.C., celebrating the national spotlight on Canada's music industry with two major events hosted in the province: the 2025 JUNO Awards in Vancouver and the Canadian Country Music Association's Country Music Week and Awards in Kelowna.

The year also marked a renewed commitment from the City of Vancouver, which reinstated its \$350,000 investment in the Vancouver Music Fund. Matched by Amplify BC, this funding supported province-wide programs such as Demo Recording and Business Foundations, with targeted support for Indigenous and underrepresented groups.

British Columbia stands as Canada's third-largest centre for music production, supported by over 280 sound recording studios and 140+ record labels. CIERA™ 2024 results show the industry is B.C.'s fourth-largest creative industry, generating 6.5% of the sector's GDP and 7.7% of its jobs. Estimated 2024 results (\$484M in total GDP and 6,850 total jobs) show that the industry is continuing to stabilize from the pandemic. GDP is growing rapidly at 39.8% above pre COVID levels, while employment has stabilized. The 2024 estimates reflect the highest music GDP on record and the third-highest job count. Over the long term, the industry has grown steadily, with an 8.9% CAGR in GDP and a 3.6% CAGR in jobs since 2015.

B.C.'s music excellence was showcased nationally and internationally. At the 2025 JUNO Awards, hosted in Vancouver and supported by Creative BC, B.C. artists earned 66 nominations and several wins, including bbno\$ (TikTok JUNO Fan Choice), Snotty Nose Rez Kids (Rap Single of the Year), Ancients (Metal/Hard Music Album of the Year), and AP Dhillon (South Asian Music Recording of the Year). B.C. artists also dominated BreakOut West with wins across multiple categories, while 36 B.C. musicians

and companies were nominated for the 2024 Canadian Country Music Awards, and three artists were longlisted for the Polaris Prize.

Creative BC worked in partnership with Music BC and First Peoples' Cultural Council to deliver programs supporting industry development, export initiatives, and Indigenous-led training and mentorship. Travel grants enabled artists and music professionals to attend key domestic and international events, expanding their networks and market reach.

Despite these successes, the industry faces ongoing challenges including low streaming royalties, market saturation, rising venue costs, and post-pandemic shifts in live music. Through continued collaboration and strategic investment, British Columbia's music industry is positioned to thrive as a diverse and globally connected creative force.



Snotty Nose Rez Kids JUNOS 2025 Host City Press Conference



BBNOS Ed Gumuchian

Thank you for your partnership and collaboration



FIRST PEOPLES'
CULTURAL COUNCIL

B.C. Music + Sound Recording Industry Snapshot



CIERA™ 2024 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 2024 impacts are calculated based on 2023 Statistics Canada actuals with statisticians' bridge year estimates for 2024. Visit creativebc.com/ciera

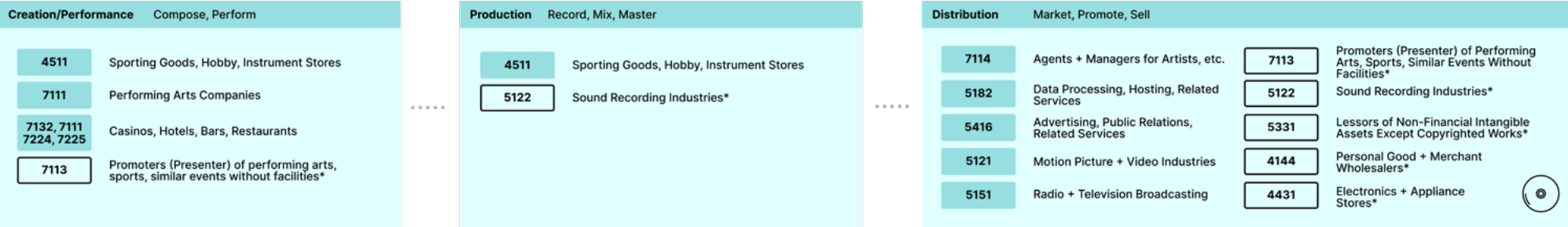


Note that this industry's activities generate a portion of the additional 14,180 Total Jobs and \$1.2B Total GDP attributed to the Multi-Creative Industry Services segment of the creative industries overall. All results exclude any public investments made to these industries at federal or provincial levels.

Based on Statistics Canada 2023
*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



B.C. Multi-Creative Industry Services Snapshot



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 the CIERA™ framework, this segment contributes approximately \$1.2 billion in Total GDP, \$2.3B in Direct Output, and supports 14,180 Total Jobs.

These multi-industry services act as connective tissue, linking the province's five core creative industries. Their adaptability and responsiveness to evolving industry needs make them indispensable to ongoing growth and innovation. The strength of B.C.'s creative industries lies in this collaborative ecosystem, where multi-industry services foster resilience, competitiveness, and sustainable progress across the province's creative economy.

CIERA™ 2024 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 2024 impacts are calculated based on 2023 Statistics Canada actuals with statisticians' bridge year estimates for 2024. Visit creativebc.com/ciera



Based on Statistics Canada 2023
*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.

Creation	Write, Edit, Illustrate	Production	Design, Manufacture	Sales, Distribution	Market
7115	Independent artists, writers, performers	7115	Independent Artists, Writers, Performers	4144	Personal Goods, Merchant Wholesalers
5419	Other Professional, Scientific, Technical Services*	5121	Motion Picture + Video Industries	4431	Electronics, Appliance Stores
7113	Promoters (presenters) of performing arts, sports, similar events	5122	Sound Recording Studios	5121	Motion Picture + Video Industries
5122	Sound Recording Studios	5122	Sound Recording Studios	5191	Other Information Services
		3231	Printing + Related Services	7113	Promoters (presenters) of performing arts, sports, similar events
				4191	B2B Electronic Markets, Agents, Brokers

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.

Organizational Impacts + Highlights

Funding Programs

Managed 2,242 applicants and committed \$14,589,475 to 819 recipients across all programs. Attracted and delivered additional funds beyond the organization's annual operating budget – delivered in the form of grants or film commission services.

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 its new 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 Rogers Indigenous Film Fund program and launch of the new Professional Development Training Programs for inclusive leadership and crew through Creative Pathways™.



SUM 41 2025 JUNO Awards

Production, Industry Services, Initiatives

The BC Film Commission at Creative BC worked on 28 major policy files, continues to sit on 16 film task forces, and chaired 12 Municipal Film Advisory Meetings. Answered 65 production consultations, created 320+ location packages including script breakdowns for incoming productions. Serviced 360+ inquiries from productions, resolving 207 items, inquiries, and concerns, and trained 300 crew through Reel Green™ and 200 through Creative Pathways™.

Motion Picture Tax Credits

The motion picture tax credits administration team supported \$3B in production spending across 288 productions, including \$443M through Film Incentive BC and \$2.5B in foreign service production via the Production Service Tax Credit.

Promotion + Engagement

Supported 49 media inquiries. Published 119 feature articles on B.C. creators for bccreates.com. Received 563K sessions across all websites. Gained 11K newsletter subscribers. Engaged 45.4K social media followers.

Regions + Locations

The digital locations library was significantly enhanced with the addition and categorization of 1,720 Regional and Distant files, each containing multiple photo assets. Support was provided to 263 library users, with 591 general library inquiries, along with 165 regional-specific inquiries addressed. Additionally, the team supported 8 Regional Film Commissions.



MagsWest 2024

Strategic Projects, Initiatives, and Export Marketing

Initiative Highlights

100 Collective Do It for The Culture
14th International South Asian Film Festival
24th Reelworld Film Festival + Summit
Victoria Film Festival – SpringBoard
Breakthrough 2024 HotDocs Delegation
BreakOut West
Crazy8s
DGC BC Directors Initiative (BCDI) 2024
DOC Northwest Breakthrough Program Slate 2025
Event Safety Alliance Canada
International Indigenous Music Summit
NSI Disabled Producers Lab
Signals
Spark CG Year Round Programming
Sundar Prize Film Festival and Filmmaker Mentorship Program
Sustainable Production Forum
Vancouver International Film Festival, AMP, Industry
Whistler Film Festival's Content Summit

31 Panels + 67 Business Development Activities

Participated in industry panels at Marché du Cannes, BANFF World Media Festival, Reelworld Summit, Content London, Asian TV Forum & Market, Prime Time, and the Sustainable Production Forum, and more, and engaging in business development initiatives with partners and organizations worldwide.

Festival Highlights

5X Fest
Breakout West
CCMA Awards
Coldsnap
Crazy8s
Foundation V.13
FVDED In The Park
International South Asian Film Festival
JUNO Awards
Kaslo Jazz Etc. Summer Music Festival
Leo Awards
Public Disco
Shambhala Music Festival
ShowCanada
Sundar Prize Film Festival
Sustainable Production Forum
The Five Acre Shaker
Tofino Jazz Festival
Vancouver Asian Film Festival
Vancouver Folk Music Festival
Vancouver International Black Film Festival
Vancouver International Film Festival
Whistler Film Festival and Content Summit

145 Recipients Attended 54 Markets Around the World



Victoria Film Festival One-on-one Meetings

Trade Missions and Global Initiative

Engagements with Telefilm, Spark CGS, Global Affairs Canada, Livres Canada Books, Story Money Impact, Ontario Creates, Youth Media Alliance, RESO, Frontier Collective, and CMPA-BC enabled B.C. presence across major global markets including Cannes, Annecy, Sunnyside of the Doc, MIPCOM, EFM, Series Mania, SIGGRAPH Denver, the Frankfurt and London Book Fairs, GAMESCOM, IDFA, Primetime, SXSW, CPH:DOX, and more.

Travelled to world-leading markets like American Film Market (AFM), Marché du Film, MIPCOM, European Film Market, IDFA Forum, Hot Docs Forum & Deal Maker, Annecy/MIFA, SXSW, and more.

Prioritizing Sustainability

\$3.08B

economic 

To support sustained growth in production activity, the Government of B.C. announced increased incentives for both foreign and domestic projects. Creative BC hosted scenario planning sessions with government and industry, and presented a three-part strategy focused on business intelligence, strategic marketing, and business development to attract foreign location services. The BC Film Commissioner elevated B.C.'s profile through familiarization tours for studios and major productions. Despite global volatility and rising competition, B.C.'s production volume rebounded to \$3.08B, up from \$2.21B the previous year.

\$107,500

environment 

Industry invested again to strengthen B.C.'s advancement of green actions and practices. Reel Green™ expanded its training reach, deepened Indigenous partnerships, and introduced new tools and events, reinforcing its leadership in sustainable production.

197

social 

Creative Pathways™ launched a new partnership with Elevate Inclusion Strategies to deliver free inclusive leadership and workplace training.

2024/25

Creative BC Investment Support

Creative BC funding programs drive 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.

\$14,589,475

Total Delivered

819

Total Recipients

22

Programs

\$54,727,667

Total Requested

2,242

Total Applications

800+

Projects + Initiatives Funded

Our Sector Investments

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

\$1,939,503

Total Delivered

249

Total Recipients

405

Total Applications

Domestic Industry Initiatives

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

Funding: \$1,484,709
Applicants: 86
Recipients: 81
Regional Projects Funded: 16
Subscription Rate: 94%

Passport to Markets

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

Funding: \$268,295
Applicants: 306
Recipients: 158
Count of Markets: 41
Countries: 13
Subscription Rate: 52%

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: \$186,499
Applicants: 13
Recipients: 10
Regional Initiatives Funded: 5
Countries: 8

\$1,783,620

Total Delivered

57

Total Recipients

155

Total Applications

Market Expansion Fund

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

Funding: \$91,854
Applicants: 16
Recipients: 14
Regional Companies Funded: 5

Video Game Business Development

A partnership between Creative BC and Canada Media Fund designed to support the company success and growth of B.C.-based game studios.

Funding: \$500,000
Applicants: 27
Recipients: 5
Regional Projects Funded: 2
Subscription Rate: 19%

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: \$600,000
Applicants: 94
Recipients: 14
Regional Projects Funded: 3
Subscription Rate: 15%

Magazine Publishers Travel Support

Provides financial support for B.C. magazine publishers to attend select magazine fairs, conferences and events for the purpose of promoting their publication(s) in both foreign and domestic markets, expanding business opportunities.

Funding: \$31,766
Applicants: 18
Recipients: 16
Regional Companies Funded: 8

Our Sector Investments

Motion Picture

\$4,390,518

Total Delivered

144

Total Recipients

635

Total Applications

Equity + Emerging Development

Funding: \$200,000

Applicants: 181

Recipients: 20

Regional Projects: 3

Project Development

Funding: \$416,298

Applicants: 65

Recipients: 61

Regional Projects: 8

Production Program

Funding: \$2,827,145

Applicants: 175

Recipients: 25

Regional Projects: 4

Rogers Documentary + Factual Development

Funding: \$210,000

Applicants: 114

Recipients: 14

Regional Projects: 3

Rogers Indigenous Film Fund

Funding: \$232,075

Applicants: 31

Recipients: 13

Regional Projects: 4

Screen BC Short Film Award

FKA MPPIA Short Film Award

Funding: \$5,000

Applicants: 36

Recipients: 1

Slate Development

Funding: \$500,000

Applicants: 33

Recipients: 10

Regional Projects: 3



THE CHEF & THE DARUMA Wallop Film Photo by Kaayla Whacell



"Southern Interior"

Our Sector Investments

Music + Sound Recording

\$6,475,834

Total Delivered

369

Total Recipients

1,047

Total Applications

Business Foundations

Funding: \$419,265

Applicants: 83

Recipients: 43

Career Development

Funding: \$1,201,723

Applicants: 377

Recipients: 101

Demo Recording

Funding: \$200,000

Applicants: 205

Recipients: 105

Music Industry Initiatives

Funding: \$424,408

Applicants: 39

Recipients: 23

Live Music

Funding: \$1,786,515

Applicants: 288

Recipients: 78

Record in BC

Funding: \$293,923

Applicants: 53

Recipients: 17

Special Projects

Funding: \$2,150,000

Applicants: 2

Recipients: 2



Our Sector Investments

Motion Picture Tax Credit Administration

On March 4, 2025, B.C. announced historic updates to its Motion Picture Tax Credit Programs, designed to strengthen the province’s competitive advantage by offering increased benefits for both foreign and domestic productions.

The Film Incentive BC (FIBC) basic rate increased from 35% to 40% for productions that start principal photography after December 31, 2024.

The Production Services Tax Credit (PSTC) basic rate increased from 28% to 36% for productions that start principal photography after December 31, 2024.

The Major Production Tax Credit is added for completed productions with accredited B.C. major production costs greater than \$200 million, that start principal photography after December 31, 2024, and is equal to an additional 2% of a corporation’s accredited qualified B.C. labour expenditure in respect of the major production. The total combined PSTC rate for major productions is 38% (36% + 2%).

The Regional and Distant Location Tax Credits are restored for animation productions that start key animation after December 31, 2024, for production companies with a physical office in a regional or distant location, provided that the labour expenditures claimed are for workers who are physically present and working in those offices at least 50% of the time.

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.

B.C.’s motion picture industry activity in fiscal year 2024/25 is estimated by Creative BC at **\$2.5B** and **288** active productions, based on direct tax credit application knowledge.

Actual certifications processed were 388 total \$3B in production volume.

TOTAL 2024/25 TAX CREDIT IMPACTS	
ACTUALS CERTIFIED	PRODUCTION ACTIVITY PP/KA
B.C. LABOUR	
\$1.81B	\$1.55B
CERTIFIED	ACTIVE
388	288
ADMINISTERED	
\$712M	\$621M
TOTAL B.C. PRODUCTION SPENDING	
\$3B	\$2.5B

*35 pre-certified productions
PP/KA data generated on June 26, 2025.

Total Approved Certifications by Project Type

FEATURE FILM	85	30%
MOVIE OF THE WEEK	85	30%
TV SERIES	73	26%
SVOD PRODUCTION	105	37%
OTHER	40	14%

Comparison of CIERA™ Annual Calendar Insights and Tax Credit Knowledge to Fiscal Year Reporting

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



Motion Picture Tax Credit Administration



FIBC

Film Incentive BC Program

Estimated **146** productions and **\$443M** actual domestic motion picture industry economic activity in 2024/25 based on principal photography dates and Creative BC tax credit data.

Actual certifications processed were 332 total \$443M in production volume.

2024/25 FIBC IMPACTS	
ACTUALS CERTIFIED	PRODUCTION ACTIVITY PP/KA
B.C. LABOUR	
\$233M	\$224M
CERTIFIED	ACTIVE
146	117
ADMINISTERED	
\$115M	\$115M
TOTAL B.C. PRODUCTION SPENDING	
\$443M	\$462M

About 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, scriptwriting, digital animation, visual effects, and post production activities.

Total Approved Certifications by Project Type		
FEATURE FILM	28	19%
MOVIE OF THE WEEK	63	43%
TV SERIES	26	18%
SVOD PRODUCTION	9	6%
OTHER	20	14%

PSTC

Production Services Tax Credit Program

Estimated **242** productions and **\$2.5B** actual foreign motion picture industry economic activity in 2024/25 based on principal photography dates and Creative BC tax credit data.

Actual certifications processed were 254 total \$2.5B in production volume.

2024/25 PSTC IMPACTS	
ACTUALS CERTIFIED	PRODUCTION ACTIVITY PP/KA
B.C. LABOUR	
\$1.58B	\$1.12B
CERTIFIED	ACTIVE
242	171
ADMINISTERED	
\$597M	\$506M
TOTAL B.C. PRODUCTION SPENDING	
\$2.53B	\$2.06B

About 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, scriptwriting, digital animation, visual effects, and post production activities.

Total Approved Certifications by Project Type		
FEATURE FILM	57	24%
MOVIE OF THE WEEK	22	9%
TV SERIES	47	19%
SVOD PRODUCTION	96	40%
OTHER	20	8%

*35 pre-certified productions
PP/KA data generated on June 26, 2025.



ICG 669 Darko Sikman



Fort Steele Heritage Town and Mt Fisher

Provincial + Regional Film Commission Service

In 2024/25, the BC Film Commission at Creative BC elevated its investments in research, advocacy, strategy, and consultation to support a return to production after ongoing impacts from the pandemic, strikes, and shifting global business models through its service and stewardship initiatives.



creativebc.com/film-commission



Our Film Commission Services

Production and Location Service

Production Support

44

Productions Supported

360+

Production Inquiries

65

Production Consultations

Library + Locations Services

320+

Script Breakdowns
and Packages

255

Welcome and Wrap Packages

1,288

Library Inquiries and
Service Activities

263

Active Library Users

9,733

Lower Mainland digital
location library files

12,836

Total Library Files in B.C.

922

New files added in
Lower Mainland

2,642

New Location Files in B.C.

Industry and Community Affairs

12

Meetings Chaired

28

Ongoing major policy files

16

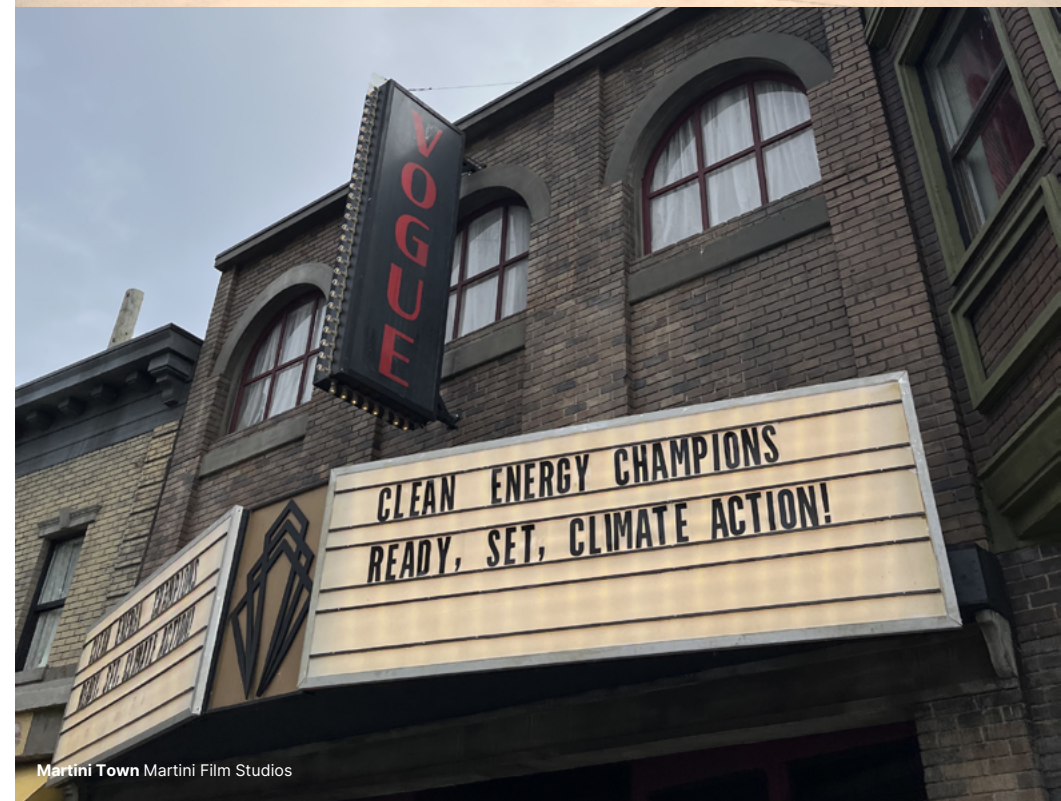
Taskforces

207

Items, Inquiries, concerns resolved



Clean Energy Battery Workshop Elise Vout



Martini Town Martini Film Studios



Stanley Park



Northern BC

Our Film Commission Services

Regions Stewardship Initiatives

1,720

New Regional Locations
Library Files

17

Engagements meetings,
and workshop

8

Regional Film Commissions
across B.C.

9,634

Regional Locations
Library Files

12,923

Distant Regional Film Commission
Locations Library Files

Reel Green™ Stewardship Initiatives



Reel Green™ at Creative BC advanced environmental stewardship through training, funding, and national collaboration. Key actions included training 300 crew members in sustainable production practices, bringing the total to over 1,900.

The initiative delivered \$50,000 in top-up grants to five Indigenous producers for green initiatives and co-led the REEL Earth Day Challenge, which raised \$100,000 and mobilized 1,321 volunteers for over 3,400 hours of environmental restoration work.

Successes included measurable environmental outcomes: over 16,500 trees and native plants planted, 12.72 hectares of land restored, and nearly 19,000 invasive species removed. Reel Green™ also launched new resources like the Sustainability Lead Workshop and supported the Emerging Filmmaker Guide through Producing for the Planet. It participated in high-profile events such as the Hollywood Climate Summit and Sustainable Production Forum 2024.

300

Crew Trained
1.9K to Date

\$120K

Annual Industry Funding
Raised from 24 Investors



Whiskey Jack Transportation

10

Panels and Presentations



Clean Energy Battery Workshop Elise Vout

\$100K

Raised for the REEL Earth Day
Challenge with \$558K to date

5

Initiatives Supported
by Story Money Impact, Producing for
the Planet, Maple Ridge, and DGC BC.

40

National
Partners

47

Clean Energy
Committee Members

Creative Pathways™ Stewardship Initiatives



Creative Pathways™ at Creative BC focused on social sustainability by supporting equity-seeking talent and promoting inclusive hiring practices in B.C.'s motion picture industry.

Key actions included launching two free professional development streams—Inclusive Leadership for Film + TV and Inclusive Workplaces for Film + TV Workers—which trained 197 people living and working across B.C.

The initiative also funded workforce development programs such as the MBS Illumination Program, Vancouver Post Alliance EDI Mentorship, and Curls, Coils & Camera, which trained six black hairstylists for on-screen work. Additionally, Intersections Media trained 72 youth for entry-level roles.

19

Industry Partners

197

Leaders and Crew Trained
in Inclusive Workplaces

9

Career Fairs

17

Panels

1

Setwork Cohort

5

Meet 10s

Allisa Swanson, Costume Designer | Cheryl Marion, Production Designer | Eli Haligua, Sound Design & Re-Recording Mixer | Production Assistant Social featuring Ahmed Sedat, Tawni Duhamel, and Valere Hart | Aryn Mott, Intimacy Coordinator & Mental Health Coordinator



Production Assistant Social

2023/24 Creative BC Scorecard

Delivering on our strategic priorities.

Local Capacity

Foster an ecosystem in which creative ambition can thrive.

Creative BC Inputs
12 IP Creation Programs
10 Ecosystem Support Programs

Program Measures
\$14,589,475 Investment
819 Recipients
800+ 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
66 Markets, Missions, and Trade Events

CIERA™ 2024 Measures
\$7.4B 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
45.4K Followers
320K 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, 44 Partners, 52 Industry Associations, Regional Film Commissions, Municipal Film Offices

CIERA™ 2024 Measures
170,344 People
88,618 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 2024/25 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



BRITISH
COLUMBIA