



2022 IDM Census Highlights

New Media Manitoba is Sector Council for Information, Communication and Digital Technologies and non-profit industry association dedicated to supporting Manitoba's Interactive Digital Media (IDM) industry.

\$357M
Direct GDP Impact
+119% from 2016

Represents an 83% increase in total tax revenue (growing at a CAGR of 10.6%) Largely driven by increased labour costs, thus a 28% increase in personal income taxes.

204 IDM Companies
 Close to half being core IDM businesses.

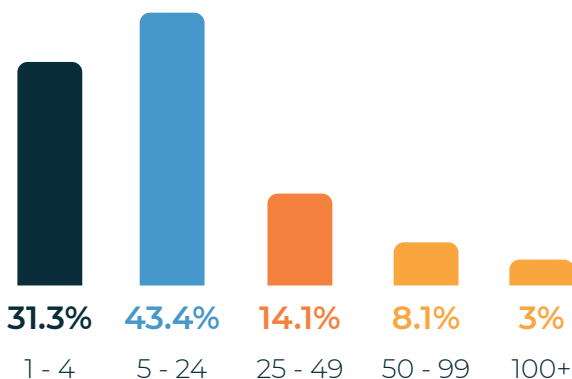
4,820 Direct FTE's
+50% from 2016

5,750 Total Impact
 Full-time equivalents including direct, indirect, induced.

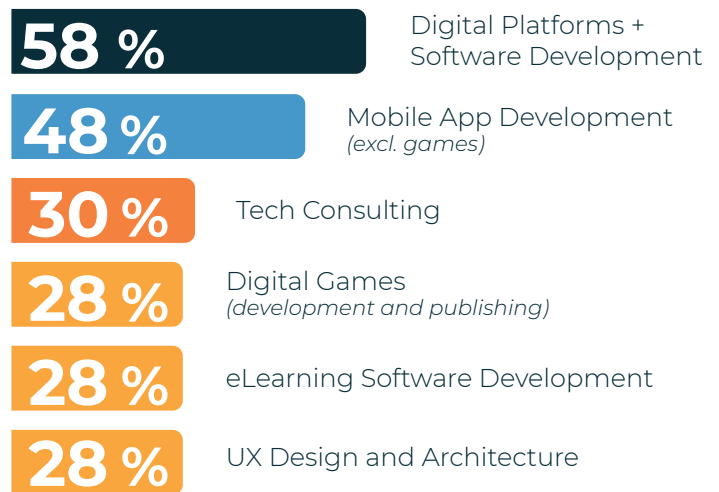
Market Expansion

Majority of companies are interested in expanding into North American markets in the next 3-5 years, with Canadian and American markets, making up a close 76% and 73% of responses respectively.

IDM Company Size # of employees



IDM Products Created



Data provided by:



Funding Provided by:
 Financement fourni par:





88% of companies want Manitoban talent

1,410 Estimated New Hires
in the next 24 months

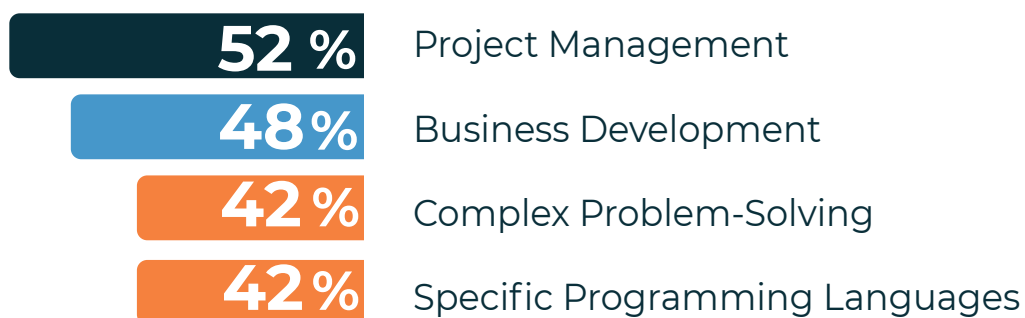
19% Senior
>10 years experience

19% Advanced

23% Intermediate

34% Junior
<2 years experience

Manitoba's most prominent training areas for IDM companies are:



Programming languages proficiency searched by employers when hiring new developers

JavaScript
HTML
C#
C++
Python
CSS
SQL
CSS3
Java
Blockchain
Ruby
React

Most In-Demand Skills

Critical Thinking
 Complex Problem Solving
 Active Learning

46% of survey respondents expressed that they joined NMM because of offered networking opportunities with industry professionals.

65% of survey respondents noted that they capitalized on NMM's networking and events.

"These observations invite the reader to reconsider the popular conception of interactive digital media as being virtually synonymous with video games.

(IDM products and technologies offer a wide range of use cases in various verticals, and while the video games industry certainly represents a significant segment, the distribution outlined in the census confirms that the IDM industry should not be unilaterally equated with that specific segment, at least in Manitoba.)

2022 IDM Census and Growth Strategy Report by Nordicity,"

Helpfulness of NMM staff

4.79/5