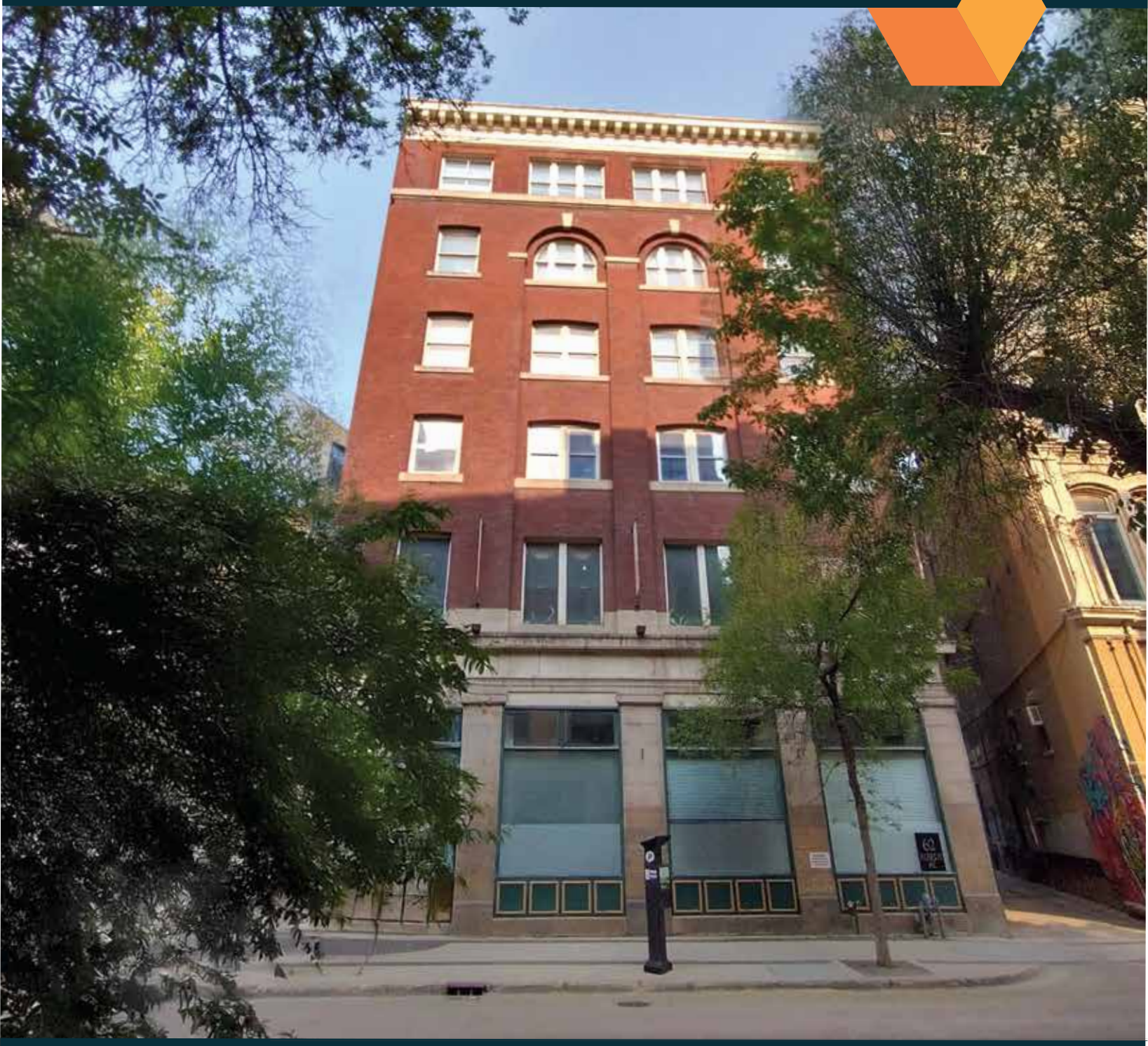
NMM New Media Manitoba

Supporting Manitoba's Interactive Digital Media Industry



Annual Report 2025 • 2026

Message from our Board Chair

As we look back on fiscal 2025-26, I am struck by the momentum our organization has built and the clarity that continues to guide our work. The interactive digital media (IDM) community moves quickly and rarely waits for anyone to catch up, yet our team and partners have consistently anticipated needs and responded with purpose. Their commitment positions us not only as a support system for creators and innovators, but also as a launchpad for those shaping Manitoba's digital future.

The past year brought an important milestone: we had successfully secured more than $2.3 million in AI funding from Prairies Economic Development Canada.

Our community engagement efforts expanded through new workshops and initiatives that welcomed fresh voices into the fold. Attendance grew steadily, and many participants shared that they found a place to connect, learn, and contribute. That is the heart of our mission, and it is rewarding to see it reflected in real experiences.

NMM's partnerships also deepened, attracting organizations that recognize the importance of supporting emerging talent and creating environments where people can thrive. These collaborations strengthen our programming and expand opportunities for those entering or advancing within the industry.

Financially, we remain steady and deliberate in our approach. Ongoing partnership and collaborator discussions helped position us for long-term sustainability, while careful stewardship of resources ensures each initiative reflects our values and delivers meaningful community impact. As funding and innovation landscapes continue to evolve, our strategic focus and disciplined planning keep us grounded.

Looking ahead, we have ambitious goals that reflect both our community's needs and our organization's potential. Building on our successes, we expect 2026-27 to be a strong financial year, with SLXR facility revenue exceeding expectations. Our newly launched AI program will also play a key role in strengthening competitiveness and supporting company growth. These are significant undertakings, and I am confident our team is ready for the challenge.

Thank you to the board for your continued guidance and thoughtful leadership. Your insights help shape our direction, and your support strengthens every step we take. Together, we are creating opportunities that uplift individuals and strengthen our industry. I look forward to the work ahead and the impact we will continue to make.

Dan Blair
Board Chair
Chief Executive Officer of BSDXR

Message from our Executive Director

Our annual report highlights steady growth, sharper focus, and stronger connections across the organization in 2025–26. Each program, partnership, and conversation deepened our understanding of community needs and where we can have the greatest impact. I remain inspired by how the IDM sector supports one another, and how our work creates space for that support to grow.

Our programming reached creators and professionals at all career stages, with 85% being supportive of NMM programming and 97% indicating some degree of company benefit. Students and newcomers built confidence in skills sessions, while experienced members shared practical, generous guidance. These moments reinforce that learning thrives in welcoming environments, and it's encouraging to see participants carry this mindset into workplaces across Manitoba and beyond.

Supporting Manitoban company development was another highlight. In 2025–26, 152 organizations benefited from our support and services. These relationships strengthened collaborations and opened up new opportunities. Each partnership expands access, drives innovation, and builds community momentum. I'm grateful to all who contribute their time and expertise.

Operationally, our team delivered beyond expectations, hosting 250+ events, and supporting over 8,500 participants. Their focus and creativity, especially as we prepare larger initiatives, ensures our mission evolves with current needs while planning for the future. I'm proud of their adaptability and care.

Since 2019, NMM's annual revenue has grown from $460,000 to $2.6M. Our team has expanded from four to fourteen during this time, strengthening our capacity to support industry growth and represent Manitoba on the national stage.

This growth reflects the broader expansion of our sector. With government and industry partners, we are investing in Manitoba's future IDM workforce. Momentum, supported by the 2021 IDM Tax Credit updates and the 2022 Nordicity Economic Impact Analysis, comes from programming shaped by ongoing industry consultation.

By 2029, NMM will be recognized as the champion of a thriving, world-class Interactive Digital Media community in Manitoba. We aim to grow our base, achieve financial sustainability, and reduce reliance on government funding while strengthening partnerships. Our team will continue driving meaningful growth and long-term impact.

To our board, thank you for your guidance and trust. Your leadership brings clarity and purpose, and I look forward to continuing this work together.

Louie Ghiz
Executive Director
New Media Manitoba

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New Media Manitoba is located on Treaty 1 Territory, the ancestral lands of the Anishinaabeg, Ininiwak, Nêhiyawak, Michif and Dakota and the homeland of the Red River Métis people. We acknowledge Treaty 3 Territory Shoal Lake 40 First Nation as the source of Winnipeg's clean drinking water and that the electrical and natural gas systems that we rely on are located and operate across Manitoba, in Treaty 1, Treaty 2, Treaty 3, Treaty 4 and Treaty 5 Territory. We respect and honour the ancestors of these lands.

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About Us

Board of Directors

Chair, Director	Dan Blair	Founder and Chief Technology Officer, BSDXR
Secretary, Director	James Swirsky	Principal, Blinkworks
Treasurer, Director	Kitan Amao	Director, Corporate Client Group, RBC
Past-Chair, Director	Christopher Clarke	CFO, Flipside XR
Director	Susan Andree	Retired, Chair, Creative Arts, RRCP
Director	Laurie Cornell	Retired, Government of Manitoba
Director	Noah Decter-Jackson	Founder, Complex Games
Director	Kevin Glasier	Founder and CEO, Tactica Interactive
Director	Jamie Grant	Associate Vice-President, Community, Industry and Solutions, University College of the North
Director	Rachael Hosein	Co-Founder and Chief Creative Officer, Flipside XR
Director	Julien Lavoie	Director of Corporate Affairs, Ubisoft
Director	Andrew Yankiwski	Managing Partner, Precursor Productions Executive
Ex-Officio	Louie Ghiz	Director, New Media Manitoba
Ex-Officio	Troy Harwood-Jones	Partner, PKF Lawyers
Ex-Officio	Chelsea Mitchell	Industry Workforce Development, Manitoba Economic Development, Investment & Trade, Government of Manitoba
Ex-Officio	John Visser	SR&ED Tax Credit Consulting, MNP

NMM Team

IDM CreatorLab Lead	Marc Cacho
Network Administrator	Phillip Fast
Executive Director	Louie Ghiz
Special Projects Coordinator	Angélica Gomes
Senior Manager of Training & Academic Relations	Juliet Greenberg
Senior Manager of Business Development	Corinne Gusnoski
Unreal Engine Projects and Initiatives Lead	Cameron Hintz
Senior Manager of AI Initiatives and Support	Lesley Klassen
Senior Manager of StudioLab xR	Jonathan Lê
Senior Manager of Community Development	Teena Lee
Unreal Engine Training Lead	Matt McMahon
Director of Operations	Taralee Turner
Digital Marketing Coordinator & Youth Ambassador	Olivia Wilde
Digital Marketing Coordinator & Youth Ambassador	Jenica Woitowicz

Operating Highlights

We are pleased to report that our team's focused efforts have contributed to positive KPI trends across NMM's Sector Council Program and our other initiatives for 2025-2026. These positive effort indicates consistent growth over three years, **beginning in 2023–2024**.

3 Fiscal Years of Growth

Growing NMM Clients & Community

81% ↑ Total companies assisted

90% ↑ Total participants in SCP activities

191% ↑ Total community interactions

Developing Financial Sustainability

92% ↑ Total companies paying for services

150% ↑ Earned revenue

Advancing IDM Sector Business Development

81% ↑ Respondents reported moderate to significant benefits from NMM services

82% ↑ Total advisory meetings

30% ↑ Average number of activities participated in by survey respondents

Clarify and Strengthening NMM Brand (since 2024)

1077% ↑ Growth in LinkedIn followers

29% ↑ Growth in Instagram followers

29% ↑ Growth in Newsletter subscribers

Strategic Mission

NMM Vision

To be the champion for a thriving, world class Interactive Digital Media community in Manitoba

NMM Mission

New Media Manitoba is a sector council and trade association for Manitoba's Interactive Digital Media industry. We bring people together to provide services of training, advocacy, networking opportunities and business supports that foster economic and creative growth.

NMM Strategic Goals

1. Grow NMM Clients and Community
2. Develop Financial Sustainability
3. Maintain and Strengthen Government Relationships
4. Advance Business Development (Growth) of IDM Sector
5. Clarify and Strengthen NMM Brand

> The [NMM supported] training was crucial to our 2025 planning. Without this workshop, we would have not approached the year the way we did, hired as effectively as we did, and ultimately achieved the outcome that we did as a result.

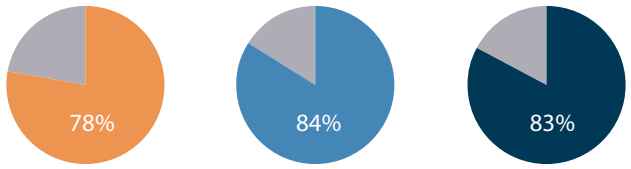
• **Noah Palansky,** CEO & Co-Founder, Taiv

Grow NMM's Clients & Community

Fostering and working alongside IDM clients, businesses, and industry professionals as they grow, innovate, and shape Manitoba's IDM sector are privileges for which we are deeply appreciative. Their achievements, creativity, and commitment to innovation continue to strengthen the industry and create new opportunities across the province.

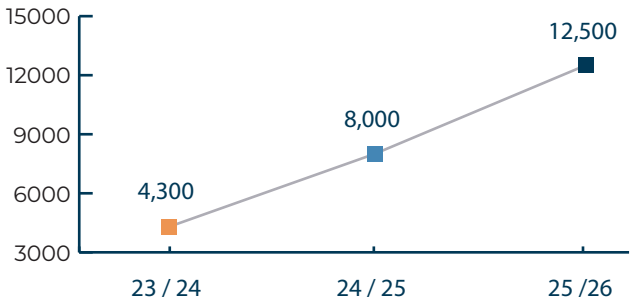
We have also seen our community evolve into a vibrant network of creators, entrepreneurs, and industry leaders who actively support one another through collaboration, knowledge sharing, and connection. Their collective success reflects the strength, resilience, and potential of Manitoba's IDM ecosystem.

% Survey Respondents Satisfaction with Overall Experience with NMM



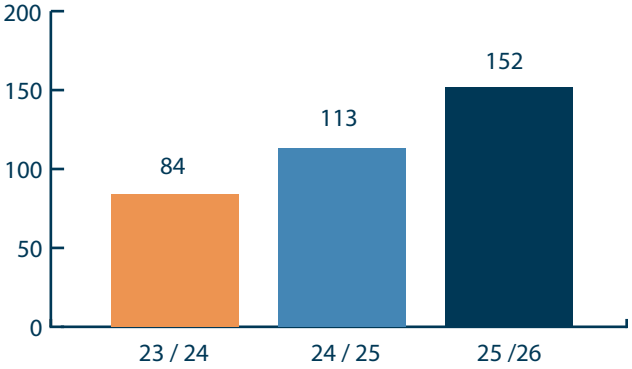
Total Community Interactions

excludes casual networking - rounded to nearest 100th

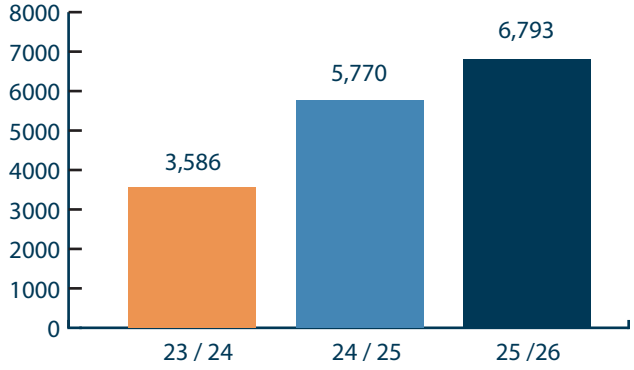


Total Companies Assisted

as reported to Sector Council Program (SCP)



Total Participants in SCP Activities

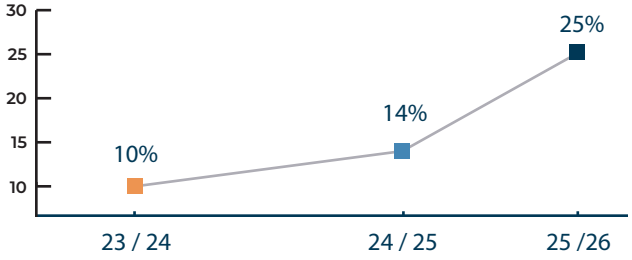


Develop Financial Sustainability

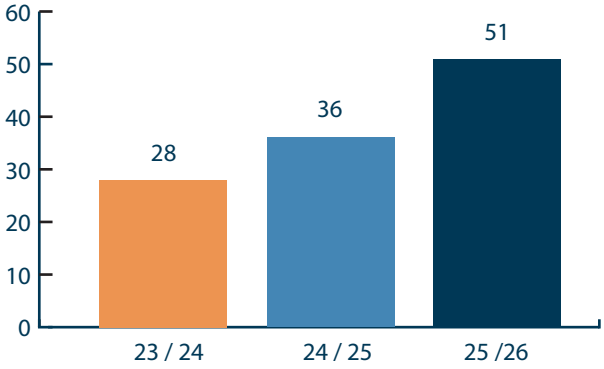
NMM is strengthening its financial foundation through diversified revenue streams, strategic partnerships, and sustainable growth initiatives. This increased stability has enhanced our ability to invest in programs, respond to industry needs, and support Manitoba's digital media and technology community with greater confidence and long-term impact.

Our capacity to plan for the future has increased alongside the growth of our organization. By building a more resilient financial model, we have created greater flexibility to pursue new opportunities, foster innovation, and ensure that NMM remains a strong and reliable resource for the industry for years to come.

% Earned Revenue



Total companies paying for services/partnership



New Media Manitoba has supported our growth by providing opportunities to connect with the local community and by increasing industry awareness across Manitoba. Because of organizations like NMM, we feel accepted and celebrated by our community, and able to contribute to a sector that's critical in the long term economic future of Manitoba.

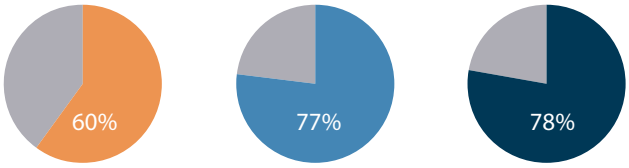
• **Meghan Athavale,** Founder and CEO, Lumo Interactive

Advance IDM Sector Business Development Growth

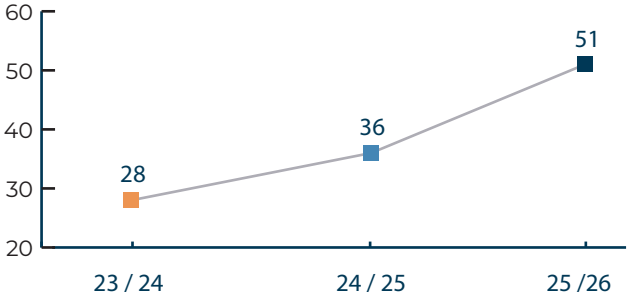
NMM has built a more resilient financial foundation through diversified revenue streams, strategic partnerships, and sustainable growth initiatives. This has helped us strengthen the IDM sector's capacity for innovation, expansion, and long-term success.

As the industry continues to evolve, we have seen IDM businesses increase their visibility, build new relationships, and explore opportunities in emerging markets. These collective achievements are helping position Manitoba as a competitive and innovative hub for digital media and creative technology industries.

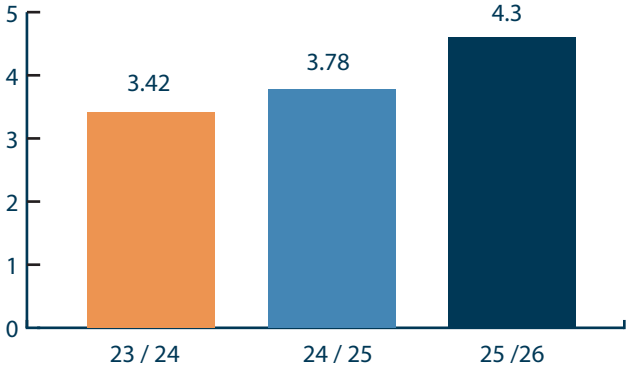
% Survey Respondents Indicating they or their company benefited moderately to significantly from NMM supports and services in terms of business growth, visibility, and industry connections



Number of Business Advisory Meetings

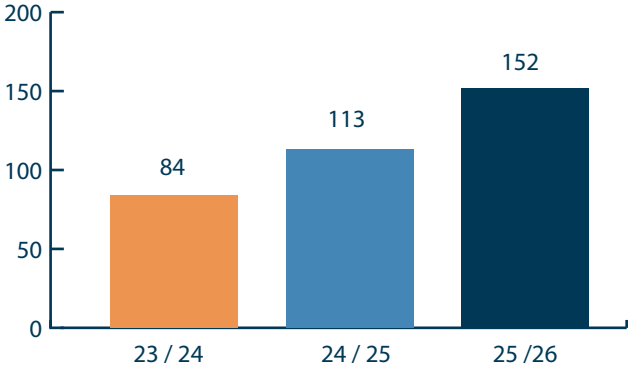


Average number of activities participated in by survey respondents



Total Companies Assisted

as reported to Sector Council Program (SCP)



Clarify and Strengthen NMM Brand

We have strengthened our brand by creating more consistent messaging, visuals, and storytelling across our communications channels. This has improved how our community, partners, and stakeholders understand who we are and the value we provide.

Through Instagram and LinkedIn, we have built a more cohesive presence that highlights our programs, community impact, and industry leadership. Consistent content and a clear voice have helped reinforce our position within Manitoba's interactive digital media ecosystem.

We refined our newsletter to deliver IDM industry, academic, and partner opportunities in a clear and engaging format. Improved design and focused messaging have strengthened subscriber engagement while supporting recognizable and professional brand experience.

3,507 Followers

2,184 Followers

1,561 Subscribers

Programming

StudioLab xR (SLXR) is NMM's latest addition to the Province's tech and innovation landscape. Our 5,500 sq ft facility's mandate is to support workforce development and innovation in emerging technology fields.

Advances in Real-Time 3D visualization and AI-driven technologies are making the impossible possible, opening up incredible new opportunities across creative and technical fields. From 3D scanning and Unreal Engine to advanced R&D capabilities, we're pushing these tools and workflows further, accelerating growth for Manitobans.

SLXR provides the technology and expertise modern production companies and creators need to bring their visions to life.

722 Learners

109 Tours and Events

21 Production Days

44 Training Production Days

Programming

GameBiz Lab brings education and consulting around the business side of video games to Manitoba's video game community. We are strengthening Manitoba's video game ecosystem by supporting collaboration, knowledge sharing, and sustainable industry growth.

Community members connect to a diverse network of industry experts, community leaders, and collaborators through events and networking gatherings amplifying opportunities and expanding Manitoba's interactive digital media community.

Additionally, GameBiz Lab provides resources and mentorship that help foster a more connected, informed, and resilient Manitoban video game industry.

18 Local Game Studios Supported

12 Speaker Sessions

336 Session Attendees

> Having this kind of support here in Manitoba has made a huge impact on the local game development community, and has really helped build a strong foundation for up-and-coming studios.
>
> · **Kyle Schmitz,** Founder of Teenage Astronauts

Programming

Launched in the fall of 2025, **AI Interactive** is NMM's business support program focused on the adoption and commercialization of Artificial Intelligence (AI) technologies within our sector.

Through workshops, applied learning, and industry collaboration, the program helps Manitoba's IDM companies innovate, build AI capacity, and strengthen competitiveness. Strong first-year participation exceeded several early program targets.

AI Interactive is positioning Manitoba as a leader in responsible AI adoption while supporting workforce development, commercialization, and sector growth. As the program expands, it will continue to foster partnerships and practical AI applications that strengthen the province's digital economy.

Prairies Economic Development Canada | Développement économique Canada pour les Prairies

$2.3M in Funding

275 AI Session Participants

53 Highly Qualified Personal Trained

5 SMEs Assisted

Initiatives

Through our **Academic Programs**, we inspire Manitobans to explore emerging technologies, learn new skills, and discover career pathways in the ever-evolving interactive digital media industry. With a goal of an inclusive and diverse IDM workforce, we're connecting with students at career fairs, through school tours and industry presentations and through customized programming to meet learners where they are.

We're investing in Manitoba's future workforce through ongoing collaborations with all major post-secondary institutions that offer IDM programs. Custom IDM workshops delivered in The Pas and engagements with learners at Sir William Osler, Tec Voc, and R. B. Russell prove to be inspiring for creators of any age.

NMM's academic programs are driven by thoughtful industry research and academic and industry consultations. These programs are delivered by passionate IDM enthusiasts and industry professionals who are committed to supporting our community and learners on their career paths.

380+ Post-secondary Student Interactions

650+ High School Student Interactions

28 Training Sessions

"I really enjoyed being part of the Digital Skills training program. I learned a lot about creating a website, social media marketing, and even got to try out a bit of game-building. The instructors were super patient and supportive, which really helped strengthen the skills I already had. Overall, I'd definitely recommend this program to others and would even take it again myself!

· **Victoria Triskle,**
Digital Media Skills Student, The Pas

Initiatives

IDM CreatorLab supports educators and students in developing foundational skills in Game Design and Game Development through a blended learning model that includes options such as self-paced online coursework and hands-on sessions.

A highlight of the program is Summer Studio; a dedicated series that took place between school years with intentional support for personal skill development. The program gave students the space and time to actively practice the skills they've been building.

14 Training Sessions

152 Participants

Girls in Gaming is dedicated to creating a fun and collaborative space for young women and gender diverse students to explore the technical and creative possibilities of video game development.

Whether partnering with WISE Kid-Netic Energy at equity-focused teaching events like Go Code Girl, or speaking about coding careers and education pathways at SKIES Space Club and Career Trek's World of Work, we are committed to inspiring youth to explore opportunities within our local IDM industry.

5 Training Sessions

116 Participants

> Girls in Gaming provided very insightful and engaging workshops for our students. In addition to that, they helped grow our school's digital media community with assisting in running a game design fair. Overall, Girls in Gaming have made a positive impact in our school community.
>
> • **Liang Sun,** Kildonan East Collegiate IDM Teacher

Community Group Events

WINNIPEG GAME COLLECTIVE

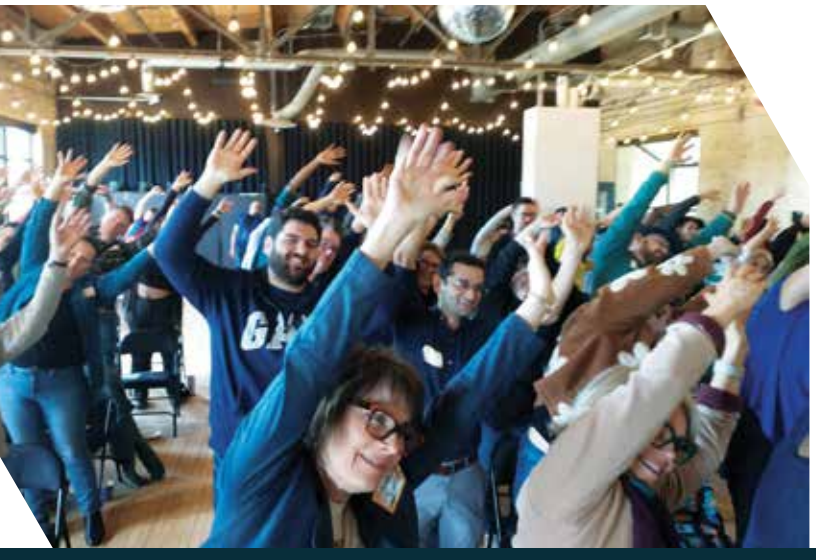
1,259	19	1,993
Members	Events	Attendees

CREATIVE MORNINGS WINNIPEG

1,120	11	1,203
Members	Events	Attendees

Manitoba Women in Tech

737	7	818
Members	Events	Attendees



UNREAL ENGINE Winnipeg

450	5	188
Members	Events	Attendees

Funders & Partnership Program

30 strategic partnerships connect NMM with government, academia, and the business community. With support from our funders and partners, we empower people with growth opportunities, adapt to market changes with vigour and provide resources to pursue the boldest dreams.

Government Funders

Canada

Manitoba

Strategic Partner

UBISOFT WINNIPEG

Connection Partners

ellii

201 PORTAGE

flexnetworks

Technology & Media Partners

tactica INTERACTIVE

wacom

Relish Ideas Inc.

Support Partners

FISH FLIGHT ENTERTAINMENT

upfeat

Gryd

MOONLITE LABS

VISUAL LIZARD

UPRO SOCCER

Academic Partners

Assiniboine College

MITT

RRC POLYTECH

The University of Winnipeg | Professional, Applied and Continuing Education

Winnipeg School Division

Community Partners

Enjoy Creative

Handcraft creative

Ice River Films

Jonathan Edwards Technical Services

LOOKSMART VIDEO

TrueNorth Sports + Entertainment

NFB ONF

WOOKEY

WSO Winnipeg Symphony Orchestra

IDM & Cross Industry Collaborations

IDM and cross-sector collaborations strengthen workforce capacity and industry growth. By expanding access to inclusive high-quality training and aligning programming with emerging technologies, these efforts build in-demand skills, increase confidence, and support clear pathways to employment for Manitobans.

- Assiniboine College
- Bioscience Association Manitoba
- Canada Media Fund
- Communities Economic Development Fund
- Centre Venture
- City of Brandon
- Creative Manitoba
- Downtown Winnipeg Biz
- Gimli Film Festival
- HTC Vive
- Hyper
- Kildonan East Collegiate
- Logistic Academy
- Manitoba Construction Sector Council
- Manitoba First Nations Education
- Manitoba Institute of Trades and Technology
- Manitoba Start
- Manitoba Trucking Association
- National Screen Institute
- North Forge
- Northern Manitoba Sector Council
- Nuit Blanche
- On Screen Manitoba
- Red River College Polytechnic
- Seven Oaks School Division
- Skills Canada
- Tech Manitoba
- Tech Thursday
- Ubisoft
- University College of the North
- University of Manitoba
- University of Winnipeg
- Winnipeg Game Collective
- Winnipeg School Division
- Workplace Education

NMM New Media Manitoba

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Funding provided by / Financement fourni par
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