

AVI3M1 Quotes about Ontario's Creative Cluster

The following quotes are from [Ontario's Entertainment and Creative Cluster: A Framework for Growth Report](#)

Gather into groups of 4 or 5. Have each group member read and consider answers to the question/s after each quote. Then have the group members share their quotes and discuss their answers. You may have to do a bit of research to answer the questions.

1. Ontario is among North America's top entertainment and media economies, ranking third in employment (behind California and New York). It is among the world's highest revenue-generating Creative Clusters, and has the potential to rise above its current status at the top of the 'second tier' of media economies to join the ranks of Paris, London and New York as a top-tier entertainment and media economy (p. 5).

Name some companies or individuals who contribute to the entertainment cluster in Ontario.

2. While sustainable growth for any industry is contingent on a number of factors, evidence suggests that Canada's and Ontario's creative industries are growing faster than the rest of the economy. Approximately 1.1 million Canadians are estimated to owe their jobs (directly or indirectly) to creative industries, which represented roughly 7.1% of Canada's total workforce in 2007.⁶ Between 1999 and 2007, Ontario's Creative Cluster job growth was double that of the rest of the economy – 38.3% compared with 17% in the overall Ontario economy (p. 5).⁷

Which industries are in the creative cluster?

Why do you think that the creative cluster is doing so well compared to other industries?

3. As Ontario's economy continues to transition, creativity will be increasingly tied to the province's ability to compete for growing global markets (p. 6)...

Where are the growing global markets?

Why are growing global markets important?

4. Although cultural industries have historically operated in silos, convergence and interaction has been growing, as new digital platforms act as common

How is convergence an opportunity?

5. The interactive digital media (IDM) industry in Ontario is characterized by near constant change, primarily towards “lighter” platforms such as mobile and other handheld devices and the emerging middleware market (e.g. physics engines for videogames, or software “porting” tools) (p. 7).

This is an area of rapid change and tremendous potential. Name some recent companies or services that are driving change in this area.

6. Over the past couple of decades, Ontario cultural industries have proven to be leaders in international sales and strong partners for co-production and distribution world-wide. This record forms a solid base from which to approach the current situation, in which the market for creative products and services is becoming increasingly globalized (p. 11).

How is Ontario uniquely positioned for working with many international partners?