



# SETTING UP A NEW MEDIA BUSINESS IN CANADA

**CHRC** Cultural  
Human Resources  
Council

**CRHSC** Conseil des  
ressources humaines  
du secteur culturel

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# *START-UP*: SETTING UP A NEW MEDIA BUSINESS IN CANADA

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## ***START-UP: SETTING UP A NEW MEDIA BUSINESS IN CANADA***

### **1.0 - START-UP: INTRODUCTION & OVERVIEW**

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#### **1.1 - INTRODUCTION BY SUSAN ANNIS, EXECUTIVE DIRECTOR, CULTURAL HUMAN RESOURCES COUNCIL**

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The New Media industry is a rapidly expanding multi-billion dollar economic engine. New Media giants such as Bioware, Ubisoft and Electronic Arts are well established New Media content producers, employing hundreds of New Media content creators and workers.

At the other end of the production chain is a vast array of thousands of small and medium New Media companies and independent content creators and producers who are feeding the industry. One of the big challenges they are facing is how to set up a viable business that will allow them to profit from their skills and talent. They need to be savvy about the business side of New Media, but they are not being taught this in either post-secondary or secondary training institutions.

Part of the problem is that New Media business models have not been thoroughly defined. As a knowledge-based industry working largely through the Internet, the revenue sources are not traditional and the expenses are not clearly defined. Given the great importance of nurturing the New Media industry at its roots through small- and medium-sized companies, the New Media Steering Committee of the Cultural Human Resources Council has identified the need for training for New Media artists and producers in the area of setting up a New Media business.

This training can be incorporated into a college or university curriculum; or delivered as a professional development course. CHRC thanks Garth A. Buchholz and his firm, [DigitalPractices.com](http://DigitalPractices.com), for their work in developing this course on behalf of the CHRC.

## About the CHRC:

The Cultural Human Resources Council (CHRC) mission is to initiate, co-ordinate and promote human resources planning, management, development and training in the cultural sector. It was established in 1995 following a comprehensive study of the cultural labour force undertaken jointly by HRSD and the cultural sector. As a not-for-profit organization, it represents employees, the self-employed and employers in the cultural sector, including:

- (1) Music and Sound Recording;
- (2) New Media;
- (3) Film and Broadcasting;
- (4) Live Performing Arts;
- (5) Writing and Publishing;
- (6) Visual Arts and Crafts;
- (7) Heritage.

CHRC brings together representatives of these cultural industries and disciplines to address the training, career development and other human resource needs of employers and cultural workers including artists, creators, technical staff and managers in the sector.

Over several years since its inception as one of the federal government's first sector councils, CHRC has provided an important bridge between HRSDC and the cultural sector. It has been responsible for a wide range of projects which address the specific human resource issues of the cultural sector.

CHRC is a membership organization run by a volunteer Board of Directors elected by its members across the country. The Board includes representatives of Music and Sound Recording; Heritage; Writing and Publishing; Visual Arts and Crafts; Film and Television; Live Performing Arts; and New Media. It carries out projects with cultural sector partners on both a discipline and industry specific basis, and on a cross sector basis. For example, the Council has undertaken the development of a competency chart and profile, and training gaps analysis for New Media Content Creators. It also held a Roundtable for New Media Content Creators and Educators to address training needs.

Over the past three years CHRC has been developing industry training strategies for film and television, music and sound recording, book publishing and New Media, working closely with employers, artists and cultural workers, professional associations and educational institutions to identify training gaps and recommend ways to fill them.

The course is divided into six sections, as follows:

**SECTION 1. START-UP: Introduction & Overview**

- Introduction
- Overview
- Acknowledgment of New Media firms that assisted
- Defining terms

**SECTION 2. THE INDUSTRY: Overview of New Media in Canada**

- Environmental scan
- New Media industry in Quebec
- Case studies of New Media firms in Canada
- Networking and industry recognition

**SECTION 3. THE MARKETS: New Media Business Marketing & Management**

- New Media business and marketing
- Developing business and marketing plans
- Other marketin opportunities
- Marketing and partnering in International markets
- Funding for New Media businesses and projects
- New Media production management

**SECTION 4. THE OFFICE: New Media Business Administration**

- Human Resources management
- Financial management
- Tips on legal costs and copyright

**SECTION 5. THE EDGE: Professional Development Opportunities**

- New Media education and professional development opportunities
- Recommendation from New Media companies

**SECTION 6. BEST PRACTICES: Experience and Advice from New Media Professionals**

- Collideoscope Digital Productions

- Canoe.ca
- Turbulent
- Xenophile Media
- cafesonique.com
- notsoimpleton.com
- Intoria, Inc.