

February 20, 2003

## News Release

### **IDM STUDY LAUNCHED AS PART OF TORONTO AREA ICT PROFILE**

The City of Toronto Economic Development Division, Greater Toronto Marketing Alliance (GTMA) and SMART Toronto Technology Alliance today announced the undertaking of an Interactive Digital Media (IDM) study, that is being conducted in preparation for a future comprehensive Toronto Area ICT Profile and Benchmarking Study.

“Toronto is Canada’s leading city in Interactive Digital Media and ranks as one of North America’s top performers,” said Brenda Librecz, Executive Director, City of Toronto Economic Development Division. “Developing a better understanding of our competitive position is the foundation we need to build a bigger, better and stronger sector.”

In response to increased demand from the industry for competitive information, the study will create a current analysis of the IDM sector. Key priorities and gaps will be addressed to identify emerging issues and assess the sector’s strengths and weaknesses. The findings will be used to develop a GTA ICT Profile and Benchmarking Study, updating information initially collected in the Deloitte & Touche 1999 Toronto region IT&T study, commissioned by the GTMA and SMART Toronto Technology Alliance.

Financial support has been secured from the Ministry of Enterprise, Opportunity and Innovation (MEOI) through its IDM Fund. Consulting services of E+B Data and G2M Strategic Public Relations and Communications have been retained through an RFP process. The IDM study will examine all elements pertaining to content development, packaging, enabling technologies, training and distribution medium. These results will be presented in spring 2003.

Once complete, the study will illustrate the Toronto region’s competitive business advantages for the IDM sector, identifying emerging trends and niche opportunities. Results will be a benefit to organizations and stakeholders in developing strategies for future growth and sustainability, thereby helping the industry as a whole position itself better in the global marketplace.

This initiative will help to raise awareness of our competitive strengths,” said Karen Campbell, President and CEO, GTMA. “Through targeted marketing, we can ultimately spur its growth by attracting jobs, talent and additional investment into the region.”

The study sponsorship is the result of collaboration between the City of Toronto, GTMA, SMART Toronto Technology Alliance, and Ministry of Enterprise, Opportunity and Innovation. The lead partners will bring together a host of supporters and stakeholders within the industry to assist in various facets of the study. The New Media Business Association, eBiz Toronto and the University of Toronto’s Innovation Foundation are among key supporters.

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