



## INDUSTRY PROFILES > Information and Communications Technology

### Digital Media



Sydney is a leader in the convergence of the film, animation and digital games industries. The strength of the digital media industry in NSW is underpinned by a strong ICT sector that services a market valued at A\$31 billion a year, and employs a skilled workforce of 100,000 people.

Sydney is the Australian focal point of the industries central to this convergence:

- film studios
- animation
- digital games publishing
- free-to-air and pay television
- information and communications technologies (ICT)
- finance and law
- advertising
- music publishing

#### Animation and digital effects

Sydney is the centre of Australian animation and digital effects. Companies located here include Digital Pictures, Yoram Gross-EMTV, Animal Logic, OmniLab, Ambience Entertainment, Burbank Animation Studios and Plastic Wax.

#### Digital media

NSW is the hotbed of Australia's most innovative digital media companies which include Massive, Hothouse, Netventures, Amnesia, Disney Internet Group, BigPond, ABC New Media and NineMSN.

#### Digital games

International and local companies in the digital games field located in Sydney include:

- games publishers: Activision, Microsoft, Sony, Nintendo, Vivendi/Universal Games, Ubisoft, Take 2, Eidos, Atari
- console game developers: MicroForte, Perception
- PC game developers: Nodtronics, emlab, the Strategic Studies Group
- online game developers: Tasman Studios, Bigworld
- mobile game developers: Vivalamobile, Tigerspike
- game technology development: BigWorld, Hemiware
- outsource services: Plastic Wax, Bytegeist, Madcap, Soundfirm

NSW Department of State and Regional Development offers a range of services for projects:

- provision of information to assist feasibility studies, business plan preparation and site location
- intermediary support with telecommunications service providers, training institutions, property agents, legal and financial services firms
- provision of facilities for launches, seminars and meetings
- other forms of financial and non-financial support negotiated on a case by case basis.

#### For more information

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#### Related publications

 [Sydney - Digital Media Hotspot](#)