



New South Wales  
Department of State and  
Regional Development

First for Business

## Sydney – Digital Media Hotspot



A production crew prepares the 'frozen moment' rig on the Fox Studios set of *The Matrix*

Sydney is Australia's digital media hotspot and an ideal location for digital media projects. It offers a wealth of creative talent, and is a leader in the convergence of the information communications technology (ICT), entertainment and creative industries.

### Sydney leads Australia in:

- film studios
- animation
- digital games publishing
- free-to-air and pay TV
- advertising
- music publishing

Sydney offers a highly skilled workforce, access to Asia Pacific markets, a robust broadband infrastructure, quality education and training, a desirable lifestyle and a work cycle overlapping Asia, America and Europe.

The digital media industry is underpinned by the strength of New South Wales (NSW) ICT – worth \$31 billion a year, with a skilled workforce of 100,000, and headquarters for 62 per cent of the top 250 ICT companies in Australia.



New South Wales Government

## INDUSTRIES

### Film

NSW dominates the Australian film industry with 66 per cent of total film and television production.

Sydney is home to Fox Studios, which attracts major international film productions. The Serenity Cove studios in Kurnell are well advanced in construction.

International film producers choose Sydney for its exciting locations, excellent infrastructure, strong skill base and sophisticated lifestyle.

Major productions filmed at Fox Studios include *Dark City*, *Farscape*, *The Matrix*, *Babe – Pig in the City*, *Star Wars II and III*, *Mask 2*, *Moulin Rouge*, *Mission Impossible 2*, and *Stealth*.

### Animation and digital effects

Sydney is the centre of Australian animation and digital effects. It's home to companies including Walt Disney Animation Australia, Rising Sun Pictures, Digital Pictures, Yoram Gross-EMTV, Animal Logic, OmniLab, Burbank Animation Studios and Plastic Wax.

### Digital media

NSW is a hotbed of Australia's most innovative digital media companies including ABC New Media, Amnesia, BigPond, Disney Internet Group, Hothouse, Massive, and ninemsn.

### Digital games

The Asia Pacific is the world's largest video game market. Worth \$12.9 billion in 2003, it is also projected to be the fastest growing with a 23 per cent compound annual increase to \$36.7 billion in 2008.

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

- games publishers: Activision, Atari, Eidos, HES, Microsoft, Sony, Nintendo, Take 2, Ubisoft, Vivendi Universal
- console game developers: Bigworld, Perception
- PC game developers: emlab, Nodtronic, SSG, Tasman Studios
- on-line game developers: Bigworld, Imaginary Numbers
- mobile game developers: Bizi, Spectrum Wired, Tasman Studios, Tigerspike, Vivalamobile
- outsource services: Global Game Cinematics, Hive Studios, Plastic Wax, and Soundfirm.

### Digital and interactive television

Sydney is home to the two main Australian pay TV companies, Foxtel and Austar, which both broadcast digitally. The free-to-air television channels began digital broadcasts in 2001.

Interactive TV companies located in Sydney include Amnesia, Brainjuice, Holotype, Open TV, Two Way TV Australia and Victoria Real.



## SYDNEY'S ADVANTAGES

### Infrastructure

Sydney boasts world-class studios, motion capture studios, sound studios, music production and scoring stages, and a host of other post-production facilities.

### Education and training

With almost 20,000 students studying ICT related courses at 10 universities, it's no wonder Sydney shines on the world stage. Sydney is also host to training in animation and programming. The Australian Film, Television and Radio School is based in Sydney and Charles Sturt University, a major regional university offered the first computer games technology degree in Australia and a TV production course supported by commercial networks.

### Skills availability

The State's creative technologies workforce is highly skilled in computer science, mathematics, film, graphics and games. Programming graduates are well versed in C++ and assembly, and animation graduates are skilled in Maya and 3DMax.

### Telecommunications

Sydney is home to some of the world's leading ICT companies – AT&T, Sprint International, SingTel-Optus, Hutchison, AAPT, NTT, Vodafone and Telstra and provide excellent services at world-competitive prices. Hutchison "3" launched 3G mobile services in 2004, and Telstra, Optus and Vodafone are expected to launch their services in 2005.

### Lifestyle

For a sophisticated economy with a quality lifestyle, Sydney is a comparatively inexpensive place to live. The quality of life in Australia was ranked fourth overall and the highest in the Asia Pacific by IMD in 2004.

### Government support

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

- information for business and feasibility planning and help with site location
- advice on issues affecting the project and assistance with government regulations
- introductions to industry, training and government contacts, as well as business service providers
- visa and immigration support
- other forms of financial and non-financial support negotiated on a case-by-case basis.

## For further information, contact:

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