



NEW ZEALAND

Multimedia industry in New Zealand

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Overview

The digital media industries are a rapidly growing and significant international market.

Creative and talented New Zealand companies are branding New Zealand as a niche leader within this market, which includes interactive gaming software, film and Internet animation, post-production and special effects, and television commercial production.

Multimedia is one of New Zealand's most exciting emerging industries, carrying the hallmarks of world-leading innovation, true creativity in concept and execution, and the ability to respond quickly and flexibly to the demands of the world market.

The main centres of New Zealand contribute varying flavours of innovation to the multimedia talent pool. The strong software engineering industry in Christchurch has spawned companies specialising in highly mathematical aspects of 3D modelling and graphic rendering, Wellington's cultural and entertainment focus has encouraged film and TV production, along with entertainment and Auckland has contributed significantly to breakthroughs in multi-dimensional painting, texturing and display.

Creative companies in New Zealand are increasingly using clusters to win international work. For instance, Wellington's Creative Capital group has had significant success in securing opportunities.

Major markets

New Zealand's multimedia industry exports to more than 20 countries around the world. Major export markets include:

- Australia
- The United States
- The United Kingdom
- Europe
- Southeast and North Asia (important emerging markets).



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Industry facts

- New media content industries, advanced imaging industries and multimedia sectors are major growth markets within New Zealand's total high tech (IT) export industry, estimated to be worth NZ\$1.58 billion in 2005 (from the 2005 *HiGrowth Profile of the New Zealand ICT Sector Survey*).
- The creative sector, of which multimedia is a significant part, contributes about 3 percent of New Zealand's GDP – close to the contribution of education (from the NZIER report *Creative industries in New Zealand: economic contribution* published 2002).
- The creative industries grew by more than 10 percent per annum in the last four years against 2-3 percent for the rest of the economy (from the NZIER report *Creative industries in New Zealand: economic contribution* published 2002).
- The gaming sector is attracting financial backing from significant software publishing houses in the United States, Europe and Japan.
- The world's most ambitious film trilogy, *The Lord of the Rings*, was filmed and post-production completed in New Zealand.

Significant products

- Animation
- Interactive entertainment across multiple platforms
- Special effects companies
- 3D data capture and display services

Innovation

- Liquid crystal display (LCD) screens with true depth of vision – the first of its kind in the world, allowing two applications to be viewed simultaneously at multiple levels.
- Leadership in 3D texturing and painting technology, recognised in numerous international innovation awards.
- Artificial Intelligence solutions for special effects and engineering.
- Augmented reality solutions to lay extra information across live sports events.
- Simulation technology applied to extreme sport, animatronics for theme parks, life-like robotic animals for films, physically interactive displays and rides, camera motion control equipment and animated props.

Industry sector structure

More than 30,000 people are employed directly or indirectly in film and TV production in New Zealand.



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Industry contacts

New Zealand Game Developers' Association

website: www.nzgda.com

New Zealand Film Commission

email: info@nzfilm.co.nz

website: www.nzfilm.co.nz

New Zealand On Air

email: info@nzonair.govt.nz

website: www.nzonair.govt.nz