review

ukie
THE ASSOCIATION FOR UK INTERACTIVE ENTERTAINMENT

annual review
2016

Made in
dreams

thank you to the
Ukie Board 2015/16

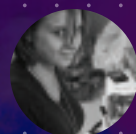Noirin Carmody - Chair
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COO Revolution Software

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Chairman
Playmob

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CEO
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Take 2 Interactive

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Microsoft

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Sports Interactive

Warwick Light
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Sony Interactive Entertainment Europe

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King

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Ella Romanos
Commercial Director
Strike Gamelabs

Helana Santos
Lead Programmer
Modern Dream

Roy Stackhouse
Vice President - UK, Ireland & Benelux
Activision Blizzard

Dr Jo Twist OBE
CEO
Ukie

Ukie Annual Review

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Our initiatives

askaboutgames
askaboutgames.com

Digital Schoolhouse
digitalschoolhouse.org.uk

Games London
games.london

Ukie Students
ukie.org.uk/student-
membership

Next Gen Skills
gamesambassadors.org.uk

Cover image
credit: Media Molecule

foreword - matthew hancock mp
Minister of State for Digital & Culture

"

The Creative Industries are, and always have been, central to how we are seen and how we see ourselves as a nation "

As Minister of State for **Digital** and **Culture**, a vital part of my role is to encourage, promote, and champion the UK's ingenuity and innovation. With its cutting edge blend of technology, science, maths and art, nowhere is this ingenuity on better show than within the British games industry.

With its nationwide geographical spread, transferable **STEAM** skills, **innovative** ways of combining **data** and **player feedback** to improve content and services and constantly adapting business models - exporting digital content to millions of consumers globally at the press of a button - you might argue that the sector is something of a trailblazer for the wider **digital creative economy**.

And it's this nexus, where **tech** meets **art**, where digital meets creativity, where we will build a strong and thriving future economy that works for all. What's our role, in Government? It's not to make the games themselves. But it is to support **innovation** and **growth** and ensure industry is able to take advantage of all opportunities on offer.

Central to the support that government provides is the **Video Games Tax Relief**, which has helped developers bring projects to fruition. Not only does the relief bolster the cultural content the UK produces, but it's also benefitting the UK's overall economy. In July we welcomed the first ever HMRC statistics on the Video Games Tax Relief, which showed that **135 games** have claimed more than **£45 million** in relief since its introduction in 2014, supporting £417 million expenditure in the UK.

Meanwhile many more games have been certified as eligible to claim the Tax Relief. It's also a vital ingredient in attracting more **inward investment** to the UK, which can be exported to millions of players around the world.

> " **The government** has **long recognised** the **importance** of the sector **and will continue to** do everything it can to **help** "

It is essential that Ukie and others continue to partner with the newly formed **Department of International Trade** (formerly UKTI) to support UK games businesses in accessing overseas markets.

The UK is still very much open for business - you only have to look at the successes of recent **inbound and outbound trade missions** led by Ukie and the fact that this year's UK industry stand at gamescom was again the biggest ever to see how valued this activity is.

We also support **early stage development** of the innovative ideas that are so important in creating the digital content demanded by global audiences.

The **UK Games Fund**, a £4m, four-year programme launched last autumn, has already provided funding to more than **40 games businesses** - from Edinburgh down to Brighton - helping with the creation of games prototypes, jobs and attracting further investment.

Meanwhile, the Fund's new talent development programme - **Tranzfuser** - got off to a great start, with 20 teams of graduates, hosted in regional hubs around the UK, working over the summer to turn their games ideas into working prototypes which were then showcased at the **EGX event**.

Data and metrics and how we all understand the value of the video games sector is vital, and we welcome the industry's exploration of new methods of **economic analysis**.

I am fascinated to see the results of **Ukie** and **Nesta's** latest collaboration on their the **UK Games Map**. Making this a live online dataset should add hugely to its uses and I know Ukie hope the statistics and analysis that it produces will be of great interest not only to government, but also to **games industry investors** and **UK games businesses** looking for partners.

The transformative role that technology is playing is incredibly exciting and I am keen to see how UK games businesses **capitalise** and **innovate** in emerging technologies and trends such as **AI**, **VR**, **eSports** and **AR** to have a real impact economically, socially, and culturally.

The government has long recognised the importance of the sector and will continue to do everything it can to help build on this success and to help grow the sector as a major force in a digitally connected world.

chair's report - noirin carmody
COO Revolution Software

"

Ukie is at the heart of so much that makes the UK a great place to make and sell games. **"**

My first year as Chair of Ukie has been a busy and eventful one. I continue to be hugely impressed by the incredible amount of work that Ukie does on behalf of its members and the wider games industry.

Ukie is at the heart of so much that makes the UK a great place to make and sell games. Its role in providing **sector leadership**, something that has never been more important than in the current political landscape, has included continued lobbying of government, which now recognises games and interactive entertainment as a major contributor to the **economic**

and **cultural** output of the country; coordinating the **Video Games Ambassadors' Scheme;** rolling out the ground-breaking **Digital Schoolhouse programme** across the country; getting more support for **local games clusters;** and running a **global trade and investment programme.**

I am pleased to report that the delivery of so much successful activity has also been matched by a **solid financial performance**, as the team have again worked incredibly hard to deliver ever better value and to seek out ever more opportunities.

Turnover for financial **year 2015/16** was **£1,648,531, up 13% on FY 2014/15**. In line with its overall strategy Ukie continued to **diversify its revenue sources**, decreasing reliance on subscriptions whilst building **newer streams** including training and the **Student Membership programme**.

Ukie continues to build on its successes. As funding from the **Greater London Assembly** for the Digital Schoolhouse programme has come to an end, it is seeking further commercial sponsorship, along with headline partner PlayStation, to roll this incredibly successful educational programme out around the country in **2017 and beyond**.

The UK games industry is inherently **outward looking** and Ukie continues to help promote British businesses overseas at events around the world. Most recently the team hosted the most successful UK stand ever at **gamescom** - with **66** UK businesses exhibiting.

However, these remain challenging times for the sector so I am particularly pleased that through careful strategic planning and management Ukie recorded an **operating profit for 2015/16 of £100,681** increasing reserves to **£1,088,589.**

This allows us to secure Ukie's future and invest in areas such as the launch of a new range of **IP protection services, more events**, and a **global trade and investment programme**. We also have other new projects being launched, including the new web-based **UK games map** that will provide a much more accurate rolling account of the size and shape of the sector in the UK.

Ukie's Board works incredibly hard on behalf of the sector, representing the widest range of companies from **platforms, large publishers and developers**, through to **micro developers and publishers**. Having this breadth of voice uniquely allows Ukie to represent **all aspects** of the video games industry.

I am particularly grateful to the Board and wanted to thank them all for their support both to me and the organisation.

I also wanted to thank our **growing membership** for the support that you give through either being part of one of our **Sub Groups**, attending the **Westminster reception and Games Day** and other events or giving your opinions on key industry issues.

Ukie can only continue to be the strong **unified voice** of the industry with your input, so please do continue to get involved.

Finally, I wanted to offer a huge thanks to **Jo**, **Dan**, **Sam** and the rest of the incredibly hard working team at Ukie: **Dave**, **Sophie**, **Luke**, **Judy**, **Mo**, **Megan**, **Shahneila**, **Alexa**, **Marianna** and **Claire**.

Having a **strong trade association** in times of political and economic uncertainty has never been more important. The Ukie Board and team remain committed to ensuring that Ukie continues to be the **strong voice** for the industry and will continue to deliver maximum value to its members.

“
Having a **strong trade association** in times of political and economic uncertainty has never been more important 🗨

ceo's vision

" I am very proud of the headlines and achievements the team at Ukie have made over the last year "

A great deal can happen in 12 months. Not least in the fast-moving, always-innovating, games and interactive entertainment industry.

Not even the best AI could have reliably predicted, however, just how different a political environment we would now be in 12 months ago, when we were fresh from a General Election.

Regardless of the political headlines, I am very proud of the achievements the team at Ukie have made over the last year.

This year has been significant for the **Digital Schoolhouse programme** which, thanks to our partners PlayStation, has been rebooted and is now rolling out its STEAM teaching nationally.

We saw the first highly successful year of the ambitious **Games London** investment plan for games with **London Games Festival** hosting 38,000 visitors in April.

Our **UK Games Map** has been a four year labour of love, and over the last 12 months we have invested with Nesta to finally take it online.

The map and updated database is designed to be owned and used by the industry, investors and politicians, and can ingest other datasets so we can start to see patterns and trends of growth. The new data shows **1,949 active games companies** from Dundee to Cornwall.

Data and evidence is a critical tool to clearly demonstrate that the UK is most definitely open for business, is resilient, and has the best business environment and creative, entrepreneurial talent in the world.

Powerful data leads to stronger messages to those in power. Messages from an extensive network of companies big and small, channelled through a single unified voice is even more effective.

It is times like these when a trade body comes into its own right and plays a critical part in representing the strength of feeling of a sector which is made up of diverse, international, high-skilled creatives.

With evident growth in **VR**, **AR**, a burgeoning **eSports** ecosystem, the huge success of the **VGTR**, with more than **500 applications** and **£45.9m** paid out to games studios since the inception of the scheme, nothing gets in the way of progress.

We are making friends with an entirely new political regime to make sure progress continues unimpeded, and all sectors are busy understanding the new structures and engagement strategies of new government departments.

We look forward in particular to working with our new **Secretary of State Karen Bradly** and our new **Minister of State for Culture**, **Communications and Creative Industries**, **Matt Hancock** whose views you can read in the foreword.

Karen has a maths degree and Matt started his career working for his family's software company, so both should be natural supporters of the games industry.

> **"**
>
> you are investing in a **united**, **powerful**, **voice** which will spend every day ensuring your interests are protected **"**

The next 12 months will undoubtedly carry frustrations, but you can be assured that by being a member of Ukie, you are investing in a **united**, **powerful**, **voice** which will spend every day ensuring your interests are protected.

We know you prioritised the ability to recruit the highly skilled, diverse talent that we need to fuel the present and the future of our innovative and creative sector, and the reassurance that existing talent will be able to remain.

And in a world where the majority of games companies are instant global exporters, we need to continue to support businesses locally all over the country so that they can build capacity and scale. Then we need to unlock the support you need to access global networks and markets.

We are the digital manufacturers of the 21st century and we enrich people's lives through the joy and jobs we bring. We will continue over the next year to work on improving funding, supporting local cluster growth, creating a stable regulatory environment, advocating for support for cultural production, access to markets, talent, and investor confidence.

I would like to thank my tireless team who are ever more committed to doing the best job for our members. We have seen some leave for pastures new, and I would like to thank them for their hard work, and we have been joined by some incredible fresh blood. I am glad to report that we are now 62% female as a team.

I would also like to congratulate my Chair Noirin Carmody for a really successful first year in the role, and thanks to my fantastic Board whose commitment and time is invaluable.

a year in westminster and brussels

Ukie's policy and public affairs team works year-round to influence politicians, civil servants and stakeholders to shape the regulatory agenda for our industry.

As a member of Ukie, your voice is also heard in the following groups:

+ CIC (Creative Industries Council)
+ BSAC (British Screen Advisory Council)
+ BFI (British Film Institute)
+ Tech London Ambassadors
+ IPO (Intellectual Property Office)
+ Police Intellectual Property Crime Unit (PIPCU)
+ Games Rating Authority (GRA)
+ Alliance for IP
+ Creative Skillset
+ CBI (Confederation of British Industry)
+ BAFTA (British Academy of Film and Television Arts)
+ ISFE (Interactive Software Federation of Europe)
+ UKCCIS (UK Council for Child Internet Safety).

We are the official secretariat to the **All Party Parliamentary Group (APPG)** on Video Games, co-chaired by **Chris White MP for Warwick and Leamington** and **Chris Law MP for Dundee West** and have a programme of meetings and events to ensure policy makers are informed about our changing industry and new business models, and it helps us to keep our finger on the policy pulse.

Politics by numbers

Ukie responds to a large number of government consultations, ranging from changes to **immigration** and **visas systems** to new **government initiatives** and strategies.

Our Policy Sub Group discusses these consultations and feeds views of the membership directly to government. We always strive to represent the direct views of our membership and the wider industry and are increasingly **openly surveying** games businesses directly on key issues and post these on our **blog**.

In the last 12 months Ukie has represented the industry's views on key issues including:

+ Britain's exit from the EU
+ Apprenticeships
+ The Digital Single Market
+ Gambling Commission Enquiry into eSports and virtual goods
+ BFI 2022 consultation - on including games under their remit
+ Terms and Conditions and Consumer Protection Fining Powers
+ Draft EU Directive on the online sale of digital content.
+ Call for Evidence on Review of Tier 2 Visas

Ukie in Parliament

Ukie's Parliamentary events are now established as a major part of the industry calendar.

In November 2015 we hosted our first ever **Westminster Games Industry Day** in partnership with **Video Games APPG**, **Ubisoft**, **Activision Blizzard**, **Google**, **EA** and **King**. In the first day of its kind, it saw four events across a single day, including our **annual members' reception**, a **games showcase** in Parliament, and two policy seminars.

Games that were showcased to MPs and their staff in the Palace of Westminster included **Media Molecule's Dreams**, **Activision's Guitar Hero Live**, **Ubisoft's Assassin's Creed: Syndicate**, **Bossa Studios'** **VR Surgeon Simulator ER**, and **State of Play's Lumino City**.

MPs attended from key **UK games clusters**, including Leamington Spa, Brighton, Edinburgh, Dundee and across London. The day saw games companies talk directly with:

+ Over 20 MPs and peers
+ Over 60 parliamentary researchers and advisers
+ Culture and Digital Economy Minister Ed Vaizey MP, and Business, Innovation and Skills Minister Baroness Neville-Rolfe, both of whom delivered keynote speeches
+ Deputy Leader of the Labour Party Tom Watson MP and Shadow Digital Economy Minister Chi Onwurah MP
+ Officials from the Department for Business, Innovation and Skills, the Department for Culture, Media and Sport, and HM Treasury

On the day, we also launched the **Blueprint for Growth** policy report for the industry, outlining government and industry interventions to help shape and promote growth over the **next 5 years**.

These events and activities are critical in providing decision makers with an evidenced based approach to policy as well as giving them inspiring insights into our innovative sector which has so much potential to positively impact the economy and our cultural landscape.

Our 2016 Summer Reception, in partnership with **Activision Blizzard**, was similarly a success, with a keynote speech by **Secretary of State John Whittingdale MP** and attended by over 200 guests from across government and the creative industries.

This year's theme – **innovation** and **social impact** - showcased adaptive games charity **SpecialEffect**, who introduced MPs to their work with technology for people with disabilities.

We have decided to make the Westminster Games Day a biannual event.

a year in westminster and brussels

"

our political activities are all about ensuring the UK is the best place in the world to make and sell games **"**

Scotland

Supporting the sector in Scotland has been a key focus of our work over the last year. Jo gave evidence to the **Scottish Affairs Committee** and we produced a **Blueprint for Scotland** which we discussed in Dundee in February. Ukie's public affairs team will be working with industry and government figures in **Holyrood**, shaping the new Scottish Parliament following the elections in May.

Apprenticeship Levy

The government has set a demanding target of **3 million new apprenticeships** by 2020. To fund this, it proposes a new compulsory **business levy** to create digital vouchers for companies to spend on certified apprenticeships. We have estimated that the games industry will pay **£1.8m annually** into this programme.

Like other creative and tech industries, we have been working to ensure there are sufficient high-level apprenticeship standards in place to take advantage of the levy companies pay in. Over the last year, we have lobbied for a rethink of the levy: its design should incorporate the needs of the large numbers of small and micros studios in our sector. Jo was also part of the **Department of Business Innovation and Skills** (as was) working group set up to feed industry concerns into government, and she met with the then **Business Secretary Sajid Javid MP** directly. We set up a member **Apprenticeships Working Group** to ensure we were able to fully shape requirements.

Ukie has identified over 40 existing apprenticeships that could be a good fit for games businesses. From this broader list the working group has identified three priority areas - **software development**; **digital marketer**; **data analyst** - but more needs to be done to support the development of appropriate apprenticeships for our sector in order to fix our skills gap.

Digital Single Market

The **Digital Single Market** is a major project to remove digital trade barriers between EU countries, covering **16 broad areas** that include many more directives and regulations. **Consumer law**, **competition law**, **copyright law**, **audio-visual content regulation**, **data protection law** and more are all being reviewed, with the role of games-critical online platforms also coming under scrutiny.

As the DSM will shape such a major trading block - and will be influential in the drawing up of new rules elsewhere - it is critically important that these rules work for the games industry. All year, we have worked closely with ISFE, our sister European trade body, to prevent unintended barriers being placed in the way of digital commerce and innovation, whilst protecting consumers, especially around changes proposed in the draft **Digital Content Directive**. We continue to ensure that our concerns as a blueprint for an innovative digital economy are heard, regardless of the Referendum results.

Our post referendum recommendations

+ The government should ensure the games industry voice is heard in its new Industrial Strategy and celebrate the excellence of the UK as an attractive destination for domestic and foreign investment.
+ The government should retain the ease of trade that businesses enjoy from the single market and ensure that creative and technology sector interests are reflected in trade agreements.
+ The government should make guarantees on the status of high-skilled EU nationals now and in the future and develop a new approach to high-skilled immigration with properly funded, long-term strategy for home-grown talent.

Brexit and beyond

Ahead of the **EU Referendum** in June 2016, we conducted two surveys of developers, publishers, and games service businesses of all sizes to determine views on this big national question.

Currently the ability to recruit easily from across Europe allows us to grow business and secure work globally in a highly competitive market. This complements the UK **Video Games Tax Relief**: the right tax and talent environment allows the industry to secure work which would otherwise be invested elsewhere.

Ukie itself did not to take a position on the Referendum, but supported our members and published the findings of our survey in *Staying Connected: Implications of the EU Referendum for the UK Games industry*, a paper on issues surrounding the Brexit debate that are relevant to games businesses and held a member roundtable.

As ever, our political activities are all about ensuring the UK is the best place in the world to make and sell games, and we look forward to working with government to identify and seize the opportunities which will arise as Brexit negotiations evolve. Immediately after the result we met with the new **Secretary of State**, **Karen Bradley**, and continue work with the **Creative Industries Council**, **Creative Industries Federation** and the **CBI** to put our case across.

Games in the media

The press and media at large are critical conduits that shape the opinions and views – not necessarily in desirable ways – of the general public as well as decision makers in policy. Our goal is to give a fair and honest representation of the UK games and interactive entertainment industry in the press. In the past 12 months, Ukie has been featured in multiple national publications as

the voice of the industry, whether this is reacting to breaking news that affects our sector or producing positive press to champion the UK games sector in the media. Working with individual members and our **Fast Response Group**, we managed or stopped a range of topics from Isis recruitment in games and violence in games to the networks being hacked and games being linked to high profile murder cases.

A huge part of our mission is to promote just how seriously our members take their responsibility to players and consumers through our **askaboutgames.com** site, supported by the **Games Rating Authority (GRA)**, and dedicated to providing parents and families a place to get safety advice, information to ask any questions about games they should be playing, PEGI ratings, and parental controls. The Editor, **Family Gamer TV's Andy Robertson**, is also at **EGX** with the GRA – who rate games – so that parents and families can ask any questions they have about games or children's online activities.

We also keep our members updated by regularly reporting on the latest trends by producing original feature pieces. In the past 12 months we have produced 113 blog posts and opinion pieces, and put out 27 press releases to ensure that we are keeping the industry up to date with our progress in making the UK the best place in the world to make and sell games.

+

For more about Ukie's **Policy work please contact** Policy & Public Affairs Officer marianna@ukie.org.uk

+

All of our consultation responses ukie.org.uk/policy-papers

+

Find out more about educating parents & carers askaboutgames.com

+

View our latest press releases ukie.org.uk/press

+

For all media enquiries contact sophie@ukie.org.uk

acting locally thinking globally

> " As a **national trade network** we organise, promote and attend events all around the UK "

Acting locally

The major investment this year has been in our new online **UK Games Map**, our ambitious and long term big data approach to understanding our industry's size, shape and geography.

This is the second phase to the work we did with **Nesta** in **2014** which resulted in the publication of *A Map of the UK Games Industry*. The new online map is designed to be owned by the industry, and updated by the industry. It helps solve the problems posed by official data, which is not able to keep up with the rate of change and definitions of the games sector. So, we have again teamed up with Nesta to create the first interactive, real-time, dynamic database of the UK games sector.

It will not be a finished product upon its release online, but a living, breathing, constantly evolving tool curated by the industry, for the industry.

It can promote local networking, encourage skill sharing, connect businesses, build links between local businesses and talent, highlight clusters, trends and patterns of growth to investors, as well as providing academics, journalists, politicians and organisations a trusted, up to date snap-shot of the industry.

We are also working towards replicating our successful **Games London** model across key games clusters in the UK, working successfully with **Local Enterprise Partnerships** (LEPs) and businesses to unlock **funding**, **support** and **promotion**, throughout the country.

As we are a **national trade network,** we organise, promote and attend events all around the UK. We proactively support the **Hub of Hubs** initiative which brings regional business hubs together to share insight and experiences and work with these Hubs to support the wider games sector.

> "Ukie now has a **comprehensive international trade programme** to help members make the connections and access the opportunities to build relationships they need to be successful on a **global scale**"

Thinking globally

Games is a global market and Ukie now has developed a **comprehensive international trade programme** to help members make the connections and access the opportunities to build relationships they need to be successful on a **global scale**.

Our combination of **country pavilions** at major trade shows, **inbound** and **outbound missions** and **investment dinners** has generated business wins for our members of over **£100m in the past year**.

We managed the UK industry trade stands at **gamescom, GDC San Francisco**, as well as taking trade delegations and organising stands at **Game Connection** and **G Star Korea**.

Our in and outbound international trade missions are also increasingly regular and popular. Over the last year, we hosted two inbound missions for Chinese companies looking to meet UK companies and an outbound mission to **China Joy**, **Shanghai**.

In July we took a delegation of **US West Coast** investors, as part of our **Games London** project (see page P24) to Develop in Brighton to meet and hear pitches from UK companies.

We have also hosted and arranged webinars and investment dinners to support overseas trade opportunities, to share knowledge, and build relationships.

All this trade activity is important for agile digital companies in a new, post-Referendum world, but we work equally hard to act locally too.

Trade statistics

+ £130k of UKTI exhibitor grants distributed to UK companies by Ukie
+ 144 UK games businesses exhibited at an overseas show on a Ukie managed stand
+ 7500+ people visited a Ukie stand at an overseas trade show
+ 66 – record number of UK exhibitors on a Ukie trade stand, gamescom 2016
+ 1,100 business introductions via trade missions
+ £156m (up from £103m last year) worth of business deals done by UK businesses on our stands

+
For more information on our
International Trade Programme
please contact
Head of Membership & Commercial
sam@ukie.org.uk
+
Business Development Executive
megan@ukie.org.uk
+
ukie.org.uk/international-trade-shows
+
For more information on the UK
Games Map please contact
Research Analyst
luke@ukie.org.uk
gamesmap.uk

UKIE's YEAR

MEMBERSHIP GROWTH

305
269
229
181
136
90

48 UP
MEMBERS SEP 2011

46 UP
MEMBERS SEP 2012

45 UP
MEMBERS SEP 2013

48 UP
MEMBERS SEP 2014

40 UP
MEMBERS SEP 2015

36 UP
MEMBERS SEP 2016

DEVELOPERS – FROM **MICRO** TO **LARGE** ESTABLISHED STUDIOS

REPRESENTING ALL **MAJOR FORMAT HOLDERS** AND **MULTI-NATIONAL PUBLISHERS**

DELIVERING VALUE FOR *Members*

OVER **250** MEMBER **MEETINGS**

102 INDUSTRY **EVENTS ORGANISED** & **PROMOTED**

OVER **750** MANAGED **2** BUSINESS **INTRODUCTIONS**

600 COMPANIES ATTENDED A UKIE **BUSINESS SESSION** OR SUB GROUP MEETING

£££ saved THROUGH **MEMBER DISCOUNTS** ON **SERVICES** – INCLUDING DISCOUNTS ON **GAMES TAX RELIEF** ADVICE

£££ saved ON **MARKET DATA**

180K IN MEMBER **FREE** EVENT **PASSES** *all areas*

ukie HOT DESKS AND MEETING ROOMS *Free* FOR **MEMBERS** TO USE

LAST 12 MONTH STATS **250** ROOM BOOKINGS

£113K MARKET **VALUE** ROOM HIRE - **SAVED** BY MEMBERS USING OUR **FREE SPACE**

NEW **IP WEB SCANNING SERVICE** TAKEN DOWN **50,000** ILLEGAL DOWNLOAD LINKS SINCE LAUNCH IN NOVEMBER

IN NUMBERS

OVERSEAS TRADE

144 BUSINESSES — UK GAMES BUSINESSES EXHIBITED AT AN **OVERSEAS** SHOW ON A **UKIE STAND**

£130K — UKTI EXHIBITOR **GRANTS** DISTRIBUTED TO **UK COMPANIES** BY UKIE

156M — (BIG UP FROM £103M LAST YEAR) WORTH OF **BUSINESS DEALS** DONE BY **UK BUSINESSES** ON OUR STANDS

7500+ — PEOPLE VISITED A **UKIE STAND** AT **GAMESCOM, GAME CONNECTION, G STAR KOREA & GDC**

66 — **RECORD** NUMBER OF UK EXHIBITORS ON A **UKIE TRADE STAND**, GAMESCOM 2016

66 — **BUSINESS INTRODUCTIONS** VIA TRADE MISSIONS

WEBINARS AND **INVESTMENT DINNERS** ORGANISED TO SUPPORT **OVERSEAS TRADE**

POLITICS

105 — **POLITICIANS** & **POLICY MAKERS** BOTH IN **WESTMINSTER** AND AT A LOCAL LEVEL

16 — GOVERNMENT **RESPONSE** & **POLICY PAPERS** PUBLISHED

PROMOTION

27 — **PRESS RELEASES** THIS YEAR

113! ukie — STORIES PUBLISHED ON **UKIE NEWS** BLOGS

173 STORIES — FEATURED ON: BBC SIX O'CLOCK NEWS, BBC BREAKFAST NEWS, BBC SOUTH TODAY, SKY NEWS, RADIO ONE NEWSBEAT, THE TELEGRAPH, THE INDEPENDENT, THE GUARDIAN, THE METRO

askaboutgames.com

10,000 — **VISITS** A MONTH

DIGITAL *Schoolhouse*

NUMBER OF **TEACHERS** SUPPORTED — **1000**

NUMBER OF **PUPILS** SUPPORTED — **9000**

NUMBER OF **SCHOOLS** — **120**

STUDENT MEMBERSHIP

OVER **1000** **STUDENT** MEMBERS

16 INSTITUTES

STUDENT CONFERENCE ATTRACTED **185** ATTENDEES AND **28** SPEAKERS

VIDEO GAME *Ambassadors*

337 — REGISTERED **VGAS**

90 — VGAS GAVE CAREERS ADVICE AT **EGX** AND **REZZED**

VGA

the digital schoolhouse
powered by PlayStation

> " Digital Schoolhouses across London have now supported almost **9,000 pupils** and over **1,000 teachers** from over **120 different schools** "

With support from **PlayStation** the programme now covers schools from Cornwall to Sunderland

Since opening its doors for the first time in September 2014, thanks to a pilot funded by the **Mayor of London**, the Digital Schoolhouse programme has grown from strength to strength. Digital Schoolhouses across London have supported **almost 9,000 pupils** and over **1,000 teachers** from over **120 different schools**.

More than 25 different curriculum-mapped, creative, often unplugged play-based lessons and workshops have been downloaded for free thousands of times by teachers across the world, changing the way computing is taught in schools, at a young age to a diverse range of children.

DIGITAL SCHOOLHOUSE
INSPIRATIONAL COMPUTING
Powered by
PlayStation

With proven impact through the London pilot, including increased interest in Computer Science from girls and boosting teacher confidence, as well as demand from areas across the UK, the Ukie team focussed on expanding the programme **nationally**. On **14 September 2016** the new national programme was announced with thanks to lead sponsor **PlayStation**.

Nineteen new Digital Schoolhouse have been created across the country to support pupils and teachers with play-based learning that builds, understanding and inspires young creators in ways that are relevant for **21st century industries**. While we continue to have a London presence with our flagship schools such as **Townley Grammar** and **Burntwood**

School, the aim is to build links between the new schools across the country with games businesses in those local **areas and clusters**.

With support from **PlayStation** the programme now covers schools from Cornwall to Sunderland. The open source resources, which are all mapped to the curriculum, now incorporate an even wider variety of workshop materials, from **Scratch to 3D printing**, **board games**, to **robots**, to inspire an even greater range of learners across different phases in their educational journey.

Our collaborations with industry have always enabled us to bring the latest innovation and expertise directly into the classroom where it is needed most. Partners are a key element in helping us meet our aims to combine fun, creativity, innovation and play-based learning to provide a unique learning experience to children across the country.

The next stage is to get more games companies involved by working directly with a single school, or working on a project that supports the wider Digital Schoolhouse community. We've already set our goal to expand into more schools for 2017-18, and for that we need your help. We would encourage all games businesses to adopt a local school, lend unique support and see it flourish. Help us inspire the next generation.

See if one of our Digital Schoolhouses is near you

Digital Schoolhouses	City/Town
John F Kennedy Catholic School	Hemel Hempstead
Wawne Primary School	Hull
Monkwearmouth Academy	Sunderland
Shire Oak Academy	Walsall
Gildredge House	Eastbourne
St John Fisher Catholic Voluntary Academy	Dewsbury
Manchester Communication Academy	Manchester
Pool Academy	Redruth
Park House School	Newbury
Southend High School for Boys	Southend
New College	Swindon
Birmingham City University	Birmingham
Holly Lodge Secondary School	Smethwick
Camden CLC/Regent High School	Camden
Dover College	Dover
Townley Grammar	London
Langley Grammar	Slough
Burntwood School	Wandsworth
Woodford County High School	Redbridge

+
To find out about School **Adoption and wider collaboration opportunities contact**
Director, Digital Schoolhouse
shahneila@ukie.org.uk
digitalschoolhouse.org.uk

inspiring talent

"They visit schools, colleges and games events across the country to talk about the options available in the industry"

The VGA programme has continued to grow from strength to strength over the last 12 months, with **337 passionate industry experts** now volunteering their time at events throughout the year

Volunteer to inspire

Our Video Game Ambassadors (VGAs) are industry volunteers who inspire young people and give advice about getting started and making meaningful careers in the games industry. They visit schools, colleges and games events across the country to talk about the options available in the industry, the **STEAM agenda** and the skills that young people need to achieve a successful career in the sector.

Diversity is always key to the VGA network, and they have a wide range of backgrounds, skills and career paths which they share with thousands of young people or career changers across the country.

They develop their own presentation skills and confidence too by presenting at the Careers Bars that Ukie runs at the biggest games expos in the country: at **EGX in September 2015** and **Rezzed in March 2016**, as part of **London Games Festival**, over **90 VGAs** volunteered across the weekends to give careers talks and on-to-one advice.

There is a huge range of activities that VGAs can get involved in throughout the year, and each activity can make a real difference in a young person's life and inspire the next generation of the UK games industry.

"

We now have **16 institutions registered** with over **1000 active student members "**

Student Membership programme

Ukie's Student Membership scheme bridges the gap between academia and industry, providing students with unique contacts, opportunities, insight, resources, internships, and industry discounts to bring them closer to their first job in games.

The 2015-16 academic year kicked off in October with the second annual **Ukie Student Games Conference at Staffordshire University**. Over 185 student attendees from across the UK-wide student membership came to hear from 28 diverse speakers from a wide range of industry positions.

April saw the third annual **Ukie Student Game Jam** return as part of the inaugural London Games Festival. This was the biggest game jam in the history of the student membership, with 20 teams entered for the 36-hour long competition. The winners, a team from **Brunel**, wowed the judges with their game that was created for the theme of Utopia.

We also held events throughout the year designed to inspire students and encourage networking with industry. **Media Molecule** hosted an exclusive seminar for our student network in March, where over 65 students heard insightful talks from the MM team, and participated in a lively Q&A discussion.

We are thrilled to continue to be partnered with the **IGDA**, who offer Ukie Students a year's membership of the IGDA. We now have 16 institutions registered with over 1000 active student members. As we approach the fourth year of the programme, we look forward to growing the membership even more, and continue to provide exciting opportunities for the UK's emerging talent.

+
For more information on the VGA network contact sophie@ukie.org.uk or visit gamesambassadors.com
+
To find out more about our Student Membership contact Business Development Executive megan@ukie.org.uk ukie.org.uk/students

business support
working harder for our members

"

Ukie reached the landmark level of **300 companies** in September 2016. This follows a record breaking 76 new members joining

"

300 and growing

Membership of Ukie reached the landmark level of **300 companies** in September 2016. This follows a record breaking 76 new members joining your trade body since our AGM in 2015.

Our **Full members** account for 60% of this total with **Partner members** (31%) and **Academic members** (9%) adding valuable breadth of knowledge, diversity and expertise to our network.

This shows our membership is evolving with the sector and we now represent **international players** in the vibrant growth sectors of **eSports**, **virtual reality** and **augmented reality**.

Our **Sub Groups** are the best way to get issues you want us to tackle on the agenda, and we encourage all members to participate in them. We are also launching another out of London networking event tour, working with local networks and partners.

Our offices in London however, with **hotdesking**, **desk space** you can rent, **Board rooms** and space to hold your **meetings** and **events** continue to be valuable, especially for members from around the country who use it as a London base.

We proactively engage with members in different ways, through different formal and informal channels and we constantly try to understand, iterate on, and deliver products and services that meet member needs.

We have also extensively enhanced our **International Trade Programme** (see pages 12 and 13) because we believe it has never been more important to ensure that businesses are building relationships across borders, and are able – no matter what size they are – to access established and emerging markets in order to fuel their growth.

Here are some of the more recent initiatives and developments delivered for members.

Data and insight

As well as a constant eye on how we as a sector are measured and valued in official metrics, our members also want access to more diverse sources of **market data**. In the past year we have established and strengthened strategic partnerships with **SuperData**, **GfK and Reflection** – giving our members greater access to digital, physical and mobile games sales data and trends.

We recently published our first **survey on VR** via a relationship with **Context** and are working on establishing a new data portal for our members. We continue to work with **ISFE** on the upcoming **Games Sales Data** project to ensure the best deal for members. And of course our **Research Analyst Luke** is always there to answer questions, and to constantly update our freely available 29-page industry statistics document.

Training

We have continued to grow our games industry training programme with new accredited courses delivered by the CIPR (Chartered institute for Public Relations). We have now had over 500 industry professionals complete a Ukie training course.

More standard contracts

Members can now access a comprehensive range of standard contract templates produced in conjunction with legal firm, **Harbottle & Lewis**. These documents have proved to be invaluable for our members. We continue to build on these and add new contract templates depending on member feedback.

ip monitoring service

> " grown to help protect over **200 game titles** for nearly **30 developers and publishers** "

" helping to inspire the **next generation of clever coders** into the sector and to **help tackle** the **scale**, **cost** and industry **damage of cybercrime "**

Your IP, your lifeblood

The new Ukie **IP monitoring service** launched in late 2015 initially to a small group of members but has now grown to help protect over **200 game titles** for nearly **30 developers and publishers**. In that period, the web scanning service has found and reported over **50,000 unauthorised links** to games, with the vast majority being removed within one working day. This ensures that during the launch period and beyond, the availability of illegal unauthorised copies of your games is restricted, as many of the websites will remove access to the reported links within hours.

Along with removing the download links, the pages making the links available are removed from **Google search** which prevents people finding the links, reducing page views, and disrupting the ad revenue such sites get. This is called the Follow the Money approach and has found to be extremely effective.

In addition, the monitoring program regularly checks the type of ads that appear on sites with a large amount of unauthorised content, and any big brand ads identified are sent to the **City of London Police Intellectual Property Unit (PIPCU)**. All of this is part of PIPCU's initiative called **Operation Creative**. We urge all members to ensure their ad partners are talking to PIPCU to ensure they do not place ads on sites which offer infringing content.

Cybersecurity

Our industry relies on technology, and this means **cybercrime** is a constant and often costly threat. Ukie is working closely with the **PREVENT** team at the **National Cybercrime Unit (NCCU)** to make members aware of the issues that could affect their business and their community. From **DDoS** (Distributed Denial of Service) attacks to scam emails, these threats can damage your businesses, your brand, and your players.

The NCCU is working on ways to educate **young people** to use their technical skills to find a career in computing and games rather than use those skills criminally. We will be arranging events with the NCCU over the coming 12 months to help you understand how you can play a **positive role** in helping to inspire the next generation of clever coders into the sector and to help tackle the scale, cost and industry damage of cybercrime.

This service is here for you and the IP you have worked hard to create, so please take advantage of it and protect your business.

games london a new vision

Games London was officially launched in January 2016 after **Ukie** and **Film London** worked on a bid for 2 years. It is a new three-year programme backed by the Mayor of London with **£1.2m** to promote, grow and support the games and interactive entertainment sector in the capital city and across the wider UK.

"the Festival **aims** to **change perceptions** around **games** and reach audiences that traditional and otherwise **successful** games **events** don't"

Jointly delivered with London's film agency, the programme is responsible for the revamped **London Games Festival** and a range of **inbound** and **outbound** trade activity, plus a number of out-of-season **events** and **skills** workshops.

Over the course of three years, Games London aims to **attract £35m of inward investment** to games and interactive entertainment companies in the capital and, in turn, create **280 jobs**.

After just a year, we are well on the way to hitting that target, with £8m worth of potential business created through **investor delegations** and key elements of the Festival, such as the new B2B marketplace **Games Finance Market**.

Games London sits in a unique place to build on our work connecting **interactive entertainment talent** with **other sectors** and **changing perceptions of games**. London is a major global player in the creative industries, with these sectors accounting for 800,000 jobs in the capital, a figure rising at an above-average rate with over 100,000 of those vacancies created in the last three years. Games London has an opportunity to **reinforce interactive entertainment's position** here, and build meaningful bridges with the talent and investors sectors such as film, TV, animation, VFX, fashion, design and the visual arts.

London Games Festival

The rebooted Festival took place in April 2016, with over **30 events** running at **20 venues** over **10 days**. As well as reflecting the overall strategy to promote the sector and attract investors, the Festival aims to change perceptions around games and reach audiences that traditional and otherwise successful games events don't.

We had 38,000 attendees over the Festival with the biggest draws being a **giant Monopoly board** in Trafalgar Square and **Now Play This** at Somerset House. A range of summits covered **VR**, **game audio**, **finance**, **culture** and **eSports** attracted over **1,000** people, while a **Fringe** of over 20 accredited smaller and quirkier events drew in over 3,000. Established games industry events also partnered with us over the 10 days, closing with the **Gamer Network's Rezzed** and the **BAFTA Games Awards**.

London Games Festival 2017 takes place **March 30 to April 9**, with many of the 2016 highlights returning, plus new additions such as a **Leaders' Summit** for C-level delegates and decision-makers, an expanded **eSports** element and even more **cultural activity**.

Trade and familiarisation missions

As a pre-cursor to the fully fledged Games London plan, in 2015 **Ukie** teamed up with **Film London** to bring five **Asian games companies** to London on a familiarisation trip. In 2016 a new delegation of **West Coast** investors visited. On both trips delegates toured studios, heard pitches and networked. These trips are a great way to connect high-level international decision-makers with games talent in the UK, working well to drive meaningful commercial relationships and to educate investors about opportunities.

We also support trade delegations out of the UK. In 2015 the programme part-funded the Ukie delegations to **ChinaJoy** and **G-Star**. In 2016 the Games London teams have also attended and met overseas contacts at core events such as **GDC**, **E3** and **gamescom**. Later in 2016, the team plans to take a cohort of London games and interactive entertainment companies to **Slush** in Helsinki - the first time an official games delegation from the UK will have attended the event.

Matching companies to money

The core of the Festival is the newly-established **Games Finance Market**, a B2B investor pitching event. The first GFM in 2016 featured **30 games and interactive entertainment companies** meeting 30 investors and will double in size for 2017.

There is an application process, as well as a vetting process by a panel of experts which ensures pitches of the highest quality. We are also building an **investor-ready training programme** to support business and provide the best skills for applicants. We make sure that there is a broad spectrum of funds and investors participating, from traditional publishers and distributors across interactive and games sectors, to VCs, angels, media funds and alternative sources. 2017 Games Finance Market takes place April 4 to 6.

London Games Festival 2016
A Successful Reboot

+ **CULTURAL MILESTONE:** 38,000 attended the first London Games Festival in April 2016
+ **PASSIONATE DELEGATES:** Almost 50 per cent of industry attendees were at three or more of our events
+ **DIVERSE CROWD:** Audience profile was 40:60 female: male, beating the industry average
+ **MAINSTREAM HIT:** Key coverage seen in Evening Standard, Time Out, The Guardian and more
+ **PRESS PRESENCE:** 62 media brands were in attendance across the 10 core LGF-organised events
+ **BROADCAST POWER:** BBC and ITV exposure reached 5m live viewers, with 80,000 tuning in via Twitch
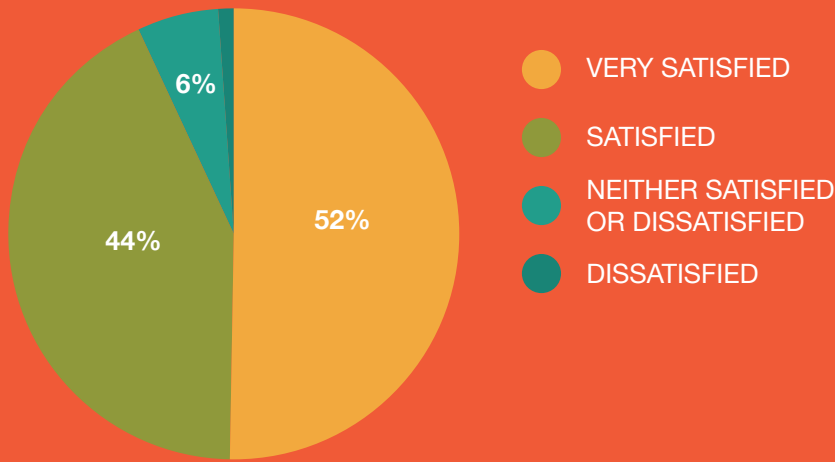+ **SOCIAL DARLING:** #LGF2016 had 15 million social media impressions (Twitter, Facebook, Instagram).

"

first GFM in 2016 featured **30 games and interactive entertainment companies** meeting **30 investors** and will double in size for 2017 "
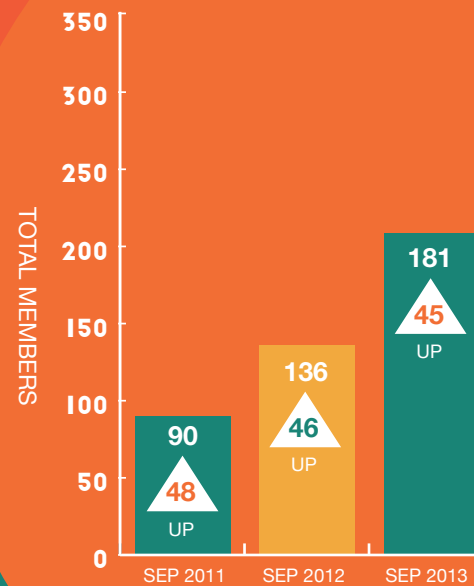
WHAT OUR

HOW SATISFIED ARE YOU WITH THE WORK UKIE DOES ON BEHALF OF THE INDUSTRY?

Pie chart:
- 52% VERY SATISFIED
- 44% SATISFIED
- 6% NEITHER SATISFIED OR DISSATISFIED
- DISSATISFIED

MEMBERSHI...

Bar chart — TOTAL MEMBERS
- SEP 2011: 90 — 48 UP
- SEP 2012: 136 — 46 UP
- SEP 2013: 181 — 45 UP

THE PLATFORMS MEMBERS ARE WORKING ON

Bar chart — % COMPANIES WORKING ON
- PC (DIGITAL): 71%
- CONSOLE (DIGITAL): 70%
- iOS: 63%
- ANDROID: 62%
- VIRTUAL REALITY: 41%
- CONSOLE (PHYSICAL): 35%
- PC (PHYSICAL): 30%
- HANDHELD CONSOLE: 24%
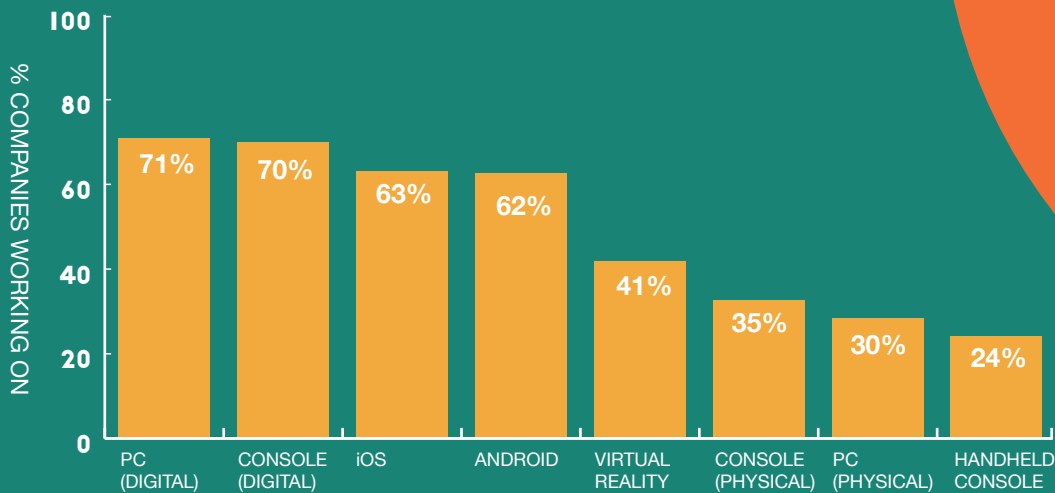
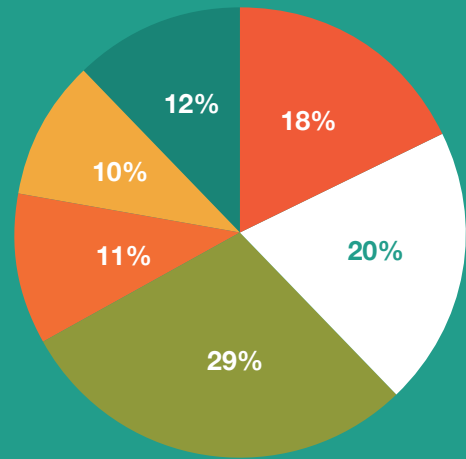Pleased and proud to have Ukie and such a wonderful team!

Ukie continues to be a loud and prominent voice on behalf of the industry, championing its members and the industry as a whole.

Ukie continues to be the collective voice of the industry, rather than a self serving organisation.
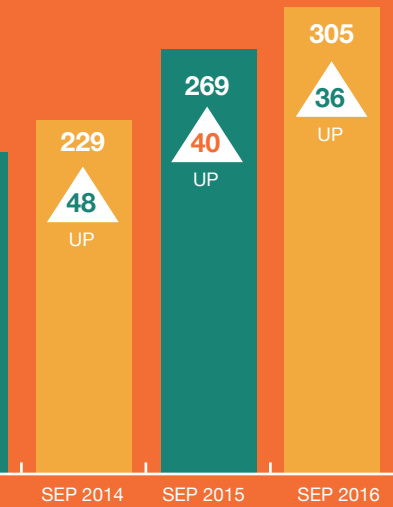
MEMBERS SAY

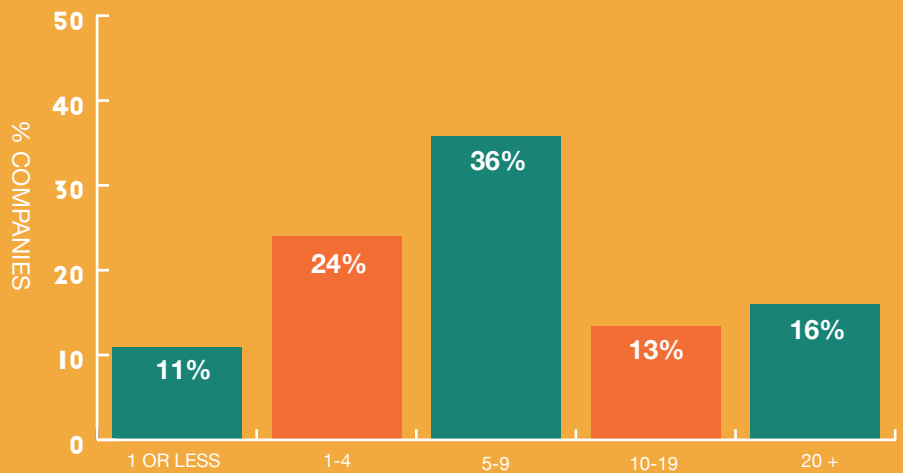## HOW MANY UK EMPLOYEES ARE IN YOUR COMPANY?

- 🔴 MICRO (1-3)
- ⚪ SMALL (4-9)
- 🟢 MEDIUM (10-25)
- 🟠 LARGE (26-49)
- 🟡 VERY LARGE (50-249)
- 🟢 MASSIVE (250+)

Pie chart:
- 18% MICRO
- 20% SMALL
- 29% MEDIUM
- 11% LARGE
- 10% VERY LARGE
- 12% MASSIVE

...IP GROWTH

Bar chart:
- SEP 2014: 229, UP 48
- SEP 2015: 269, UP 40
- SEP 2016: 305, UP 36

HOW OLD YOUR COMPANIES ARE

% COMPANIES

- 1 OR LESS: 11%
- 1-4: 24%
- 5-9: 36%
- 10-19: 13%
- 20 +: 16%

Great personal service, an invaluable organisation.

I already recommend and annoy everyone about Ukie and how great it is.

Ukie's online and offline IP protection service provides good value to our business.

sub groups

One of the best ways to **get involved** is **through our** programme of **special** interest **Sub Groups**.

These Sub Groups are Chaired by Ukie members and give games businesses the chance to discuss key issues that they are facing and work together at finding industry-wide solutions. Anyone from a Ukie member business can join a Sub Group so get in touch with the contacts below if you want to get involved.

Developer Group

The Developer Group exists to provide support to the needs of Ukie developer members.
Ukie contact – megan@ukie.org.uk

Diversity Group

The Diversity Group is dedicated to supporting an inclusive game development industry regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, ethnicity, religion or specific economic background.
Ukie contact – sam@ukie.org.uk

eSports Group

The eSports Group brings together leading esport event and service companies and content owners to identify opportunities and lead growth and expansion within the UK.
Ukie contact – sam@ukie.org.uk

Insight & Market Data Group

The Insight & Market Data Group helps to shape the data and research that Ukie provides for its members.
Ukie contact – luke@ukie.org.uk

International Trade Group

The International Trade Group looks at how we can support UK companies with information and access to key overseas markets.
Ukie contact – sam@ukie.org.uk

IP Group

The IP Group meets to discuss the latest intellectual property-related issues and shape Ukie's overall IP strategy.
Ukie contact – mo@ukie.org.uk

Marketing & Communications Group

The Marcomms Group meets up to share best practice and discuss the key topics affecting the industry – to gain insight and offer input into our collective approach with and through Ukie.
Ukie contact – sophie@ukie.org.uk

Policy Group

The Policy Group exists to lead member input on Ukie's policy and public affairs strategy, to advise on political issues, to assist with the preparation of consultation responses and other submissions to government, and to provide a focal point for all Ukie engagement with members on political issues.
Ukie contact – marianna@ukie.org.uk

Retail Group

The Retail Group aims to encourage knowledge sharing and identify best practice for businesses engaging with physical and digital retailers.
Ukie contact – sam@ukie.org.uk

Mixed Reality Group

The Mixed Reality Group exists to provide support, identify opportunities and lead growth within the expanding UK Virtual and Augmented Reality sector.
Ukie contact – luke@ukie.org.uk

our staff

Dr Jo Twist OBE: CEO
For all your questions/ideas!
jo@ukie.org.uk
@Doctoe

Dan Wood: COO
For all your operational questions/ideas
daniel@ukie.org.uk
@DanielW

Sam Collins: Head of Membership and Commercial
For all your membership and commercial questions/ideas
sam@ukie.org.uk
@ukiesam

Mo Ali: IP Coordinator
For all your IP questions/ideas
mo@ukie.org.uk
@UkieMo

Sophie Densham: Community and Communications Officer
For all your Community and Communications questions/ideas
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@UkieSophie

Marianna Drake: Policy and Public Affairs Officer
For all your policy questions/ideas
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@marianna_ukie

Luke Hebblethwaite: Research Analyst
For all your research questions/ideas
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@ukieluke

Judy Jones: Accountant
For all money, fees and invoice questions
judy@ukie.org.uk

Claire Macbeath: Team Assistant and PA
For all training questions/ideas and meeting requests
claire@ukie.org.uk

Megan Rice: Business Development Executive
For all your Commercial questions/ideas
megan@ukie.org.uk
@MegMgumi

Shahneila Saeed: Programme Director, Digital Schoolhouse
For all your Digital Schoolhouse questions/ideas
shahneila@ukie.org.uk
@DigSchoolhouse

David Smith: Member Services and Facilities Coordinator
For all your meeting/event bookings at Ukie HQ
david@ukie.org.uk
@Dave74205

Alexa Turness: Events Manager
For all your events and expo questions/ideas
alexa@ukie.org.uk
@Ukie_Lex

ukie

THE ASSOCIATION FOR UK INTERACTIVE ENTERTAINMENT

ukie.org.uk

our members

505 Games
A Brave Plan
Activision Blizzard UK
AIME
Altered Gene Studios
Ansible PR & Communications
Antstream Games
AppyNation
Archtor
Atomicom
Autodesk
Azubu
BadLand Games UK
Bandai Namco Games UK
Barog Game Labs
Bastion
Bee7
Beloudest
Big Bit
Blazing Griffin
bluegfx
Boolean Technologies
Born Ready Games
Bossa Studios
Brandculture Sport & Entertainment
Brown Betty
Brunel University London
Burke & Best
Cambridge Game Creators Network
Cape Guy
Carbon Digital
Cardboard Sword
Casual Games Association
CE Europe
Centresoft
Channel Four Television
Charles Russell Speechlys
Chilled Mouse
China Britain Business Council
China Business Solutions
Coatue
Code Arthur
Code Kingdoms
Crash Lab
Crivantech
Crossover Sheffield Doc/Fest
Cubic Motion
Curve Digital
Dakko Dakko
Darbatron
De Montfort University
deltaDNA
Desk Dragons Interactive
Dimoso
Dingit
DNA
Dovetail Games
DR Studios
Draw & Code
East2West
Eaton Smith
Edidou
Electronic Arts
Endemol Shine
Epic Games
Escape Studios (Person College)
Escape Technoloy
ESL
European Gaming League
ExCel London
Exertis Gem
Exient
FACEIT
Fan Studio
FC Business Intelligence
First Touch Games
Flamin Galah
Flix Interactive
Focus Multimedia
Foot Anstey
Freejam Games
Freekstorm
Funsolve
Future Games of London
FuturLab
GAME Retail
GameBench
GameGrin
Gamer Camp Studios (Birmingham City University)
Gamer Network
Games Britannia
GamesAid
GameSparks
Gamewagon
Gamification Nation
Get Games
Gfinity
Ginx TV
Goldborough Studio
Goldsmiths, University of London
Good Catch
Green Man Gaming
Halo Financial
Hamlins

Harbottle & Lewis
Hardlight
Hidden Armarda
Hi-Rez Studios
Ian Hamilton Design & Consultancy
Improbable
Incendium Games
Indigo Pearl
Innovation Birmingham Campus
Interactive Opportunities
International eGames Group
International Game Developers Association
Internet Advertising Bureau
Ipsos Connect
ISM
Johnny Atom Productions
Joyful Works
Kalypso Media UK
Kartridge
King
Kiss
Koch Media
KOEI TECMO EUROPE
Konami Digital Entertainment
Kuju Entertainment
Kumotion
Kybele Studio
Lab42
Leapfrog
Level 3 Communications
Lick PR
Liquid Crimson
Localize Direct
London South Bank University
Ludus Magnus
Magic Notion
MarkMonitor
Marmalade
Marvelous Games
Matata Corporation
Maximum Games
MCM Expo Group
Mechabit
Media Molecule
Mediatonic
Mercia Fund Management
Merge Games
MHT Games
Microsoft
Middlesex University
Milestone
Milky Tea
Milton Keynes College
Modern Dream
Moov2
Multiplay
Myriad Associates
National Film & Television School
NCSOFT Europe
nDreams
Nerd Monkeys
Nescot
Nesta
NetEase
NetNames
NewBay Media Europe
NextGen Skills Academy
Nibiru
Nintendo UK
Nordic Games
Northern Ireland Screen
Norwich University College of the Arts
Oculus VR
Omni Systems
omuk
OPM Response
Opposable Games
Osborne Clarke
Pandabox Studio
PaperSeven
Pataphysics
Payload Studios
Piggyback Interactive
Pinewood Studios Group
Pixel Toys
Pixelnomb Games
Plan of Attack
Playdom
Player Research
Playmob
Playniac
Playrise Digital
PlayStack
Pole to Win Europe
Pollen VC
Polymath Aspire
Polystream
Pomegranate
PQube
Premier
Press Space
Prospect Games
Purewal & Partners

Queen Mary College for Commercial Law
R8 Games
Rantmedia
Rare
Raspberry Pi Foundation
Ravensbourne
Reality Games
Reflection
Renaissance PR
Replay Events
Revolution Software
Ripstone
Rising Star Games
Robo Pixel
Rocket Lolly Games
Rogue Vector
Roll7
Russells Solicitors
Saffery Champness
Secret Sauce
SEGA Europe
Sheffield Hallam University
Sheridans
Six to Start
SKARA The Blade Remains
Sketchbook Games
Skillsearch
Soccer Manager
Sold Out Sales & Marketing
Solihull College
Sony Interactive Entertainment Europe
Sony DADC
Space Ape Games
SpecialEffect
Spilt Milk Studios
Splash Damage
Sports Interactive
Square Enix
SRS Investment
Staffordshire University
State of Play
Steel Media
Stick Sports
Stormlantern
Strike Gamelabs
Swallowtail Games
Swipe Right PR
System 3 Software
Tag Games
Take 2 Interactive
TAKEOFF
Tandem Events
Tangentix
Target Media
Team Dignitas
Teeside University
Testronic
The Arts University College at Bournemouth
The Chinese Room
The Creative Assembly
The Games Tribe
The National University eSports League
The Secret Police
The Tall Trees
The Tiniest Shark
The Trailer Farm
tinyBuild
TS Information Technology
TT Games
Two Tails
Ubisoft
Unity Technologies
Universally Speaking
University Centre Grimbsy, Institute of Further & Higher Education
University of Abertay Dundee
University of Central Lancashire
University of Chester
University of East London
University of Hull
University of the West of Scotland
University of Westminster
Upload Agency
Utopian World of Sandwiches
Warchild
Warner Bros. Interactive Entertainment
Warwickshire College
Waterfront Entertainment
We Heart Dragons
West College Scotland
Wired Productions
Wired Sussex
Women in Games
Woodshires
World Gaming Executives
Xiotex Studios
York University
YoYo Games
Zenimax Europe / Bethesda Softworks

ukie

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search Ukie on linkedin

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