

Supercharged

Powering the future of the UK video game
and interactive entertainment industry

Ukie Strategy and Action Plan 2024-2030



Chair's Introduction

Welcome to Supercharged, the new 5-year Strategy and Action Plan from Ukie, the trade association for video games and interactive entertainment.

We represent the most dynamic and fastest-growing entertainment medium in the world. UK-based games businesses constantly push the envelope – exploring new frontiers at the intersection of creativity, technology and community. From mobile to console, core to casual, our games continue to change billions of lives, all over the world, thanks in part to our world-leading reputation for new IP and innovation.

This strategy sets out how we will build on the last 30 years of meteoric success for the industry – continuing to drive new growth while starting to lay some long-term foundations which reflect the point of maturity we have reached.

Our ambition is to grow Ukie over the next 3-5 years to reflect the growing visibility, influence and impact of our industry. Let's work together to supercharge the future!

Tom Hegarty
Chair, Ukie

The UK – leading the way

In an increasingly global industry, the UK stands out as a uniquely successful environment for the development, publishing and sale of video games both for ‘homegrown’ businesses and international companies with a UK base.

From small indies to triple-A’s, the UK offers a blend of culture, innovation, creativity and originality that doesn’t exist anywhere else in the world – the ingredients that continue to guarantee that many of the world’s most successful games are ‘made in the UK’.

As we look ahead to an age of AI and innovation, we believe that the UK’s ability to create new IP and build great games around it will be key to our continued success.

Our unique strengths include:

- ✓ World’s most established ecosystem
- ✓ Home to world-leading publishers and studios
- ✓ Track record in new IP and innovation
- ✓ Unparalleled talent pool
- ✓ Competitive financial incentives
- ✓ Unique history of culture and creativity
- ✓ Leading the way in self-regulation
- ✓ Strong commitment to values and EDI

Our Strategy



Impact statement

We ensure that everyone everywhere benefits from the social, cultural and educational power of video games and interactive entertainment.

Vision

The UK will be the leading global hub for new IP and innovation in video games and interactive entertainment by 2030.

Mission

Our mission is to supercharge the future of the UK video games and interactive entertainment industry. We will do this by:

- ✓ Transforming perceptions
- ✓ Building a pro-games policy agenda
- ✓ Ensuring a diverse and highly-skilled workforce
- ✓ Supporting stronger games businesses

Values

Our corporate values are:

- ✓ Open and fair – we are inclusive and diverse in everything we do
- ✓ Games-first – we put our members first, but our work benefits the industry as a whole
- ✓ Evidence-based – we will use research, data and evidence in all of our work
- ✓ Excellent – we will always seek ways to deliver value and excellence for our members
- ✓ Iterative – we will always iterate and learn from the things we do

Our EDI Commitment



We believe that the video games and interactive entertainment industry is stronger when it is more diverse, inclusive and representative of all identities. Through our leadership with the industry of initiatives like RaiseTheGame and Empower Up, we are already making real progress towards positive change.

Over the next 5 years, Ukie will lead by example, modelling how equality, diversity and inclusion creates better, stronger, more resilient, and more impactful businesses as well as more successful games.

Our commitment is set out in our EDI Strategy, which is aligned with the ambitions in this Strategy and Action Plan, focused on three priorities:

1. We will place EDI at the heart of Ukie’s culture, driving our success as a representative trade association, including in the development of our staff, Board and Working Groups;
2. We will integrate our EDI commitment across the four strategic priorities set out in this Strategy – perceptions, policy, talent and supporting stronger, more inclusive businesses;
3. We will maintain an active programme of EDI activities in its own right, helping to celebrate and showcase the diverse voices that make up our industry.

Our Green Commitment



We believe that video games and interactive entertainment have a powerful role to play in creating a more environmentally sustainable world.

Through our membership of the Playing for the Planet Alliance, we are committed to take positive action over the next 5 years to support the UK industry to take steps towards greater environmental responsibility. We hope to accelerate how the industry can work together and share best practice to decarbonise and explore how through the games they make they can inspire action.

At the same time, we are working to improve our own sustainability and to reduce the Carbon impact of our activities as a trade association.

Our Campaigns



We will put our new mission and vision into action by working with the industry to shape three major campaigns:

- **Energising Industry:** Creating an environment where local game businesses can turn innovative stories into globally successful IPs.
- **Empowering Talent:** Supporting game businesses in nurturing today's storytellers and tomorrow's creative entrepreneurs.
- **Elevating Games:** Championing British made games as a force for good, ensuring they receive the recognition and support they deserve.

Action Plan 2024-25

Each year, we will publish a refreshed action plan which sets out the priority actions to achieve our ambitions for the industry.

Transforming perceptions

Video games play a central role in the lives of billions of players, drive economic growth and are set to shape the future of entertainment, education and technology. Yet our industry is too often misunderstood and misrepresented. We aim to change this.

During 2024-25, we will start by:

- Introducing 3 new campaigns: energising industry, empowering talent and elevating games;
- Leading an industry-wide PR Strategy to transform the media profile of the industry;
- Introducing high-impact partnerships with leading cultural and digital brands.

Pro-games policy

Our industry deserves support and recognition from the UK Government and devolved administrations as the fastest growing and most impactful Creative Industry. We want to make this the most pro-games Parliament in British history.

During 2024-25, we will start by:

- Building an evidence-led lobby for better financial support, including more competitive and less burdensome tax reliefs, increased investment and fewer barriers to doing business;
- Campaigning for the introduction of a Digital Creativity GCSE, to help fuel future generations of talent.
- Launching a Research and Evidence Base for the video games and interactive entertainment industry, ensuring we can back up our ambitions with quality data.



Diverse and highly skilled-workforce

The long-term success of the UK video games and interactive entertainment industry depends on our ability to attract, retain and develop top-quality talent across the creative and technology sectors.

During 2024-25, we will start by:

- Launching an industry-wide Sector Skills Network with responsibility for securing the future talent pipeline for the industry;
- Re-launching #RaiseTheGame with a refreshed identity and a more proactive and visible approach to achieving our shared ambition for a more diverse, inclusive and representative industry;
- Growing Ukie Education as a leading platform to support education, training and skills for the long-term future of our industry, including through Digital Schoolhouse.

Supporting stronger games businesses

We will provide a range of advice, support, networking opportunities and events which help UK-based and global games businesses to build their resilience, create inclusive cultures and access the right financial support when they need it.

During 2024-25, we will start by:

- Implementing a new Membership Strategy to sustain the growth of our industry-leading network of member businesses and partners;
- Growing Ukie Worldwide as a platform to promote trade and investment for the UK video games industry, including through our sector-leading presence at Gamescom;
- Supporting new and established businesses through access to networks, finance and expert advice, including through our market-leading Video Games Growth Programme.

Get involved

Supercharged is an ambitious new plan that reflects the tremendous progress our industry has made over the last 30 years.

Whether you have 30 seconds or a few days a month, we want to enlist your support to help secure the future of our fantastic industry!

30 secs	Use the hashtag #supercharged on social media to share why you are excited about this new direction for Ukie and for the industry.
1 min	Share the link to the Supercharged strategy and action plan (www.ukie.org.uk/supercharged) across your business or with your networks.
5 mins	Reach out to our membership team at membership@ukie.org.uk and find out how becoming a member of Ukie can help your business to succeed.
30 mins	Join our new Pulse Survey Network and help us bring an evidence-based case to Government and key industry partners.
1 day	Send us an impact story to supercharged@ukie.org.uk highlighting how your work has helped make a positive difference to culture, education, wellbeing and society.
1-2 days	Join a Ukie Working Group and find out how you can get involved in the collective effort to deliver our ambitions in each of the four priority areas (transforming perceptions, pro-games policy, diverse and talented workforce and stronger games businesses).
A few days a month	Consider standing for the Ukie Board or getting involved in our work as a mentor or expert. Contact nick@ukie.org.uk to find out more.

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