

Australian Video Game Development

AN INDUSTRY SNAPSHOT
FY 2018-19



NUMBER OF FULL TIME EMPLOYEES IN AUSTRALIAN GAME DEVELOPMENT STUDIOS

1275

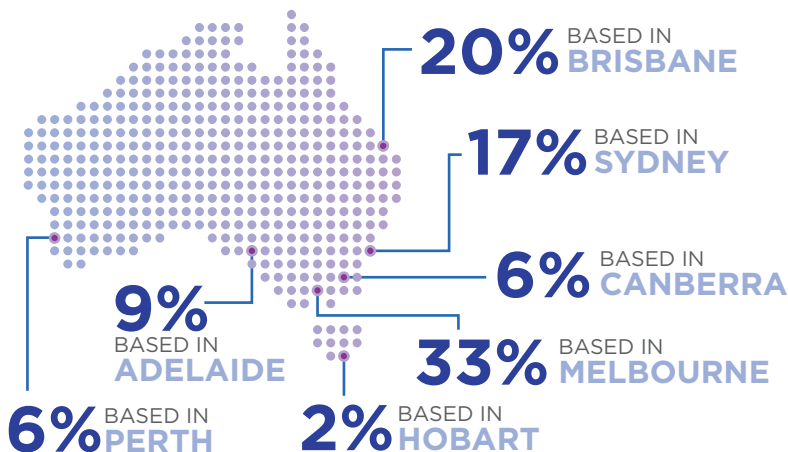


INCOME GENERATED BY AUSTRALIAN GAME DEVELOPMENT STUDIOS IN 2018/19 WAS

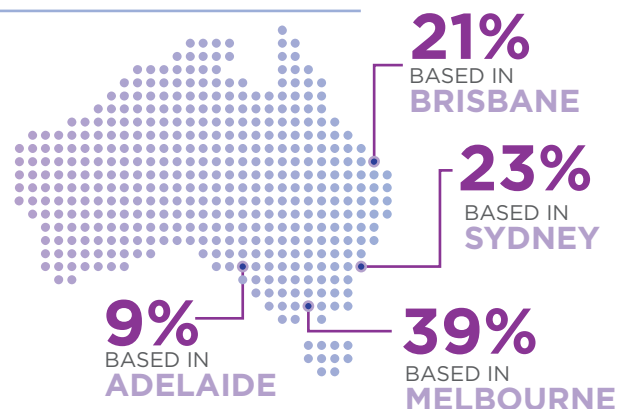
\$143.5M

Studio location

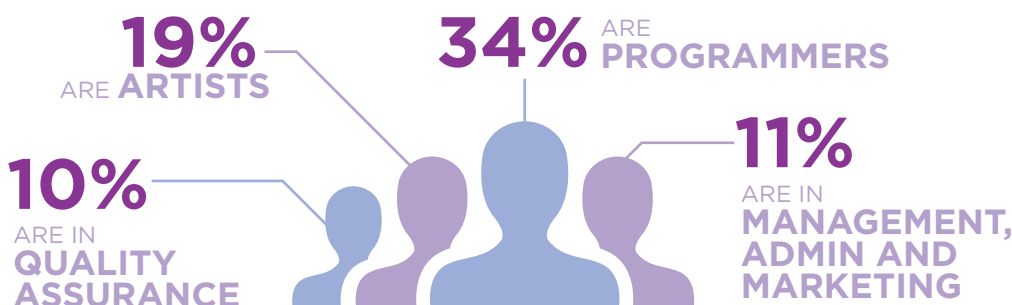
Australia - Dots by FreeVectorMaps.com



Full time employee location



Highly skilled employees



61% OF STUDIOS PLAN TO HIRE NEW STAFF IN 2019/20

78% OF EMPLOYEES ARE MALE

21% OF EMPLOYEES ARE FEMALE

1% OF EMPLOYEES ARE NEITHER MALE NOR FEMALE

IGEA

interactive games & entertainment association

Australian Video Game Development

AN INDUSTRY SNAPSHOT
FY 2018-19

Export focused

83% OF INCOME WAS GENERATED FROM OVERSEAS MARKETS

INTERNATIONAL MARKET FOCUS



Industry renewal

55% OF STUDIOS ARE LESS THAN **5 YEARS OLD**

13% OF STUDIOS WERE ESTABLISHED BEFORE 2010

23% OF STUDIOS ARE WORKING ON THEIR FIRST GAME

18% OF STUDIOS HAVE MADE 10 OR MORE GAMES

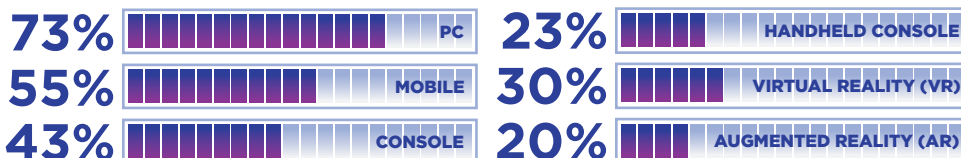


61%

OF RESPONDENTS EXCLUSIVELY DEVELOP THEIR OWN IP



Developing games for many platforms



Challenges facing the industry

- 1 LACK OF GOVERNMENT FUNDING
- 2 ATTRACTING EARLY STAGE DEVELOPMENT FUNDING
- 3 ATTRACTING INVESTMENT FOR EXPANSION
- 4 INTERNET SPEEDS
- 5 SECURING INTERNATIONAL PUBLISHER DEALS

28%

OF RESPONDENTS DEVELOP THEIR OWN IP AND PRODUCE GAMES AND SERVICES FOR OTHER CLIENTS

5% ARE SERIOUS GAME DEVELOPERS

IGEA

interactive games & entertainment association