

# Australian Video Game Development

AN INDUSTRY SNAPSHOT FY 2019-20



NUMBER OF FULL TIME EMPLOYEES\* IN AUSTRALIAN GAME DEVELOPMENT STUDIOS

1245

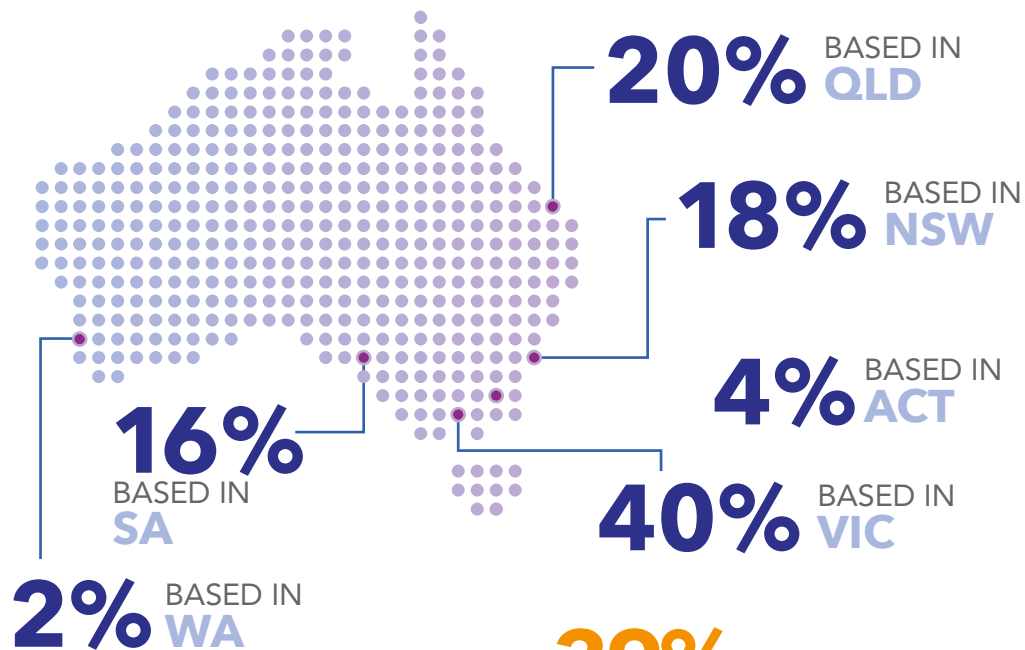


INCOME GENERATED BY AUSTRALIAN GAME DEVELOPMENT STUDIOS IN 2019/20

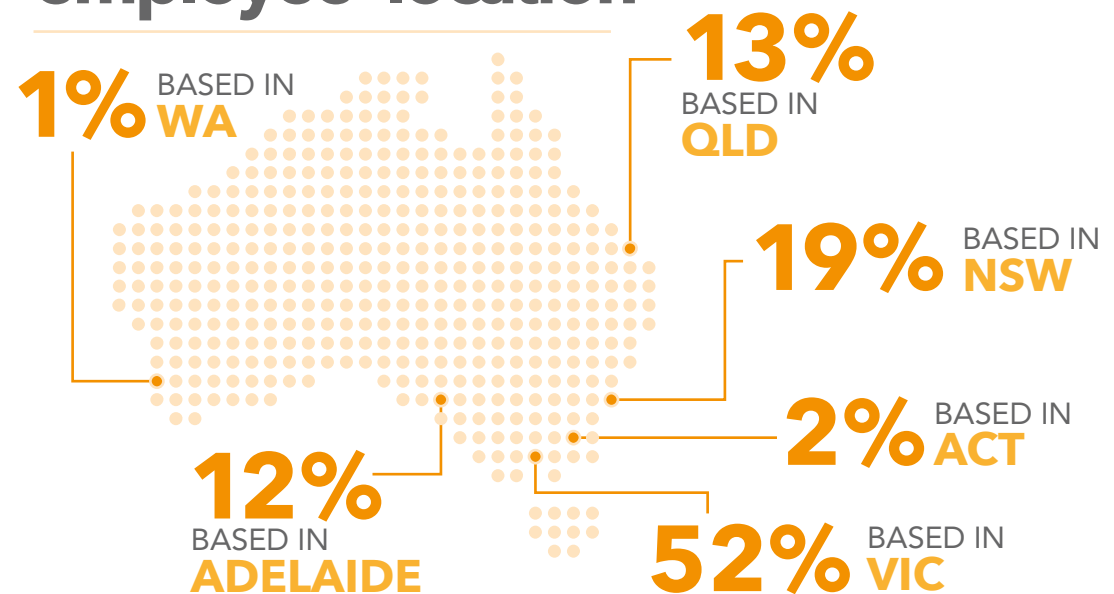
\$184.6M

## Studio location

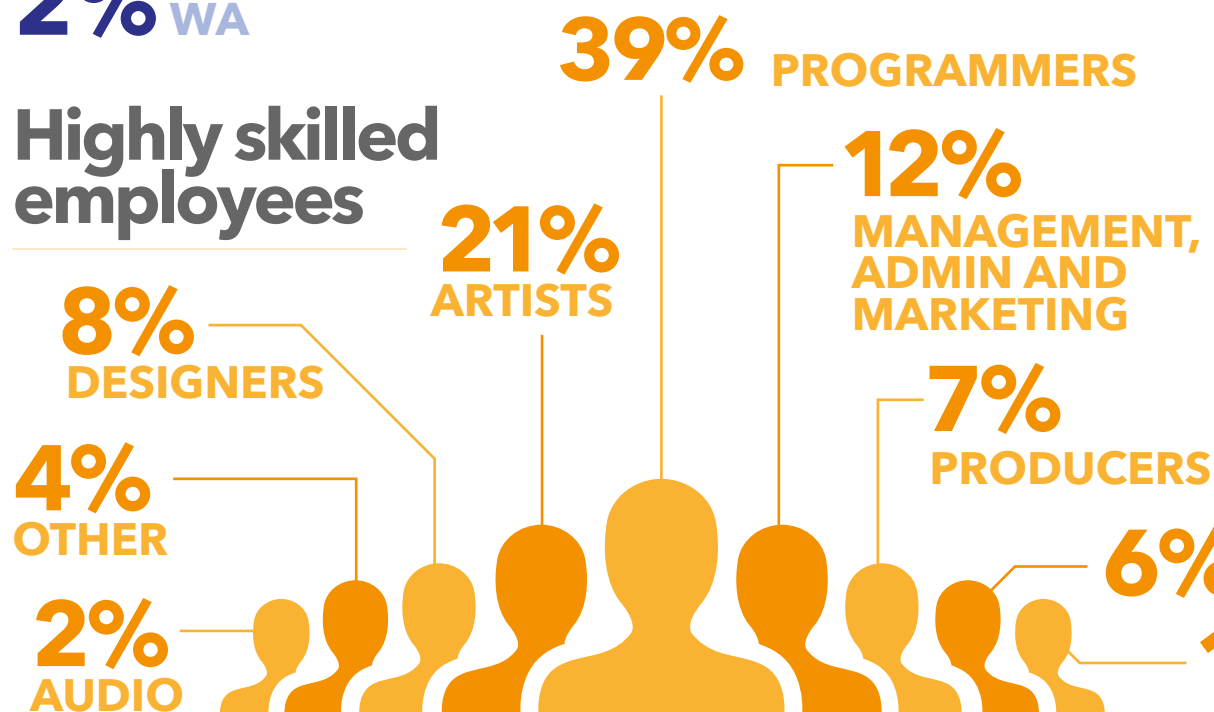
Australia - Dots by FreeVectorMaps.com



## Full time employee\* location



## Highly skilled employees



80% OF FULL TIME EMPLOYEES\* ARE MALE

17% OF FULL TIME EMPLOYEES\* ARE FEMALE

3% OF FULL TIME EMPLOYEES\* ARE TRANS, NON-BINARY OR GENDER DIVERSE

67%

OF STUDIOS PLAN TO HIRE NEW STAFF IN 2020/21

IGEA

interactive games & entertainment association

[www.igea.net](http://www.igea.net)

\*includes full time employees and contractors.

About the survey: The Australian game development survey was an independent survey undertaken in 2020 for IGEA by Premium Research, based in Wellington, New Zealand.

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AN INDUSTRY SNAPSHOT FY 2019-20

## IP importance

**78%**

OF RESPONDENTS  
DEVELOP THEIR OWN IP

## Export focused

**87%**

OF INCOME GENERATED  
IS FROM OVERSEAS  
MARKETS AND INVESTMENT

## Studio stage

**51%** OF STUDIOS ARE  
**5 YEARS OLD** OR LESS

**29%** OF STUDIOS ARE  
**6-10 YEARS OLD**

**20%** OF STUDIOS ARE  
**10 YEARS OLD** OR MORE

## Challenges facing the industry

**1**

LACK OF GOVERNMENT FUNDING

**2**

ATTRACTING EARLY STAGE DEVELOPMENT FUNDING

**3**

HIRING EMPLOYEES WITH SPECIALISED SKILLS

## Major challenges due to COVID-19

**1**

LACK OF INTERNATIONAL EVENTS LIMITS  
CONTACT WITH INVESTORS

**2**

REDUCED PRODUCTIVITY

**3**

CONTRACTUAL REVENUE HAS REDUCED

## COVID-19 impacts

**76%** OF STUDIOS EXPECT REVENUE  
TO REMAIN STABLE OR INCREASE

**76%** OF STUDIOS ARE NOT MAKING  
STAFF REDUNDANCIES

**61%** OF STUDIOS ARE CONFIDENT  
OF NOT CLOSING IN THE  
FORESEEABLE FUTURE

**18%** OF STUDIOS HAVE SERIOUS CONCERNS  
OVER THE NEXT 12 MONTHS

**14%** OF STUDIOS HAD REDUCED  
ACCESS TO FINANCE

**11%** OF STUDIOS REPORT REDUCED  
CONTRACTUAL REVENUE

## Developing games for many platforms

**48%**  **PC/MAC**

**44%**  **MOBILE (inc. TABLET)**

**33%**  **CONSOLE (inc. HANDHELD)**

**11%**  **OTHER (e.g. MERCHANDISE)**

**9%**  **VIRTUAL REALITY (VR)**

**6%**  **WEB BASED**

**2%**  **AUGMENTED REALITY (AR)**