

IGEA PRESENTS

COVID-19: ONE YEAR LATER

THE AUSTRALIAN VIDEO GAMES INDUSTRY CONTINUES TO GROW AND ADAPT

THE AUSTRALIAN INDUSTRY IS EXPERIENCED AND WELL POSITIONED TO TAKE ADVANTAGE OF THE INCREASING GLOBAL POPULARITY OF GAMES



50%

OF ALL RESPONDENTS ARE INCREASING STAFF NUMBERS, **ONLY 4%** ARE PLANNING ON MAKING STAFF REDUNDANT

ESTABLISHED STUDIOS HAVE AN ADVANTAGE

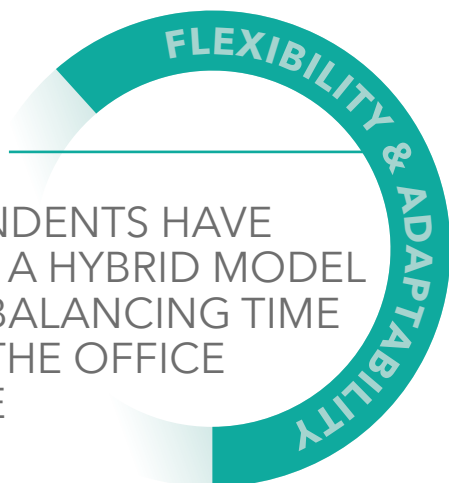
69% REPORTED STABLE OR INCREASED OVERALL REVENUE

AND

63% ARE INCREASING STAFF NUMBERS

60%

OF RESPONDENTS HAVE MOVED TO A HYBRID MODEL OF WORK BALANCING TIME BETWEEN THE OFFICE AND HOME



79% OF RESPONDENTS ARE HIRING TALENT LOCALLY

33% ARE HIRING TALENT INTERSTATE



28%

ARE LOOKING TO HIRE TALENT FROM OVERSEAS

SMALLER AND YOUNGER GAME DEVELOPMENT STUDIOS HAVE EXPERIENCED MORE UNCERTAINTY 12 MONTHS INTO THE PANDEMIC AND REQUIRE SUPPORT AND ACCESS TO FUNDS TO CONTINUE BRINGING GAMES TO MARKET

CHALLENGES
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31% of respondents were affected by loss of contractual revenue

50% of respondents reported "some impact" on productivity, compared to 57% in 2020. 10% of businesses reported a "significant impact" on productivity compared to 16% in 2020.

61% were affected by the inability to travel and attend International trade shows