

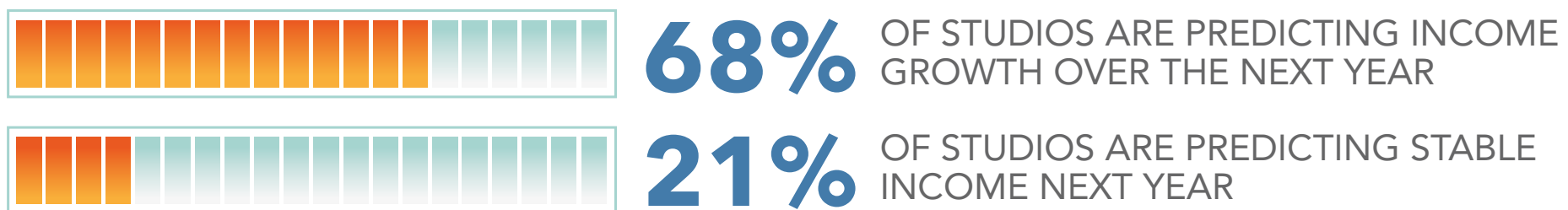
Australian Game Development

AN INDUSTRY SNAPSHOT FY 2023

The big numbers



Projected growth



IP importance

89% OF RESPONDENTS DEVELOP THEIR OWN IP

Export focused

OF THOSE DEVELOPERS SELLING GAMES **87%** OF REVENUE COMES FROM OUTSIDE OF AUSTRALIA

About the survey: About the survey: Our 2022-2023 game development survey is based on financial year data from 1 July 2022 – 30 June 2023. The survey was conducted by Bond University who supply responses in aggregate to IGEA. The survey opened in September 2023 and closed in the middle of November 2023. Participation in the survey is voluntary, with 111 studios completing the survey and providing usable data, which is slightly higher than the participation rate last year.

www.igea.net

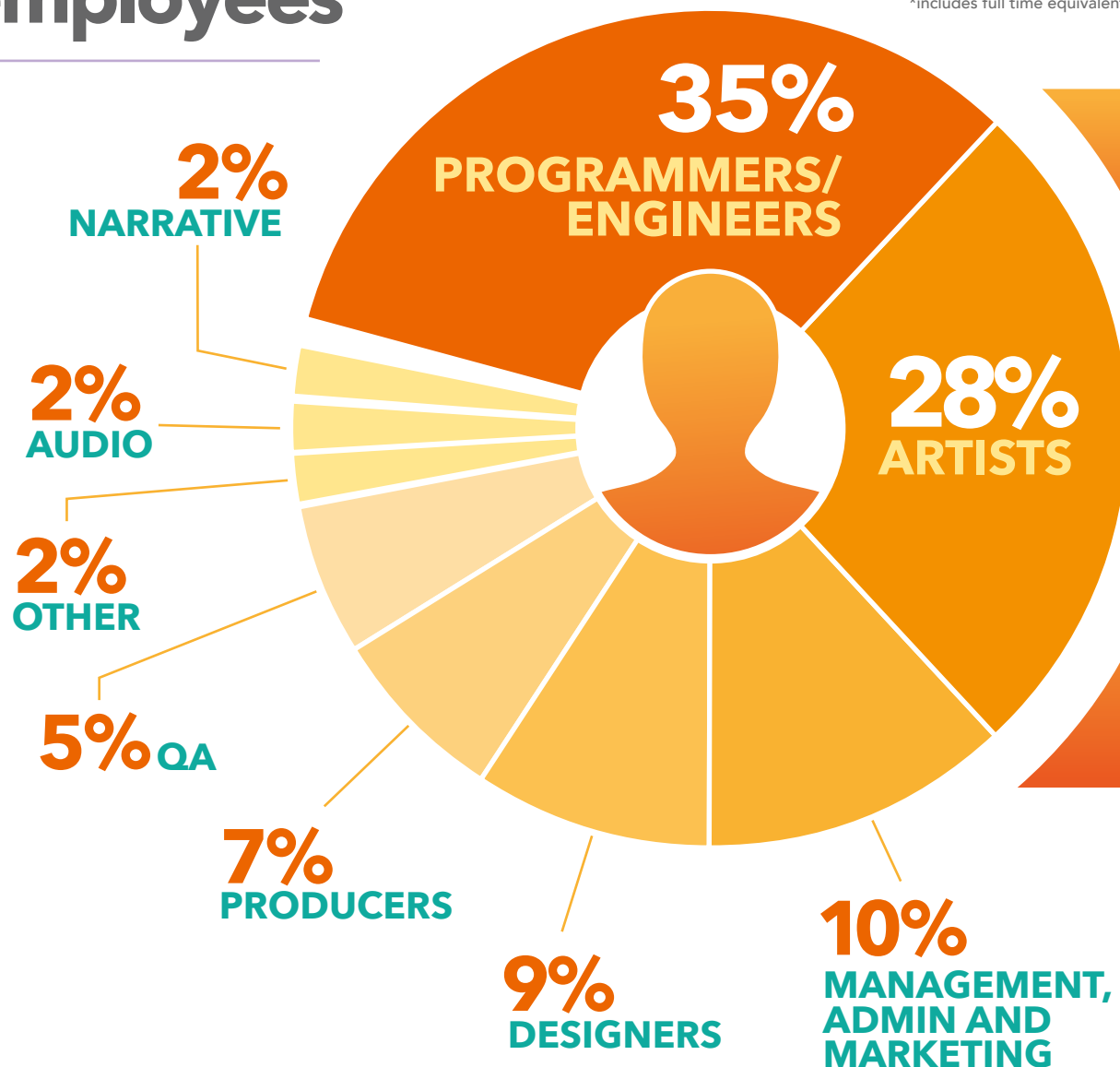
IGEA

interactive games & entertainment association

Australian Game Development

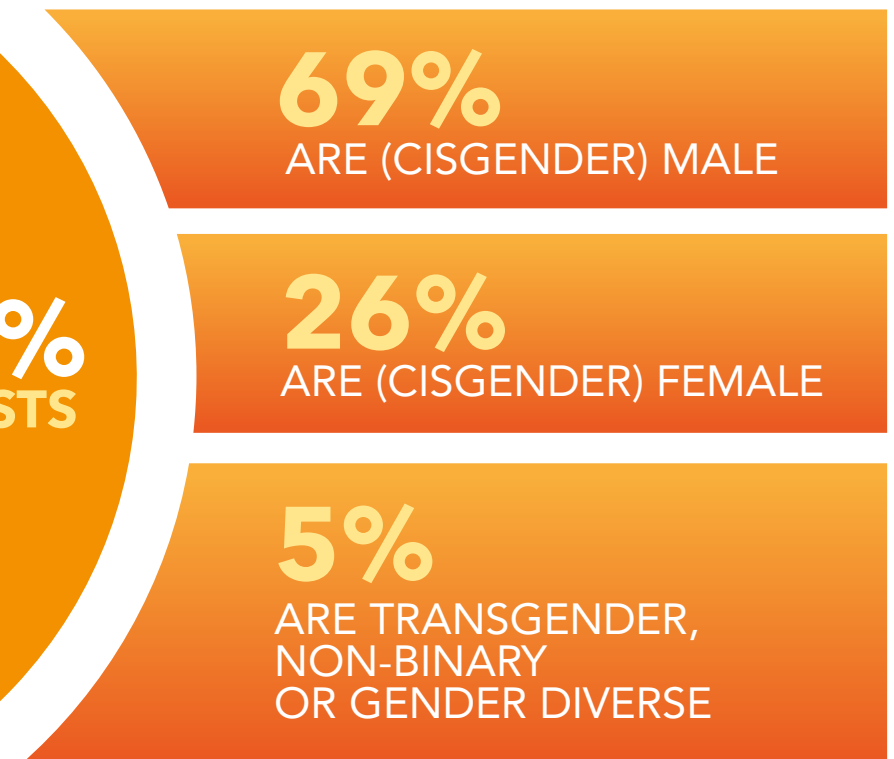
AN INDUSTRY SNAPSHOT FY2023

Highly skilled employees



Employee* gender diversity

*includes full time equivalents and contractors



Studio output

29% of respondents were developing their first game

23% of respondents have made more than 10 games

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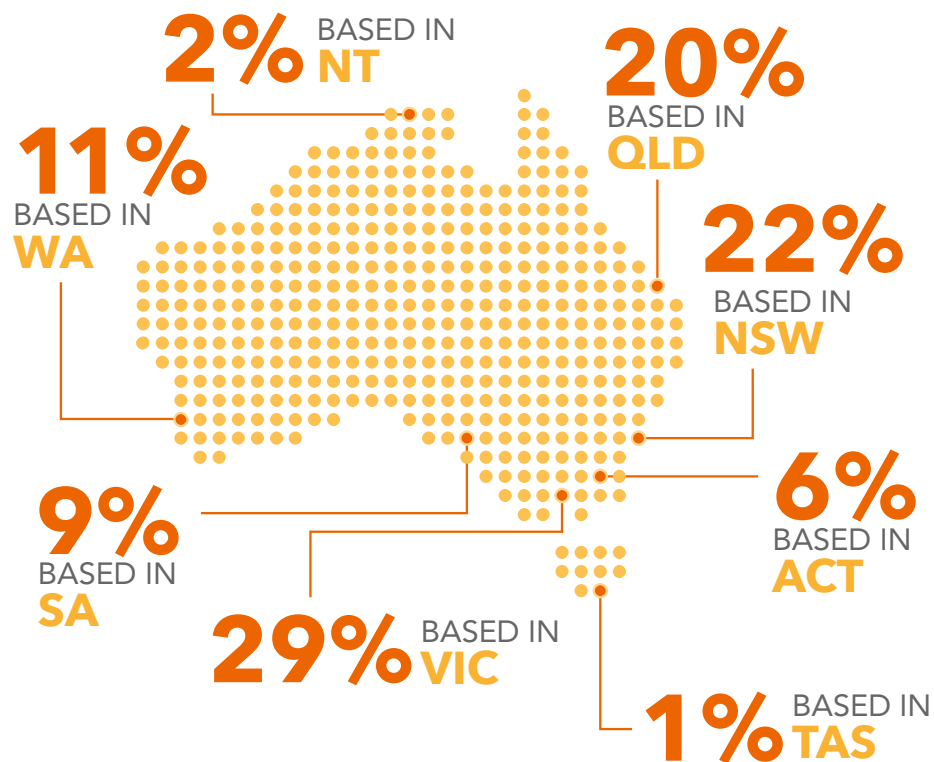
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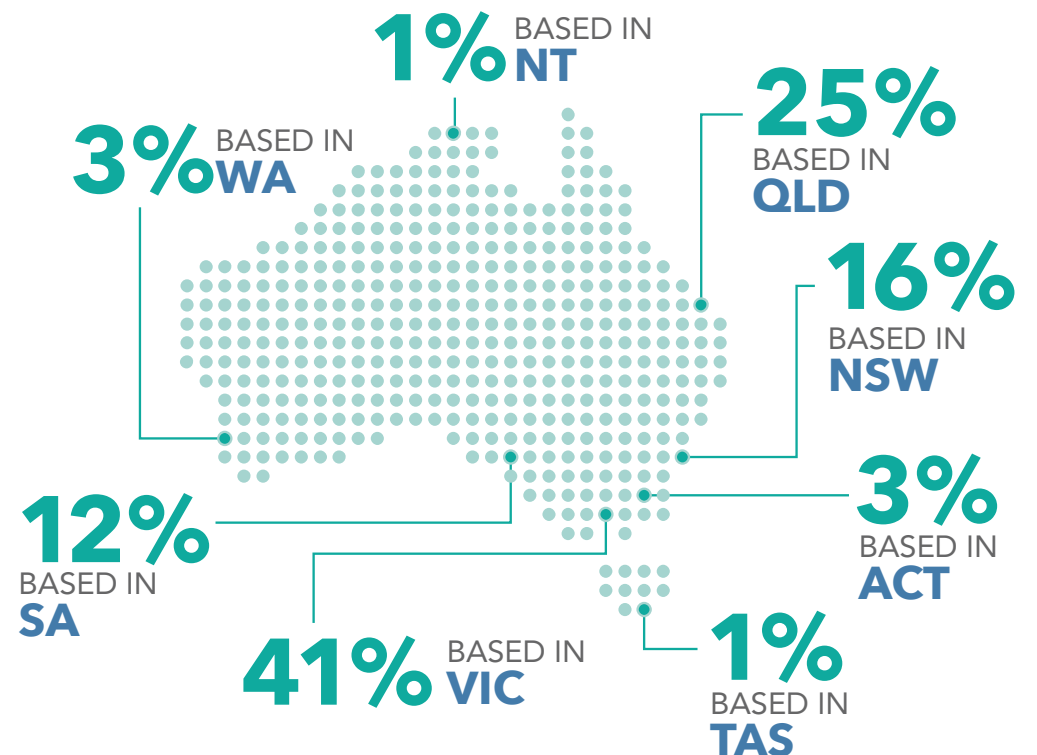
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Studio location

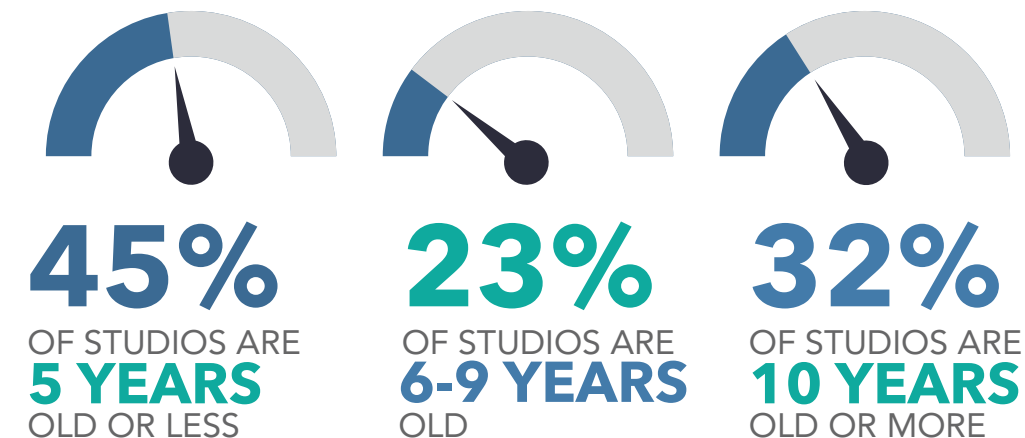


Full time employee* location

*includes full time equivalents and contractors.



Studio stage



10%
HAVE STAFF WORKING IN
MULTIPLE LOCATIONS

Studio size

79% OF RESPONDENTS
HAVE STUDIOS WITH
**LESS THAN
20 EMPLOYEES**

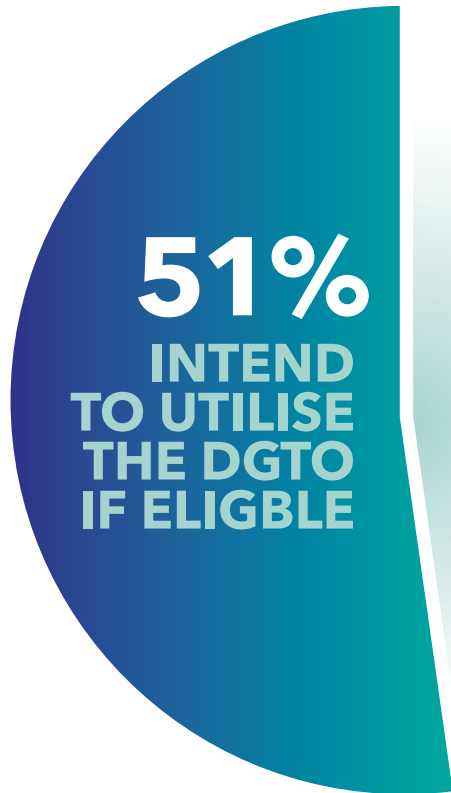
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Impacts of DGTO

Since the announcement of the DGTO, Australian businesses have seen:

- Development of plans to undertake more projects
- Increased interest from international businesses

49% OF RESPONDENTS RECEIVED SOME FORM OF
GOVERNMENT FUNDING

19% OF DERIVE INCOME AND INVESTMENT FROM
OVERSEAS BUSINESSES

Challenges facing the industry

1

HIRING EMPLOYEES WITH SPECIALISED SKILLS

2

ATTRACTING EARLY-STAGE DEVELOPMENT FUNDING

3

SECURING INTERNATIONAL PUBLISHER DEALS

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