IGEA
interactive games & entertainment association

FAQ AUSTRALIAN GAME DEVELOPMENT SURVEY FY 2025

When was the survey undertaken?
Our 2024-2025 game development survey is based on financial year data from 1 July 2024 – 30 June 2025. The survey opened in October 2025 and closed January 2026.

What are the requirements from studios to complete the survey?
We ask that respondents have an ABN and have made or are making games.

Who completed the survey?
141 Australian studios completed the survey, which in terms of respondents represents an increase of 11% over the previous year. Under our agreement, Bond University conducts the research on IGEA's behalf and to preserve the integrity of the data, Bond University then provides IGEA with aggregated data from the survey without identifiers for reporting.

Why has revenue generated grown so drastically in FY 2025?
Without the usual sources of reporting, like that provided by the ABS or other Federal Government agencies, IGEA is always examining ways to provide accurate data on the state of the Australian games industry.

In providing the Australian Game Development Industry Snapshot (AGDS), IGEA has only ever reported the data provided by studios/individual companies who completed the survey with sufficient, usable data. As such, the numbers have always been a baseline of the Australian games industry.

In 2025, IGEA partnered with Video Games Insights from Sensor Tower to help track PC and console sales revenue. We were able to identify a select panel of Australian studios who did not provide a response to the IGEA and Bond University survey and report their revenue according to Video Game Insights.

Therefore, it isn't accurate to say revenue generated almost doubled this year. The revenue generated has increased due to IGEA expanding the platforms from which it collects and reports data.

Why has the number of studios contacted increased?
Over 600 Australian studios were invited to participate in the survey numerous times directly via the researcher and via 3rd parties such as some of the state-based Screen Agencies. We believe the number of studios has increased over previous years due to the number of new studios forming in response to government funding becoming available, and the IGEA database expanding.

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How do you report Full Time Employees?

IGEA has only ever reported employment data provide by studios/individual companies who completed the survey with sufficient, usable data.

As we had included additional revenue generated by a handful of studios in this year's report, we looked at third party employment sites to determine the number of employees working at those same studios to include their employee numbers in the overall number FTEs reported.

Why do the State-based statistics continually vary

Unfortunately, IGEA has no control over who completes the survey. This data simply captures those companies that completed the survey at a point in time. Studios and individuals are contacted by Bond University, IGEA and some 3rd parties, like Screen Agencies, who offer reminders/requests to the participate in the survey.