

# Annual Review

2023

ukie

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Hello Games



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Take 2



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### SIMON BARRATT

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Cooperative Innovations



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## OUR INITIATIVES



This year has been a  
**dizzying reminder**  
**of how much Ukie**  
**is working on at**  
any given moment  
**on behalf of its**  
**members**

TIM WOODLEY

# Chair's Report



## Tim Woodley - Ukie Chair

Head of Publishing - Hello Games

**W**hen I look back at the last 12 months as Chair of the Ukie board, there is so much to be proud of. This year has been a dizzying reminder of how much Ukie is working on at any given moment on behalf of its members. Whilst the spectre of Loot Boxes, which dominated so much of the last couple of years is still there, it has been dwarfed by the positive front-footed momentum we seem to be experiencing.

Our showcase at Number 10 was a headline-grabbing moment. Even a long-in-the-tooth industry veteran like myself felt the plates shift on that day. It was gratifying to see the whole Ukie team rally around as they so often do to bring that event together at record speed. The importance of that opportunity was not lost on anyone in attendance, seeming to encapsulate what almost a decade of hard work had been building to. And the result - a new dawn and a re-generation. It is evidently clear that the mood in the corridors of power seems to be fundamentally changing; the government was looking to us to show the other creative industries how it's done, with invitations to meet the Secretary of State and lead roundtables at HMT Connect series.

In the wake of these changing tides, Ukie finds itself in-between CEOs. And the departure of our former CEO, Dr Jo Twist OBE, was a sad moment for the industry. She has done so much to get us to where we are today, proving to be exactly what we needed, exactly when we needed it. But Ukie's future is bright. The current team is a rock-solid foundation with a great mix of experience and young energy on which to build for the next decade. The board has told Sam and Dan, our extremely experienced acting-co-CEOs that we shouldn't stand still and let this golden opportunity pass us by.

In that vein we continue to drive forward with the same impetus as ever, particularly as we look to build a new manifesto for a new government next year. As such we will be developing an evidence-based manifesto to succinctly show the upward trajectory of the industry over the next decade, and our key asks that will help us to get there. We know from industry that the skills shortage will be front and centre of this work and addressing that will require all Ukie departments firing on all cylinders, from political campaigning to our education and Equality, Diversity and Inclusion initiatives, to our media engagement.

Ukie's challenge in all this is continuing to ensure that it is the right size and shape for the ever-evolving industry we represent. The UK industry has grown to £5.2bn, the biggest creative industry in the country and yet it is still represented by a team of 19 people, all of whom work tirelessly to rise to the challenges that any fast-moving industry will face while at the same time capitalising on the associated opportunities. We are a not-for-profit organisation, but we need to make sure we are not just 'living within our means' and instead delivering a surplus such that we can re-invest in the organisation and keep pace with the growth of the industry and its needs.

As productive as the team is, I believe there is much more we could be doing to address burning issues like skills and AI. I have faith that the incoming CEO will take us from our current nose-to-the-grindstone start-up mode, allowing our team space to breathe, strategize, and get ready for that brand new dawn for the UK games industry.

**We've known for a long time that video games are the most powerful creative tools of the 21st century, and the UK government is paying attention.**

**DANIEL WOOD AND SAM COLLINS  
CO-CEOs UKIE**

# Co-CEO's Report



## Daniel Wood and Sam Collins

Ukie

**2**023 has been a defining year for the UK games industry. Video games matter now more than ever – economically, socially and culturally. Now with 600 members that represent 90% of games industry revenue, it's fair to say that Ukie is at the heart of the sector, and we're prepared to help shape what the future looks like.

We've known for a long time that video games are the most powerful creative medium of the 21st century, and the UK government is paying attention. At a time where we are facing a turning point in technological change akin to the Industrial Revolution, video games are providing a space in which the possibilities of technology can be applied in a structured and creative way. As a result, we're seeing a dramatic increase in our direct dialogue with policymakers as they proactively engage with the sector and its broader conversations. This is a fantastic opportunity to shape positive conversations with government about video games and the endless possibilities they hold.

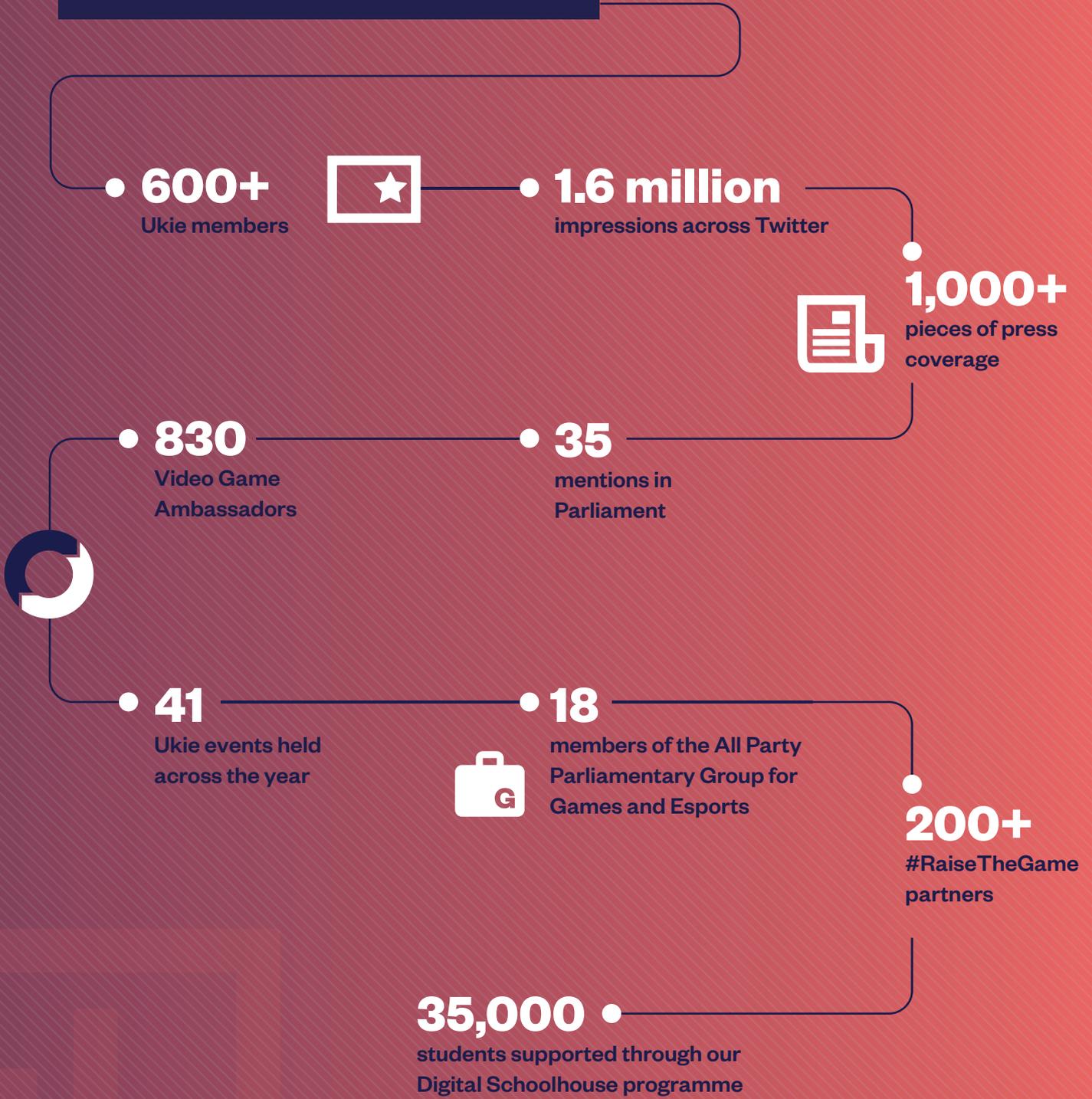
Alongside this sea change in government opinion we're ending this year on the front foot, ready to be more proactive, impactful and more valuable to both our members and the wider games industry. We've welcomed seven new starters since the last Annual Review, as well and today announce this year's cohort of Board members help support our collective aims. This will form a strong basis as we turn to the next year; building on our campaigning strategy, launching new products and services as well as fine tuning current ones and pushing for more government support as we turn our attention to the skills challenge.

As the sector expands and our impact on other industries is understood, we need to make sure Ukie is providing the support our members need to make informed decisions and maximise their opportunities. Other countries have identified games as a key sector and are investing heavily in it and removing barriers to growth. We are in danger of being left behind unless we see similar support from policy makers, particularly in the areas of funding for all business stages and in the talent shortages games studios are facing. We also have responsibility as a sector to our players, both in terms of how they play and how they pay – and we aim to continue to work with government to ensure all policy decisions are well-informed and evidence-based.

In this pivotal moment for games, we're grateful for the opportunity we've been given to steer Ukie in the wake of Jo's departure. Whilst we're sad to see her go, we see this as an amazing chance to build on the work that she's done over the last ten years. Looking ahead, we stand ready to support the new CEO as we all work collectively to grow Ukie.

The Annual Review is a wonderful moment to reflect on Ukie's achievements over the past year, and it's in this reflection that we are able to better look forward. We'd like to take a moment to thank our team, Board and members for their work this year, and we hope you find the 2023 Ukie Annual Review to be both insightful and inspiring.

# Ukie in Numbers





**From Guildford to  
Dundee, our globally  
renowned video games  
sector is attracting  
investment, creating  
skilled jobs and  
opening up exciting  
new opportunities  
for growth**

**RT HON RISHI SUNAK, PRIME MINISTER**



## Policy and Public Affairs

### **Working with Government to build a nurturing policy environment**

It has been an eventful year for Ukie's Policy and Public Affairs team. Facing the possibility of a General Election in 2024, we have been engaging with government, opposition, regulators and officials to communicate the Sector's priorities and achievements. In this way, Ukie makes sure the voice of the UK video games industry is a part of key policy decisions about games, and continue to positively influence them.

### **Showcasing video games at 10 Downing Street**

The games industry showcase at 10 Downing Street was the highlight of our year. Hosted in April 2023 and organised by Ukie, the event brought together industry leaders, the Prime Minister, his wife, the Chancellor of the Exchequer, three Secretaries of State, Ministers, officials and school children for a celebration of amazing British video games, their economic impact and contribution to education. Attendees demo-ed innovative games illustrating the sector's creative prowess and global impact.



## Government endorses industry's loot box principles

After ten months of diligent work, the Technical Working Group co-chaired by Ukie achieved a significant milestone when Government endorsed the industry principles on Loot Boxes. The result of a lengthy call for evidence, this endorsement recognises the strides made by the games industry to

address concerns around Loot Boxes. The principles include measures on age assurance, probability disclosures, refunds and data usage as well as a commitment to high quality research and plans for a comprehensive public information campaign led by Ukie and its' members.

## Continuing our Parliamentary engagement

This year has also been successful in terms of growing our All-Party Parliamentary Group (APPG), connecting the sector to interested parliamentarians. Events within Parliament included the "Portcullis Cup", a FIFA 23 Tournament in support of Digital Schoolhouse as well as a lunch about education and play organised by Ukie and Roblox.

## Video Games Expenditure Credit

Following the 2022 Autumn Statement there was a consultation on the audio-visual tax reliefs, including the hugely successful Video Games Tax Relief (VGTR), to which Ukie submitted oral and written evidence gathered from members and non-members alike. The Spring Budget then announced the introduction of the Video Games Expenditure Credit

(VGEC) from 1st April 2025 (or 2027 for titles currently in production), replacing VGTR with an effective rate of approximately 25.5%. Ukie, alongside its members and partners, continue to engage with the Treasury and HMRC to discuss the final details of VGEC, its implementation, and how administrative changes may affect members.

Meanwhile, the policy team continues to respond to wider consultations on issues such as AI, the shortage occupation list, data protection and online safety. We are grateful for the continued input of our members on these issues, whose guidance is integral to Ukie's campaigning direction.

## Developing a Ukie manifesto

With a general election expected to take place next year, Ukie has been hard at work developing the Ukie Video Games Manifesto. We have conducted meetings in video game clusters throughout the country and online, focusing on themes such as

skills and talent, investment and finance, regulation and attitudes towards games. These discussions are instrumental in ensuring the manifesto truly reflects the collective needs and aspirations of our diverse industry.



## Insight & Innovation

**Delivering high-quality research and working with expert partners to help the industry and world make sense of games.**

### **The UK Games Map**

January saw the full release of the new UK Games Map with a flagship feature allowing industry professionals to manage their own company listings. The improved map shows the UK has 2,650 active game development studios and the UK Games Map website has 391 registered users. We produced the UK Games Map with The Nursery, Kieran Darcy and Matt Spall and DiscoverUni.

The new database has provided the foundation for one of our upcoming publications – a report on the regional economic impact of the UK games industry. Working with Nordicity and UCL, later this year we will publish a full update of Ukie's 2016 Think Global, Create Local report, using data covering 2017-2021.

## Supporting policy with data and analysis

We produced a detailed internal report on how VGTR return-on-investment is calculated, identifying several weaknesses compared to other sectors and recommending an approach to improving the calculation. As this report was completed the government announced the audiovisual tax reliefs consultation.

As part of the Policy team's response, we designed and implemented an online survey that provided over 2,000 unique insights.

In parallel with our own work, Tencent were considering the economic impact of video game technology. Since December 2022, we have overseen an investigation

into the economic value of this technology spillover in the UK and Nordic regions carried out by FTI Consulting, supported by Tencent. The results of this work will be published in August. Initial findings suggest a spillover impact of up to £1.3bn for 2021. For reference, the industry's overall economic impact in 2019 was £5.1bn.

## Measuring our market

April saw the release of our annual Consumer Games Market Valuation; the market declined 5.6% to a total of £7.05bn following the pandemic spending boom but remained in line (+17%) with projections from 2019.

For the first time we published the UK market share of UK-made games, based on our own research, which was 16%. 2022 was a record year for video game films at the box office, taking in over £50m.

Insight from our acquisitions tracker via the Ukie Worldwide campaign, found that over the five-year period 2017-2021, acquisitions by overseas firms totalled £6.0bn, with 2020 and 2021 being the most intense years on record.

## Advising the creative industries

We represent the UK games industry and provide insight in various capacities across the creative industries, including with such bodies as ONS, DCMS, StoryFutures, the BFI, IGGI, the CIC, EGDF, King's College

London, Game Anglia and the Video Games Research Framework. We are the UK seller for Games Sales Data reports in partnership with Video Games Europe.



### UK Games Map





## Campaigns & Communications

**Making the voice of the UK games sector heard by demonstrating its positive impact as an economic and cultural powerhouse.**

### **Demonstrating the sector's value**

At the start of the year we relaunched the UK Games Map, which found that the number of UK games businesses had grown by almost a third since September 2016. This positive story secured coverage in GI.Biz and Pocket Gamer as well as tech-focus publications Tech Register and Digit News. We also provided BBC Radio Sheffield with a local developer for a morning interview about the number of games industries in Sheffield constituencies.

In similar vein the consumer valuation, a yearly demonstration of the widespread appeal of video games, found that games and their related culture are still immensely popular in the UK. As a result we saw positive coverage from BBC Online, the Metro and NME all leading with the fact that consumer spend was still 17% higher than it was in 2019.

## Political campaigning

As part of our political campaigning efforts to preserve and improve the Video Game Tax Relief during the government's review of the AV tax reliefs, we published an op-ed in GamesIndustry.Biz, whilst our urgent calls to government for further support were quoted in The Guardian and NME.

We also saw a significant boost to the

sector's reputation across print and social media following the Number 10 showcase. The showcase was a crucial moment for telling a positive yet compelling story of the UK sector. A huge win for Ukie communications, our press release contained a quote from the Prime Minister himself, who also publicised the event on his personal socials – with 359.5k unique views on Twitter and

5.1k reactions on LinkedIn.

Finally, this year saw us branch out into drafting more opinion pieces for press and editorial pieces, beginning with Jo Twist's op-ed in GamesIndustry.Biz at the start of the year and continuing with a new thought leadership series on LinkedIn and Twitter covering our thoughts on hot topics like AI.

## Campaigning for responsible play

This year we launched our flagship 3-year responsible play campaign, aimed at empowering parents to have conversations with their children about setting healthy boundaries around video games.

The campaign was fronted by presenter and comedian Judi Love, and supported by clinical psychologist Tanya Byron. Timed to coincide with

the summer holidays, the campaign supported parents through a new PowerUpPact – a print-out form which guides parents in having conversations and setting boundaries around video games with their children.

The campaign successfully launched at the end of July securing coverage across national and regional media, including Grazia magazine and

The Sun. We also reached an audience of thousands across social media with our dedicated campaign video. This was shared by Judi Love to help secure impact with our target audience of parents.

The next phase of the campaign will focus on targeting parliamentarians as we move into Party Conference season.





# #RaiseTheGame

## Inspiring meaningful impact across the UK games industry

**Making the UK games industry more equal and inclusive, bringing valuable perspectives from across society into our sector.**

### #RaiseTheGame Diversity Pledge

The #RaiseTheGame initiative continues to grow, both in terms of increased engagement, but also as the go-to for games businesses to improve their EDI work through diverse recruiting practices and building inclusive working environments. To support all this work, we continue to grow the #RaiseTheGame monthly newsletter and have partnered with

events such as Game Dev London Expo (GDLX) to promote this work.

In particular, the Festival of Food Evening at this year's Develop:Brighton, which was designed to demonstrate inclusive event best practices, saw over 400 sign-ups with 6 sponsors involved including Lead Partner SEGA HARDlight.



### Launching the Impact campaign

Earlier this year we launched the Impact Campaign in partnership with Many Cats Studios. The campaign showcases and celebrates the talents of disabled and neurodiverse UK-based games

industry professionals across various areas, specialisms and levels. In its first ever year, Impact received 82 nominations for the six-person cohort, who were selected by a panel of industry judges.



### Wider industry campaigns

We ran the pledge's first campaign called Access November over two weeks in November 2022. The campaign looked at amplifying accessibility awareness, including creating a partnership with Europe's largest accessibility and inclusion gathering - AbilityNet's TechShare Pro conference.

Meanwhile, the Empower Up Toolkit Platform, delivered in partnership with Amicus and G Into Gaming, is currently work in progress. An ever-growing 'one stop' source for EDI guidance and resources, the platform will aim to provide resources to instigate and maintain inclusive company culture and is intended to launch before the end of the year.

### Supporting our staff and people

Ukie aims not only to set the standard for the UK games industry, but to meet it ourselves. We seek to build an inclusive environment internally as well as throughout the wider industry, beginning with company culture - including robust bonus schemes, private medical access and mental health support services.



# Protecting our members against IP infringement

**Helping members to protect their content and therefore their revenues, with over 60 members currently making use of our free IP Monitoring service.**

Since the earliest commercial video games were sold, there has been a motive to copy or now “crack” the technological protections around a title and offer it for less. Even users downloading games for ‘free’ do so from websites that make revenue from each download or via advertising - none of which is shared with the IP owner.

In addition to removing download links for pirated traditional PC and console games, we work against copy or clone apps, social media groups offering digital goods for discounted prices or videos posting unauthorised video content. Our service detects and reports infringing URLs daily – last year removing over 75% of the URLs within 24 hours to limit the availability of files.

A significant part of the work we do involves partnerships with other content owners and agencies in the

UK. Indeed, one important ally in our fight to protect IP is the Intellectual Property Office (IPO), who fund IP Protection with the City of London Police - known as PIPCU. Working with PIPCU has given us the ability to suspend websites in situations where our own takedown notices have not been effective. PIPCU also maintain the Infringing Website List (IWL) which is shared with brands and ad agencies to ensure no reputable ads are found on websites offering any infringing content (download or streaming). In this way, we stop these website owners from making money and in turn we stop their activity.

We understand the landscape continues to change and there are always new ways to monetise game content. If you face any issue, always remember to get in touch as it might be something that also impacts other game companies.



**Our video games  
sector is world class**

**RT HON, LUCY FRAZER, SECRETARY OF STATE AT  
THE DEPARTMENT FOR CULTURE, MEDIA AND SPORT**



## Membership & commercial services

### Supporting over 600 members spanning the entire video games ecosystem to grow and thrive in the UK.

In addition to our extensive campaigning work, Ukie is also professional community spanning the whole ecosystem of the UK games sector. Over the past 12 months, the membership team has trialled multiple new activities and increased our offering of in-person events. The gateway into Ukie, they work directly with our members to answer questions, develop connections and source information.

Meanwhile, as a not-for-profit organisation, we've been continuing to secure and nurture the partnership sponsors that maintain Ukie's reputation for high-quality activities as well as affordable and reliable services for our members. In the coming year we'll be building on this work - reimagining established projects and building upon successes to produce useful and meaningful opportunities for the entire games industry.

#### Ukie Hub Crawl: Developers Unite

Our Hub Crawl achieved record attendee numbers in 2023. Comprising of 4 virtual sessions and 8 in-person, 'Developers Unite' was open to all and focused on peer-to-peer knowledge sharing whilst

acting as a celebration of developer communities. This year all sessions were recorded and uploaded to UkieTV – a decision which made the 60 talks accessible to anyone and everyone.

## International and national trade

Following a successful 2022 show Ukie returned to Cologne, where over 90 companies exhibited on the Ukie stand and generated business wins of £40 million. We also attended GDC in 2023 for the first time since 2019, partnering up with Department for Business and Trade (DBAT) to support networking opportunities for the British delegation.

Our partnership with Creative UK continued, delivering accelerator programmes created to support emerging and growing UK games companies. In addition to this, we teamed up with Barclays Games and Esports to develop and deliver the UK's first accelerator programme dedicated to companies focused on mobile game development.

The coming 12 months will see the expansion of our international trade programme, Ukie Worldwide, focusing on emerging markets including Africa and Latin America, whilst continuing relationships with Europe, China and beyond.

## Member-to-member support

Throughout the year, the membership team have connected companies looking for work-for-hire using our database, connected member-to-member for potential business and provided information to assist with pitches, case studies and business plans.

In 2023 we introduced an exclusive Member Breakfast at Develop:Brighton to the roster of meetups throughout the year, providing an ideal start to the event and an opportunity for members to (re)connect in-person. Member-to-member knowledge sharing is also a key part of our work. The NeedtoKnow series on

YouTube presents the expertise of our partner members through ten-minute casual interviews. Meanwhile, our Roundtable Series was extended due to popular demand and covered a 10-month schedule in total. Topics included menopause, working with charities, returning to the office and the future of modding amongst others – all led by Ukie members.





# Education and Skills

**Building the next generation of video games talent here in the UK, and sharing best practice across the world.**



## Digital Schoolhouse

Digital Schoolhouse continued to expand its offering to communities across the UK and beyond! Our workshops have reached 30,466 students and 1,788 teachers across the UK and Nigeria, and we were excited to launch our first pilot school in Ghana. The team also visited Lagos, Philadelphia, Belgrade and the Caribbean, strengthening our collaborative international partnerships and establishing new ones.

We welcomed 17 new Schoolhouses to our network of schools and

colleges in the UK, including 8 primary schools, revealing a growing appetite for our free play-based computing workshops for younger students.

The DSH Super Smash Bros. Ultimate Team Battle esports tournament reached over 3,600 students, 26% of whom are SEND. We celebrated the incredible sportsmanship of our competing teams as well as recognising additional skills in journalism, brand design and shoutcasting. Meanwhile, our junior tournament for primary

school age pupils continued to grow and was delivered across 27 schools.

Our newest initiatives demonstrated alternative ways that Digital Schoolhouse can support the development of skills and aspirations beyond the core programme. The Libraries Project allowed us to reach over 400 additional students in communities around the country, while the Festival of Play expanded to Birmingham alongside its second year in Salford, allowing students to engage directly with industry through exhibition spaces, talks and workshops.



### Video Games Ambassadors

The VGA programme, run in partnership with Into Games, continues to grow and evolve. The network has expanded to over 830 industry volunteers, supporting over 360 ‘opportunity providers’ from schools, universities, youth groups and more through career talks, coursework consultation and mentorships.

At our AGM at EGX London in September 2022, Ukie and Into Games held the first-ever VGA Awards, celebrating the efforts of the network’s brilliant volunteers. We recognised the Most Involved VGA, Most Influential VGA and Rising VGA.



### Ukie Students programme

Over the past year, the Ukie Students programme has supported a highly engaged network of over 3,100 students and over 90 faculty members, across 22 UK academic institutions – and is still growing every month.

We’ve held three fantastic Ukie Student Conferences, each featuring a packed programme of speakers including Epic Games, Bithell Games, ID@Xbox, Electronic Arts, Rare, and many more. The first and biggest was at Staffordshire University in October 2022, the second at W.A.S.D 2023 London in March 2023, and the final event in May 2023 was fully virtual. Over 350 students attended these

events in person, with an additional 450+ tuning in to the talks online.

We also offered some exciting opportunities to our student members this year. A cohort of students from the all-female Google Scholars programme joined us for gamescom 2022, supporting the Ukie team on the UK industry stand. Meanwhile, 15 Ukie Students volunteers attended the Festival of Play 2023 to support the Digital Schoolhouse team. We’ve also been able to secure exciting showcasing opportunities for our students through industry and partner members, such as the Barclays Games Frenzy in May 2023.



### Ukie Education Member Group

The Ukie Education Member Group has gone from strength to strength with over 60 members from academia and industry represented in our quarterly discussions.





# London Games Festival 2023

The 2023 London Games Festival was a breakthrough year for the event. Now in its eighth iteration, the international celebration of games was a hybrid programme delivered 12 days of events and activities. The programme also included an online games showcase, playable demo streams and ample industry networking.

Beginning in an opening ceremony at Coutt's bank on 28th March and culminating on the 9th April at Somerset House, LGF's core activity plus partner events such as Now Play This and W.A.S.D saw over 58,000 in-person attendees. Over 3,500 of

this total were professional visitors, with Games London's flagship event Games Finance Market returning to pre-Covid levels of involvement.

The festival kicked off by announcing the fourth annual Ensemble cohort; eight outstanding video game talents from Black, Asian and underrepresented ethnicities. Meanwhile, players were encouraged to check out online promotions across some of the biggest Apple iOS mobile apps, treated to a Steam sale of London-made games and encouraged to wishlist or demo upcoming unreleased games as part of the festival's Official Selection –

attracting over 8m impressions and over 1.5m unique views. In total, 373 games were represented over the course of the festival.

Details about the 2024 event will be available soon.

**If you'd like to hear more about the work of the Games London team, please email Michael French at [michael.french@games.london](mailto:michael.french@games.london)**

**The London Games Festival is part of Games London, an initiative delivered by Film London and Ukie and funded by the Mayor of London.**



# GREEN GAME JAM:

PLAYING FOR THE PLANET

## Sustainability remains front and centre

We've continued to secure a close commercial partnership with the UN's Playing for the Planet Alliance, supporting their growth and mission to help the sector combat climate change. This year we hosted the first ever in-person Green Games Jam awards ceremony at our offices, celebrating a cohort of games designed to educate players about endangered ecosystems and promote conservation efforts.

At the same time, our Sustainability members group has begun a series of open-access talks to educate not just members but the wider industry on the importance of green games practices. We've continued to represent games in discussions around the wider creative industries' impact as part of the government-led Creative Industries Council Sustainability Group, and played a lead role in a new report that will define how the games industry measures its carbon emissions.





**Dr Jo  
Twist OBE**

**After 10 years at the helm of Ukie, Dr Jo Twist OBE moved on to new pastures at the end of June.**

**When looking back over the past decade, it's clear to see that her work has always been informed by one overriding principle: that video games are for everyone. As the consumer value of games in the UK hits the £7 billion mark, this might seem obvious. But Jo has always been years ahead of the curve when it comes to advocating for all kinds of interactive entertainment and all kinds of players.**

**We'd like to take the opportunity to look back at the amazing achievements she's helped Ukie reach over the past decade and say a big thank you to our outgoing fearless leader.**

## The early Twist years

In 2012, the games industry was rapidly evolving. Digital storefronts, app stores, and the limitless potential of online games saw the rise of mobile and digital first releases, as well as a generation of new players. This period of transformation brought about a golden age of growth for UK studios - but with it new challenges and priorities.

As the gap between developers and publishers began to close, the UK's publisher trade association found itself working more closely with developers. ELSPA had rebranded in 2010 to The Association for UK Interactive Entertainment, or Ukie, with the intention of covering all sides of the games industry. But they needed a face for the historically faceless organization who would reflect this new direction. Someone who would bring an approach and image that reflected who we wanted to be as much as who we were becoming; someone bold who would shine as bright as we wanted to. Enter Jo Twist.

## A responsible, inclusive industry

One of the first people to denounce the word "gamer" as a limiting and stereotypical label, Jo has worked tirelessly to show government, media and the world that games are more than just violent video nasties, and that the people who play, make and sell them can and should come from all kinds of backgrounds.

As online games became a more significant part of young people's lives, concern grew about their potentially unrestricted access to in-game spending and inappropriate content. Jo worked extensively as a spokesperson for government consultations and Calls for Evidence on this topic, as well as overseeing the launch of our first responsible play campaign, Get Smart About Play.

Whilst helping to inform the public

of the positive contributions games can make to our lives, Jo in turn worked to encourage the industry to extend its messaging about parents to foster parents, legal guardians and the carers of children and vulnerable adults.

However, Jo's sense of the games industry's responsibility extends beyond families - a year later as delegates gathered in Glasgow for COP26, Ukie launched the Green Games Guide and the accompanying Green Games Summit. Hosted by Jo herself, this was the first ever meeting of the international games industry to talk about climate change, and in 2022 Jo took to the stage at gamescom to accept the UN's Playing for the Planet Alliance for the sustainable design of the Ukie stand.

## Great data, great decisions

Jo's interest in data has been a key element in the organisation's growth and transformation. Under her guidance, Ukie has contributed to a robust body of research about the UK games industry to help inform robust policy, positive media attention and strong educational pathways.

Since Jo's appointment in 2012, Ukie has published an annual valuation of the UK consumer market to demonstrate the increasing popularity of games in the country.

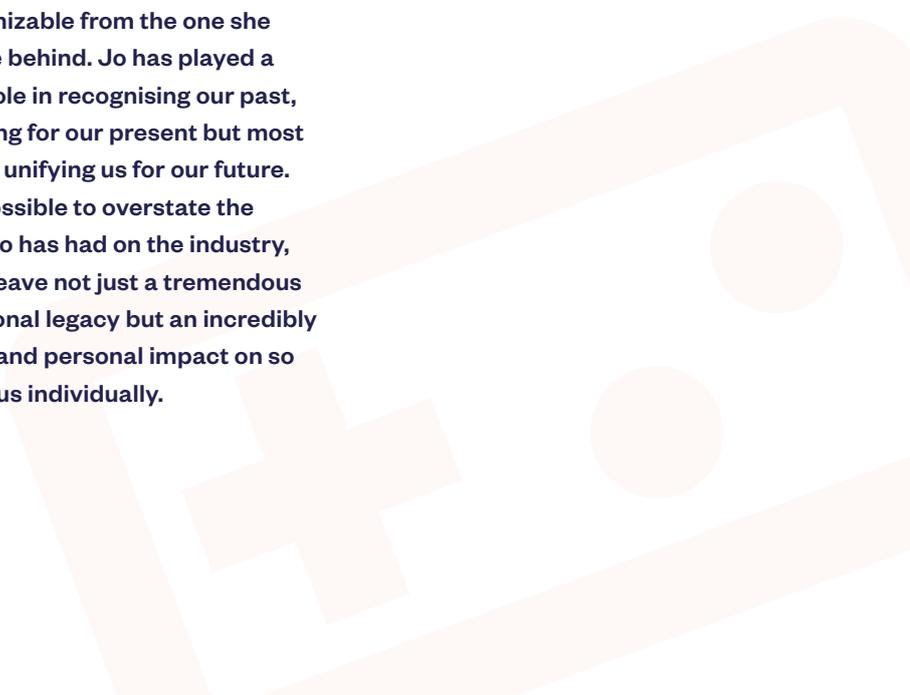
Meanwhile, the growth and distribution of the industry itself was recorded in the the UK Games Map, launched in 2016. This live, visual tool displaying all games-related studios, service providers and academic institutions was refreshed and relaunched earlier in 2023, now including live connections to external databases and allowing company owners to edit their company details directly.

With global player numbers growing and our audience becoming increasingly diverse Jo was a leader in the industry debate in how we would hold ourselves accountable for creating an industry of game makers that better reflected our players. In 2020 the first UK games industry census was published, with a follow up in 2022.

The census investigated the demographics of the country's games industry workforce, as well as their educational background, working practices and attitudes towards the industry.

These data resources used by members, journalists and policymakers alike help to provide a much-needed picture of our industry. They also created a strong backdrop for the debate around the importance of inclusion in not just creating but sustaining diversity in our industry. The census and the industry pledge that followed were pivotal moments for the industry and the commitment to both by so many in the industry highlighted the giant leaps we had taken in forwarded this important work in the years since Jo assumed her role.

The world and our industry have changed and in many ways over the last decade, and the industry Jo inherited in 2013 is almost unrecognizable from the one she will leave behind. Jo has played a pivotal role in recognising our past, caretaking for our present but most critically unifying us for our future. It is impossible to overstate the impact Jo has had on the industry, she will leave not just a tremendous professional legacy but an incredibly positive and personal impact on so many of us individually.





**Games are the  
most powerful and  
influential medium  
of the 21st century**

**DR JO TWIST**

# Member Groups

**Ukie's member groups allow Members to contribute ideas and oversight on key areas of the organisation's work.**

Run by individual team members, and chaired by members, these groups provide regular communications and host regular meetings to keep you informed – and allow you to participate – in relevant discussions, debates and activities.

## Education

The Education group helps to steer Ukie's education initiatives as well as key issues facing the industry such as post-16 qualifications and the skills gap. Membership is open to people in games interested in education, as well as practitioners in schools, colleges and universities.

**Administered by:** Shahneila Saaed  
**Contact:** [shaneila@ukie.org.uk](mailto:shaneila@ukie.org.uk)

## Esports

The esports group shapes Ukie's position on the growing sector. The group's priorities are to drive the commercial success of esports in the UK, promote the unique contribution of the companies that operate within it and to support and shape policy recommendations.

**Administered by:** Sam Collins  
**Contact:** [sam@ukie.org.uk](mailto:sam@ukie.org.uk)

## Equality, Diversity and Inclusion (EDI)

The EDI member group offers an open forum opportunity on a quarterly basis for members to discuss their efforts to support, promote and prioritise all aspects of EDI. Those with more time and capacity can also join the EDI Working Group, who help Ukie's EDI Co-ordinator consider ongoing action and activities to promote inclusivity in the UK games industry.

**Administered by:** Dom Shaw  
**Contact:** [dom@ukie.org.uk](mailto:dom@ukie.org.uk)

## HR Group

The HR group is a forum for sharing ideas and best practice between HR teams; Concerns, issues and trending topics impacting HR and operations professionals, legal and recruitment professionals.

**Administered by:** Helen Johnson  
**Contact:** [helen@ukie.org.uk](mailto:helen@ukie.org.uk)

## Policy and Public Affairs

The Policy and Public Affairs group is responsible for Ukie's work directly with policy makers, advocating directly for the industry and publicising its achievements. The team provides updates on policy developments back to members and co-ordinates industry responses on significant issues.

**Administered by:** Dominic Murphy  
**Contact:** [dominic@ukie.org.uk](mailto:dominic@ukie.org.uk)

## Sustainability

The Sustainability group meets to discuss, share information and drive forward the UK games sector's response to climate change and sustainability.

**Administered by:** Dan Wood  
**Contact:** [dan@ukie.org.uk](mailto:dan@ukie.org.uk)

## Campaigns and Communication

The Campaigns and Communication group steer Ukie's campaigning work, as well as support the team in amplifying our voice to external stakeholders including the media.

**Administered by:** Bhavina Bharkhada  
**Contact:** [bhavina@ukie.org.uk](mailto:bhavina@ukie.org.uk)

# UKIE STAFF 2023



**AMEN TEFAY**  
Policy and Public Affairs Officer  
[amen@ukie.org.uk](mailto:amen@ukie.org.uk)



**KATIE DAVIES**  
Accounts and Finance Officer  
[katie@ukie.org.uk](mailto:katie@ukie.org.uk)



**AMII OLDHAM**  
Programme and Communications Manager  
[amii@ukie.org.uk](mailto:amii@ukie.org.uk)



**KIRSTIE RUSSELL**  
Office Manager  
[kirstie@ukie.org.uk](mailto:kirstie@ukie.org.uk)



**BHAVINA BHARKHADA**  
Head of Communications and Campaigns  
[bhavina@ukie.org.uk](mailto:bhavina@ukie.org.uk)



**LEWIS KAY**  
Programme Support Officer  
[lewis@ukie.org.uk](mailto:lewis@ukie.org.uk)



**COLM SEELEY**  
Insight and Innovation Manager  
[colm@ukie.org.uk](mailto:colm@ukie.org.uk)



**LOUISA KEIGHT**  
Communications and Content Officer  
[louisa@ukie.org.uk](mailto:louisa@ukie.org.uk)



**DANIEL WOOD**  
Co-CEO  
[dan@ukie.org.uk](mailto:dan@ukie.org.uk)



**MO ALI**  
IP Coordinator  
[mo@ukie.org.uk](mailto:mo@ukie.org.uk)



**DANIELE SCHMIDT-FISCHER**  
Policy and Public Affairs Manager  
[daniele@ukie.org.uk](mailto:daniele@ukie.org.uk)



**SAM COLLINS**  
Co-CEO  
[sam@ukie.org.uk](mailto:sam@ukie.org.uk)



**DOM SHAW**  
EDI Coordinator  
[dom@ukie.org.uk](mailto:dom@ukie.org.uk)



**SHAHNEILA SAEED**  
Head of Education  
[shahneila@ukie.org.uk](mailto:shahneila@ukie.org.uk)



**DOMINIC MURPHY**  
Head of Policy and Public Affairs  
[dominic@ukie.org.uk](mailto:dominic@ukie.org.uk)



**SIÂN MAYHALL-PURVIS**  
Education Programme Coordinator  
[sian@ukie.org.uk](mailto:sian@ukie.org.uk)



**ESTELLE ASHMAN**  
Curriculum Content Developer  
[estelle@ukie.org.uk](mailto:estelle@ukie.org.uk)



**YIREN YE**  
Event Coordinator  
[yiren@ukie.org.uk](mailto:yiren@ukie.org.uk)



**HELEN JOHNSON**  
Membership Officer  
[helen@ukie.org.uk](mailto:helen@ukie.org.uk)

We would like to say a special thank you to Ukie team members who have moved on over the last 12 months. Thanks to Jo Twist, Mark Ward and George Osborn for all the work they've done on behalf of the industry.

ukie



+44 020 7534 0580 | [hello@ukie.org.uk](mailto:hello@ukie.org.uk)